

NOVEMBER 2016

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President's Message

John C. Helweg

I felt like my first meeting as President went pretty well. I was a little nervous, but we got through it. Burke Yates, the Manager at Tri-Ed North, took great care of us. There are so many things I want to accomplish this year. One of which was securing our meeting locations for the year in advance, so our members could plan accordingly. Secondly I wanted to get the Associate Members to provide the food. I'm please to announce we've achieved both.

I'm counting on our Membership (that's you guys) to come out and buy stuff before or after our meetings. If there's no financial upside for our Associate Members to host and feed us, then they aren't likely to keep doing it, so please spend some money!

We're working with our Associate Members to provide CEU's at the periodic trainings they provide. We are also working on doing our own training classes outside of our meetings. That way there are more opportunities for our members to obtain CEU's.

We're also working on getting good speakers lined up for our meetings. We want to give you the best value for your time to come to our meetings. I'm pleased to announce that we will have Troy Shuttleworth with Questco. They provide payroll, benefits, workers' comp and HR services for smaller companies.

This past week was a busy one. On Tues, Oct 25th I drove to Austin, TX for the quarterly Private Security Board meeting. It was a fairly short meeting. There were a couple code changes voted on (35.26 & 35.132) and conversation about TOPS, but I'll leave that for our PSB representative, the Honorable Debi Ulmer to report on.

My biggest take away from the PSB meeting was the 374 investigations that DPS has been working on this past quarter. I recall from our previous PSB meeting that they had a similar amount of investigation for the prior quarter. I mention that because people regularly ask what DPS does for us and this is a good example of what they are doing.

Friday, Oct 28th I drove to Rockwall (Dallas), TX for the TBFAA Board meeting. It was good to see many familiar faces. I was excited to see that we had our own Van & Penny Mayorga and Mary Edmonson in attendance. Houston was well represented. This was my first meeting back on the board in several years, so I wasn't familiar with some of the old business, but don't worry, I'll get caught up quickly.

There was discussion as to what the TBFAA wants to pursue in the upcoming legislative year, namely changing some of the code from criminal to administrative so quicker action can be taken. The TBFAA Board formed a Fire committee and we got Van Mayorga on it. Van can report more on that.

Apparently they are working on a web site that will do training and various other things and it should integrate with QuickBooks for seamless data swapping. Kelly can report more on that.

We have a new Regional Director, Dennis White. I look forward to working with him at our meetings.

That's all I've got for now. Happy Thanksgiving and stay safe for those of us that are traveling.



Houston Gulf Coast Alarm Association
Minutes of HGCAA Meeting & Luncheon 10/13/16
Held at Tri-Ed North

Meeting called to order at 11:57

Benediction / Pledge

Roll Call of Officers, established quorum, VP absent

Recognized Associate Members in attendance

Recognized Guests

Thanked Tri-Ed for food and hosting meeting... Branch Manager introduced

Member Introductions and quorum established

2016-17 HGCAA Officers / Directors:

President – John Helweg

Vice President – Van Mayorga

Secretary – Amanda Jackson

Treasurer – Penny Mayorga

Sergeant at Arms – James Pratt

Membership Director – Mary Edmonson

Associate Director – Jerry Davis

General / Regional Director – Sonny Sampson

Standard Business:

- Introduced newsletter with ad options, meeting dates & places
- Prior Meeting Minutes reviewed by attending members and approved
- Treasurer's Report reviewed by attending members and approved
- Mary Edmonson stepped down as Editor and was appointed as Membership Director, better for her and the association
- Website, emails and Facebook has been updated, suggested by guest to use a service – will make us more attractive
 - John and Brian working on different options
- CE School status – we are good now. Updates only happening on the 20th of the month, so TOPS is behind.
- Many guest speaker ideas shared and will be explored further by board and scheduled
- Members agreed that they would attend more trainings at distributors if they could receive CEUs. Board will move to get licensed to proctor classes under HGCAA school for CEUs

Director's Reports, Committee Reports, and New & Old Business:

- PSB – Honorable Debi Ulmer
 - TOPS updating on the 20th currently, they know there are still bugs to work out – let Debi know if you have a specific issue. Oct 20th is TOPS training, Oct 25th next PSB meeting, will need finger prints done for new and renewals (unless they already have electronic prints on file with PSB).
- ESA – 8hr class available w/ ethics, false alarm reduction, sensors and networking \$125 / \$225 – Still offering HGCAA members trial memberships through the end of the year – held at ADI North on 10/26
- TBFAA Convention – 2016 Convention will be held in Rockwall (Dallas) October 26-28th – see TBFAA.org for registration and details. Joe Carr named Person of the Year. 2017 Convention will be at La Torretta on Lake Conroe.
- Mary made motion to donate \$1000 toward TBFAA raffles as done in past years – 2nd, voted & passed – Amanda and Mary will shop and donate items.
- HPD – False alarms down about 1,000 calls!
- HCSO – Permits online, please direct customers to site – still accept paper aps, but make sure they are the current ones.
- Bowling Committee – Dave & Buster's offering discounted rate due to it being for non-profit and a fundraising function, looking to combine with other groups for larger turnout.
- Holiday Party – Combined with ASISST more details to come.
- TDI –
 - Update your emails on the website, most were lost
 - New license number have to be updated by 3/1/17
 - From Fire Seminar, 3rd parties are being used in some areas – several issues/challenges needs further research

Guest Speaker: Brad Jackson with TPI on Cameras & Technology

- Introduction of his experience, company and line card
- Went over several technologies developed by Panasonic and benefits of these technologies

Raffles:

- \$25 HGCAA, Pappas GC – Penny Mayorga
- \$25 HGCAA, Academy GC – Debi Ulmer
- \$25 HGCAA, Academy GC – Rich Phillips
- \$25 HGCAA, Chili's GC – James Pratt
- \$25 DCI, Cash – John Helweg
- \$25 Automated Outlet, Restaurant GC - Rick Strickland
- Tri-Ed Speaker Giveaway – Danny Myers
- \$83 PAC – Debi Ulmer, Donated Back

Next Meeting is November 10, 2016 @ Bass Computers

Adjourned: 1:40

Treasurer's Report

Penny Mayorga

| Accounts | Balance |
|-------------------|-------------|
| Chase Checking | \$5,793.89 |
| Chase Savings | \$18,975.21 |
| PayPal | \$1,000.00 |
| Cash | \$289.00 |
| Undeposited Funds | \$0 |
| COMBINED ACCTS | \$26,058.10 |
| Accts Receivable | \$3,000.00 |
| YTD PAC Donations | \$524.00 |

Bass Computers, Inc



Office Location:

10558 Bissonnet St

Houston, TX 77099

Phone: (281) 776-6700

Fax: (281) 776-6733

Calendar of Events

HGCAA meetings are held the second Thursday of each month from 11:30-1pm. See below for the locations.

Dates and locations may change as needed.

November 2016

11/6 - Daylight savings (clock falls back 1hr)

11/10 - HGCAA meeting @ Bass Computers

11/24 - Happy Thanksgiving

December 2016

12/8 - HGCAA meeting @ ADI (North)

12/25 - Merry Christmas

January 2017

1/1 - Happy New Year

1/12 - HGCAA meeting @ Automated Outlet

February 2017

2/9 - HGCAA meeting @ Tri-Ed (Pinemont)

March 2017

3/2 - Texas Independence Day

3/9 - HGCAA meeting @ ADI (Pinemont)

April 2017

4/13 - HGCAA meeting @ Tri-Ed (North)

May 2017

5/11 - HGCAA meeting @ Bass Computers

June 2017

6/8 - HGCAA meeting @ ADI (North)

July 2017

7/4 - Independence Day

7/13 - HGCAA meeting @ Automated Outlet

August 2017

8/10 - HGCAA meeting @ Tri-Ed (Pinemont)

September 2016

9/14 - HGCAA meeting & elections @ ADI (Pinemont)

**PLEASE THANK OUR ASSOCIATE MEMBERS
FOR PROVIDING FOOD AND
HOSTING OUR MEETINGS
BY PURCHASING THEIR PRODUCTS.**

The New Metrics of RMR Tracking

By Scott MacDougal, President, Cornerstone Billing Solutions

A decade ago, Recurring Monthly Revenue (RMR) tracking looked like this:

| | |
|--------------------|----------|
| Dealer accounts: | 1,000 |
| Avg. rate/account: | x \$25 |
| Dealer RMR: | \$25,000 |

Sadly, this wonderfully simple approach rarely works these days, due to the rapid adoption of interactive services (Alarm.com, Total Connect, etc.) and the increasing stratification of subscriber service levels. Yes, most dealers still do have a base of plain vanilla digital, or cell-based, accounts at standard base rates. But with the wide range of new services now available, bundled or a la carte, the metrics of tracking and reporting RMR are evolving quickly. Dealers need to embrace both consistent account management **processes** and **software** powerful enough to give them the key information they need.

“When dealers talk to me about their RMR, the first thing I ask is for them to break it down for me. That’s often when things bog down. Good RMR reporting is one of the biggest challenges we face,” says Jim Wooster Jr., president of Alarm Financial Services, Corte Madera, CA.

Because RMR is the basis for dealer valuations both in purchase and financing transactions, an upgrade of our approach to RMR may be in order. It has become far more complicated, so we need to rethink our process for defining RMR, tracking RMR growth, tracking attrition, accounting for rate increases/decreases, etc. As Cornerstone has worked with dealers, and especially with the funding companies that finance them, we’ve evolved our software and reporting to try to keep up with this brave new world. This white paper shares some of our conclusions.

Defining RMR

The first step is defining RMR—below is a list of typical recurring codes:

| Code | Description On Invoice (Limit 20) |
|----------|-----------------------------------|
| MAI | Maintenance Agreement |
| MED CSS | Medical Monitoring Services |
| MON | Monitoring Service |
| MUSC CEL | Cellular Monitoring |
| OCR | Open & Close |
| OCRSUPV | Supervised Open Close |
| PMT PLAN | Payment Plan |
| POTSLINE | Monthly Monitoring Phone Line |
| TC2 | Total Connect Stand Alone |
| TC2 3 | TC2 Adv With Automation |

While all of these are recurring charges, buyers and funding companies will not likely include them all in valuations. By definition, Payment Plan charges will roll off at the end of the agreed-upon payment term, so would

usually be excluded. Dealers using Payment Plans would want to exclude these amounts when calculating attrition, to avoid overstating that percentage. Some funding companies would exclude Maintenance Agreements from their funding formula.

The bottom line for defining RMR is that, as with many things in life, it depends. So from a software perspective, it's important to provide a code-by-code opt-in such as this:

Core Recurring Filter? ☒ Track selected RMR e.g., eligible for funding

Flagging 'Monitoring' as 'Core Recurring' while excluding 'Payment Plan' allows precise tracking and reporting, and the flags can be quickly adjusted based on who's getting the reports.

In most cases, buyers/lenders will also disqualify seriously past-due accounts. For that reason, it's easiest if at least one software report provides an RMR tally with this filter built in:

Collateral Calculation -- RMR for accounts with aging less than 90 days = \$23,355.74

Counts or Dollars?

Once RMR is clearly identified, the next issue is whether to track dollars, counts, or both. The old model was 'average RMR' times the number of accounts, to arrive at a valuation or a funding base. In our view, the best RMR metric is **Total RMR Dollars**, after adjusting for non-core/non-qualified recurring charges.

Below is the first line of our software's RMR Tracking Report:

| <u>Recurring Changes Summary</u> | <u>Amount</u> | <u>Charge Count</u> | <u>Account Count</u> |
|--|---------------|---------------------|----------------------|
| Beginning RMR (includes Section 5 Continuing RMR) | 76,418.38 | 1,819 | 1,012 |

A buyer/lender cares most about the green number above, but we also provide both the number of accounts (site locations) and the number of charges. Those numbers definitely tell a story. If the number of recurring charges are about the same as the number of accounts, that suggests that either the dealer likely has a more traditional base of accounts—few add-on services—or that the dealer bundles charges into a single amount. In the above example, the average account has roughly 1.8 charges and pays an average rate of over \$75. Those metrics would normally be quite attractive to buyers/lenders, because of the high rate and the relatively high ratio of charges to accounts.

So dollars are most important, but counts are also very useful to help establish averages, as noted in the paragraph above. Good account management software should provide both quick summaries and trends over time, as well as underlying counts and the ability to export raw data details to spreadsheets in order to allow for slicing and dicing data as desired.

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- » True Day/Night
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HBD3PR1

3 MP IR Bullet Camera

- » 3.6 mm Fixed Lens
- » True Day/Night
- » Up to 100 ft (30 m) IR illumination*
- » IP66 Rated
- » 12V/PoE (802.3af)



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HED3PR3

3 MP IR Ball Camera

- » 2.8 mm Fixed Lens
- » True Day/Night
- » Up to 100 ft (30 m) IR illumination*
- » IP66 Rated
- » 12V/PoE (802.3af)



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H4D3PRV3

3 MP IR Rugged Dome Camera

- » 2.8 mm Fixed Lens
- » True Day/Night
- » Up to 100 ft (30 m) IR illumination*
- » IP66 Rated
- » 12V/PoE (802.3af)



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H4D3PRV2

3 MP IR Rugged Dome Camera

- » 2.7–12 mm Motorized Focus/Zoom Lens
- » True Day/Night
- » Up to 100 ft (30 m) IR illumination*
- » IP66 Rated
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HBD3PR2

3 MP IR Bullet Camera

- » 2.7–12 mm Motorized Focus/Zoom Lens
- » True Day/Night
- » Up to 100 ft (30 m) IR illumination*
- » IP66 Rated
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Tracking RMR Growth

Growth in RMR is more complicated these days, and can be the result of:

1. New accounts (brand new, or re-signed)
2. New services added for existing accounts
3. Rate increases to existing accounts

In addition, it's worth reviewing a couple of other items:

4. Future RMR not yet invoiced
5. Pending RMR not yet online

RMR for new accounts is straightforward, though some new accounts are actually re-signed accounts due to a move. Dealers with an aggressive move/re-sign program can sometimes demonstrate that a chunk of their attrition is actually not lost accounts, but re-signed accounts. Flagging these accounts in the software should allow for a separate line item for re-signs. Likewise, it's valuable to break out both the dollars and the counts for new services added by existing accounts, as well as for rate increases. The resulting dollars/charges/accounts tallies could look like this:

| <u>Recurring Changes Summary</u> | <u>Amount</u> | <u>Charge Count</u> | <u>Account Count</u> |
|--|---------------|---------------------|----------------------|
| Beginning RMR (includes Section 5 Continuing RMR) | 23,044.77 | 707 | 629 |
| Section 1: New RMR / New Accounts | 310.65 | 8 | 5 |
| Section 1: New RMR / New Accounts (Re-signed) | 0.00 | 0 | 0 |
| Section 1: New RMR / Existing Accounts | 43.28 | 2 | 2 |
| Section 4: Incremental RMR Increases | 9.00 | 1 | 1 |

This illustration tells the story about RMR growth, showing four growth categories, dollars and counts.

If a dealer puts an account online, but has not yet billed the recurring, is that RMR? Similarly, if a prospect accepts a proposal from the dealer, but the install has not yet occurred, is that RMR?

It's potential RMR, but it's not active RMR, so our reports exclude these categories from current RMR. Nevertheless, it's valuable to report these numbers "below the line" as FYI items:

| <u>Recurring Changes Summary</u> | <u>Amount</u> | <u>Charge Count</u> | <u>Account Count</u> |
|--|---------------|---------------------|----------------------|
| Section 6: Future RMR, Not Yet Invoiced | 311.84 | 13 | 10 |
| Section 7: Pending RMR, Not Yet Online | 44.95 | 1 | 1 |

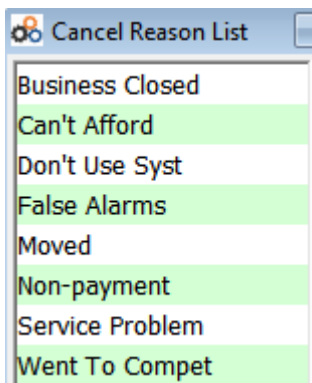
This at least provides the dealer a view of RMR in the pipeline and can provide meaningful information especially for owners and managers—a preview of the backlog, accounts that will be added soon.

Tracking RMR Attrition

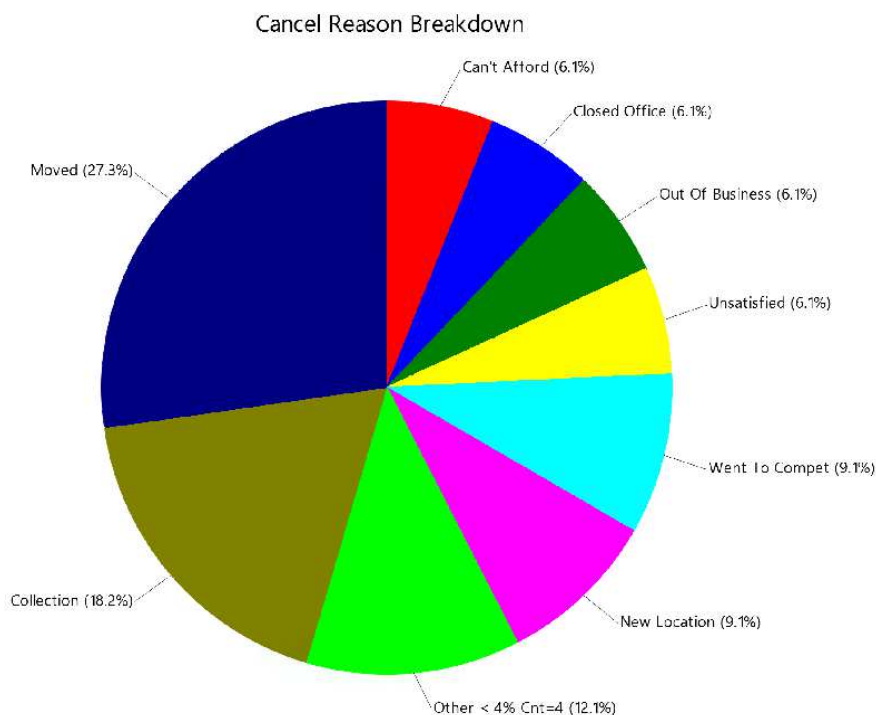
RMR attrition is more complicated as well, and can be the result of:

1. Cancelled accounts
2. Cancelled services for existing/continuing accounts
3. Rate decreases for existing accounts

These three are just the flip side of the growth discussion above. However, managing attrition can (and often does) mean the difference between success or failure. You can't manage what you don't measure, so entering reasons for every cancellation into the account management software is critical:



Assigning a cancellation reason should allow for easy—and **extremely valuable**—reporting:



Some of the above reasons are controllable, some are not. The most common reason for cancellation involves a move of some type. In the above chart, 'Moved' and 'New Location' for a business adds up to over 36%. Properly

managing move-in/move-out scenarios can have a huge impact on ‘net growth’. A high percentage of re-signs due to customer moves is the hallmark of a company that both tracks its move-driven cancels, and has a proactive program to manage these subscribers. Yes, it’s complicated, but it’s also lucrative; good move programs can often generate brand new customers, from the move-in side of the equation.

Putting It All Together

Now that we’ve determined definitions, growth elements, and attrition elements, it’s time to look at the big picture. RMR changes can be reviewed for one year, two years, or perhaps six months (see below)...

RMR Tracking

Changes in Recurring Charges

Attrition Mode? ☒ [Standard Periods...](#)

From:

To:

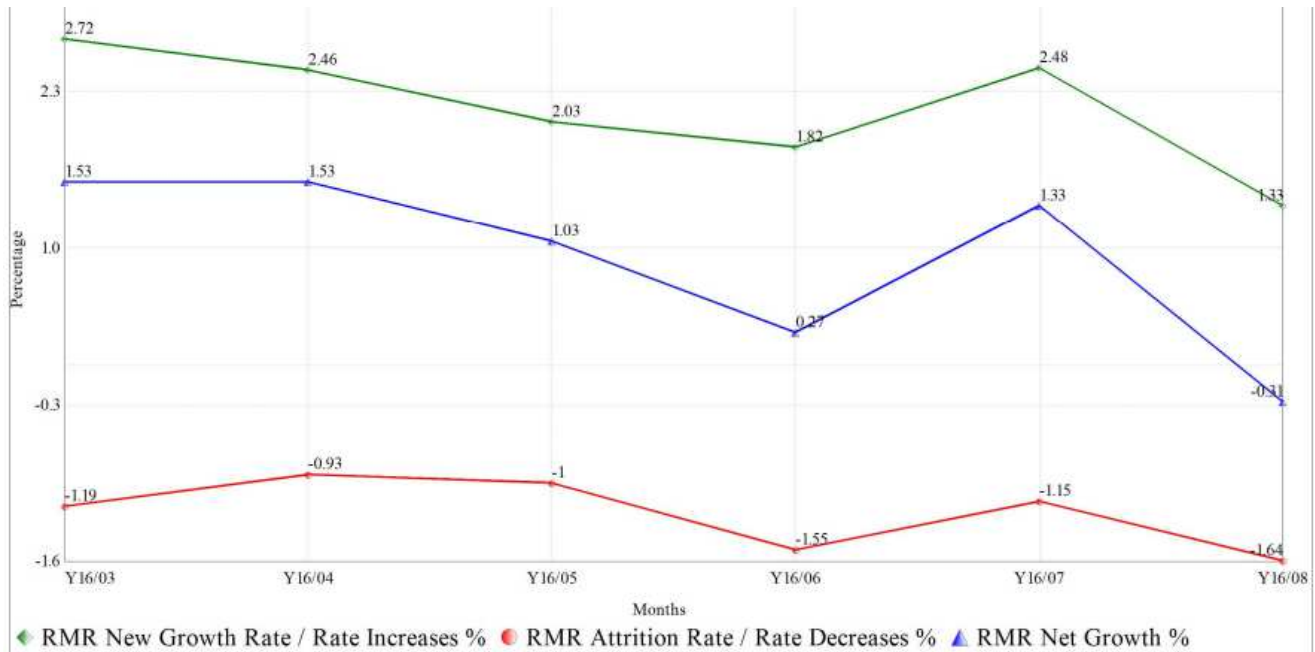
User Field 1:

...to see more recent trends. Summary results could look like this:

| | <u>Average</u> | <u>Annualized</u> |
|---|----------------|-------------------|
| RMR New Growth Rate / Rate Increases % | 2.1 | 25.7 |
| RMR Attrition Rate / Rate Decreases % | -1.2 | -14.9 |
| RMR Net Growth % | 0.9 | 10.8 |

This summary shows growth rates in green, attrition (negative growth) in red, and RMR net growth in blue. In this example, top line RMR growth is excellent at 25%+ annualized, but attrition is also quite high at about 15%, resulting in net growth of over 10%.

Just as valuable is a visual of trends for these 3 numbers, over time:



Line charts like this give managers a quick read on where things are going. In the above example, the blue line (net growth) seems trending downward—mainly because growth (green line) has slowed. So it may be time to review the growth program(s), and take corrective action.

From there, good software should allow for drilling down into each month to see the metrics—growth elements and attrition elements, by dollars, charge counts, and customer counts:

Y16/08

| <u>Recurring Changes Summary</u> | <u>Amount</u> | <u>Charge Count</u> | <u>Account Count</u> |
|--|---------------|---------------------|----------------------|
| Beginning RMR (includes Section 5 Continuing RMR) | 79,558.04 | 2,185 | 1,915 |
| Section 1: New RMR / New Accounts | 843.88 | 18 | 17 |
| Section 1: New RMR / New Accounts (Re-signed) | 39.99 | 1 | 1 |
| Section 1: New RMR / Existing Accounts | 151.49 | 5 | 5 |
| Section 2: Stopped RMR / Closed Accounts | -1,230.70 | 35 | 35 |
| Section 2: Stopped RMR / Open Accounts | -67.99 | 2 | 2 |
| Section 4: Incremental RMR Increases | 26.01 | 3 | 3 |
| Section 4: Incremental RMR Decreases | -3.00 | 1 | 1 |
| Ending RMR | 79,317.72 | 2,172 | 1,897 |



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The above snapshot is for August 2016. The summary numbers smooth out the ups and downs by taking averages of multiple months, but a company should be able to scrutinize details for a period where performance was relatively strong or weak. A good software reporting system should allow dealers to go further, providing individual account and charge details behind these summary numbers. That level of detailed analysis will allow owners, managers and staff to review the 'nitty gritty' stories behind the raw data...and then try to optimize things that worked, correct things that didn't, or both.

Advanced Metrics

In the coming years, security dealers, along with industry buyers and lenders, will likely start grouping its accounts based on service levels, such as:

- Basic
- Standard
- Premium

Each of these groups will have its own metrics—average rate, charges (services) per account, and so on. For example, perhaps the Basic subscribers pay an average of \$22/month. Some analysis shows that many of these subscribers pay relatively low rates of \$15 - \$18/month, perhaps because they were signed on many years ago.

Implementing a selective rate increase for these low rate accounts, which is fair given current market rates, can bump up the \$22 average to perhaps \$23-\$24...and immediately improve margins. Given easy access to the detailed growth and attrition data described earlier, it's much easier to take targeted action to improve the bottom line.

From a marketing standpoint, grouping accounts also allows dealers to focus on upgrading Basic accounts to Standard, and Standard accounts to Premium. Programs like this are especially important now, as cable and media companies aggressively advertise to try to poach accounts from traditional dealers. Assigning each account to a group allows a dealer's management team to set goals for upgrades as well as for new accounts. It's much less expensive to cross-sell existing customers than it is to find and sign on new customers.

Finally, while RMR is the most convenient metric for buyers and lenders, even more important is the margin each RMR segment generates. "Once we get a breakdown of the RMR, we need to have the dealer show us how much they make on each segment," says AFS's Wooster. "The top line RMR is a great starting point, but what matters most to us is profit by type of recurring." Again, good software should allow for assignment of costs—such as wholesale monitoring fees, billing costs, and other variable costs—to each recurring charge:

| | |
|--------------------|------|
| Monthly Cycle Cost | 6.50 |
|--------------------|------|

Accuracy Breeds Confidence

Whether it involves funding, buying and selling accounts, or simply ramping up growth, one of this industry's biggest issues is determining accurate growth and attrition rates. Many, many deals have blown up because of this. With the dynamism in this industry right now, it's more important than ever to invest in account management systems that allow dealers to easily track—and build—their RMR.

If growth financing is needed, being able to immediately generate the reports and metrics a lender needs will breed the confidence that lender needs to extend credit. If a dealer is thinking of selling accounts, the same holds true – solid RMR reporting gives buyers confidence that the dealer 'has its act together', and may therefore boost the multiple a buyer is willing to offer. "Buyers and lenders don't like uncertainty," Wooster from AFS concludes. "Uncertainty reduces valuation multiples, and on the flip side, accurate reporting can improve the valuation a buyer or lender assigns to a dealer's accounts."

The vast majority of dealers are neither selling nor seeking a loan, but they are certainly looking to both retain their customers and drive faster growth. Investing the time and money to implement an industry-specific software platform will provide a very quick payback, by offering a real-time look at how the business is performing, and why. Only then can confident decisions be made to set goals, and to follow through with targeted and measurable programs to achieve those goals.

About Cornerstone

Cornerstone Billing Solutions helps security companies nationwide save money and simplify the task of managing their accounts. Through cloud-based, specialized software and comprehensive but affordable billing services, Cornerstone's dealers keep control of their accounts, without the billing busywork. We handle billing by paper invoice, as well as EFT and all major credit cards. Our system is accessible by PCs, Macs, and mobile devices. Cornerstone's user-friendly software allows you to track your inventory (multi-location), manage your service and installation appointments, generate quotes, and more.

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the industry.

Earl Wayne Lanier, Jr

It is with a heavy heart that I share the passing of one of our own. Earl was a long time member of HGCAA. He worked for EnTouch for many years. As soon as we

receive more information regarding funeral arrangements we will send them out to the membership.



Earl and his grandchildren.



Sure. Most accountants
know...



But not...



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TBFAA Report

Kelly Ryan, President

In 2008, the TBFAA Convention was scheduled for Galveston Island, but the devastation from Hurricane Ike created the need to make an emergency move of our 2008 convention. Under the leadership of Debi Ulmer as convention committee chair, the convention team was able to secure a location in the DFW area and the 2008 convention was still a great success! But we haven't returned the convention to the DFW area since 2008, so for 2015 we selected the Hilton Dallas/Rockwall Lakefront Resort and again, our convention was a great success!

Special thanks needs to be given to the Texas DPS, SFMO, McWilliams Governmental Affairs, and many others for putting on great seminars and giving the latest updates in the Texas burglar & fire alarm industries. Those that attended were given the option of multiple seminars as well as great networking opportunities, and we received many fantastic reviews of the convention. The DPS graciously provided live assistance with TOPS, and they went above-and-beyond in making themselves available to help our members with licensing questions. It was great to hear positive feedback from the attendees, and I believe it will only help unify the local associations with TBFAA as we keep a watchful eye on legislative activities and protect our respected professions.

The "Roast & Toast" of Joe Carr was an event not to be missed, and Joe was a great sport as multiple speakers came forward to reminisce of past events and thank him for his contributions to our industries, but it was a roast, so the speakers pulled no punches in poking a little fun at Joe! However, he did get the last word, and in doing so, proved that he is not only a great sport, but also a true "comeback kid"! It was certainly a great honor to present the "Person of the Year" award to Joe.

Going forward, I'm very happy to announce that the 2017 convention will be back in the Houston area at the La Torretta Resort on Lake Conroe! This 20-story high-rise features fantastic suites that all have water views as well as an on-site golf course, waterpark, lazy river, and many other amenities. As per the TBFAA bylaws, the convention will again be in October, so stay tuned for more information! The TBFAA's previous convention success only helps us build to a bigger and better convention, and La Torretta will be a great place to conduct our convention.

Be sure to keep your info updated on TBFAA Constant Contact, and follow TBFAA on Facebook, Twitter @TxBFAA, and LinkedIn to stay up-to-date and current on TBFAA activities and news.

TBFAA Region 3 Director

Dennis White



Prior to the alarm industry, I spent 20 years in the automotive aftermarket as a manufacturers rep.

I started in the alarm industry in 2002 working for Counterforce USA as a sales manager responsible for finding new dealers to join our retail dealer program. In addition I was responsible for bulk account acquisitions nationwide. In 2009 I left Counterforce and went to work for United Central Control as a regional sales manager. I am currently responsible for over 24 states. My responsibility is to find new dealers to bring on board and work with existing dealers to grow their market share.

Please feel free to call if there is anything I can do for you.

Best Regards,

Dennis White

dwhite@teamucc.com

866-434-3722- direct

713-870-3702- cell

For Sale/Wanted

If you have used or old equipment, accts or a company you're interested in selling or if you are looking for something that you think another dealer may be willing to part with, we can post those items here. No charge for members.

For Sale:

2 Desks. They measure 5'x32". They have a keyboard tray and a small drawer and file drawer on each side. Make an offer.

Bookcase - It measures 28"x6' with 4 shelves. Make an offer. Call John Helweg @ 713-467-6666

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Houston Alarm Detail

Check with the City of Houston to make sure your company is listed on their alarm permit web site. They have a specific form you need to fill out and submit to them for inclusion.

Please make sure your customers are using the most current alarm permit form.

Harris County Alarm Detail

Please make sure your customers are using the most current alarm permit form.

Montgomery County Alarm Detail

Check with the Montgomery County Sheriff's Office to make sure your company is listed on their alarm permit web site.

Please make sure your customers are using the most current alarm permit form.

State Fire Marshal's Office

NOTICE: Your new fire license will need to be on your trucks, business cards & advertisements by March 2017.

Regulatory Resolution Assistance

If you are having troubles with DPS, please contact the Board to see if we can help. We are here to advocate for you. One of the perks of the job is that we know who to speak with and we can cut through the bureaucratic red tape. Anything you share with us will be kept confidential.

John C. Helweg, President

A Word from the Editor Vacant

I hope you guys are enjoying the new HGCAA newsletter. It is my strong desire to provide a quality product that you will like, find useful and thought provoking and be a good use of your time to read. That said I can't do it alone.

The role of Editor is not to develop all the content for their perspective newsletter. I believe the job of Editor to wrangle the various contributors to write their reports and get them to us in a timely manner and put all the content and ads together in a cohesive newsletter that you find sexy and useful. In my opinion, getting the content from others is the hardest part of the job.

That's where you the membership, can help me the Editor, do a great job... Most all of us read trade magazines, either paper or electronic. We also are members of social media and have access to many other forms of information.

If you will share with me articles that you think are useful to you and others, so I can take a look at them and see if I can squeeze them in the newsletter then we will never have a problem creating an awesome newsletter for the association. I'd like to see articles about Cameras, Access Control, Business, Alarms, Locks, Legislative, etc. Use common sense and good judgement. The worst thing I'll say is thanks for thinking of us.

I looking forward to seeing if you guys actually read this and send me articles. lol

Regards,

John C. Helweg

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HOUSTON GULF COAST ALARM ASSOCIATION
PO Box 19484
Houston, TX 77224-9484

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