

## ASG PLANS TO RING IN 2007 WITH \$2.5M IN RMR

By Martha Entwistle, managing editor

BELTSVILLE, Md.—Having just completed its sixth acquisition of 2006, ASG Security executives say they expect to “open up some eyes” by year end by reaching \$2.5 million in overall RMR.

ASG, which has made public its

desire to acquire AISG of Albany, N.Y. (see story in the July issue of *Security Systems News*), on Aug. 28 finalized an acquisition of 830 customer accounts from Spectrum Alarm in Dallas/Fort Worth. The accounts, represent about \$20,000 in RMR and will be folded into ASG's current opera-

tions in that area.

“These kind of tuck-in acquisitions are the key to everything we do. We seek to increase account and market density in the areas where we operate today,” said Bob Ryan, ASG vice president of sales and marketing. Spectrum Alarm's owner, Ken Winters, who found-

ed the company in 1986, will help out with the transition for a little while, but is retiring to work on other business endeavors.

“I've been thinking about selling for a while and in the last year or two I've talked to five or six potential buyers,” he said. “I just liked ASG. They seem like really

good people and they do what they say they're going to do. And, now that the transaction has taken place, I still feel the same way.”

Ryan called the accounts a “solid mix of well-seasoned, high-quality accounts that were built the right way, steadily over time. It's a great acquisition for us.” Looking ahead, Ryan said, “We'll be very busy in the fourth quarter. We've got a few [acquisitions] teed up and should reach 10 by the end of the year.”

“Overall this boosts us to 70,000 customers and \$2.3 million in RMR, and we expect through organic growth and additional transactions to be at \$2.5 million by the end of the year,” said Ralph Masino, ASG's chief financial officer. “In Dallas alone we have more than \$600,000 in RMR,” Masino said.

Ryan noted that if you look at industry statistics, that figure represents “a giant company and we've built it in one market.” Dallas/Fort Worth is ASG's second largest market. Its largest is Houston, where it does \$670,000 in RMR. ■

## Rothman touts GSM

*Continued from page 37*

Rothman emphasized that the key differentiator for this line of products, which Honeywell introduced in mid-September, is that it is an end-to-end solution that uses multipath communications.

The GSM General Packet Radio Service uses GPRS (the wireless communication method used in the cell phone market) as its primary communication path and Short Message Service as the backup communication path. The above-mentioned iGSM will offer a triple-path technology by adding Internet communication to the GPRS and SMS signals. The Internet is the primary communication path for this product.

Dealers can also have full upload and download capabilities via GPRS or the Internet.

At the convention, dealers heard the high level overview from Rothman and could then delve into the nitty-gritty of installation details in an educational session called “GSM GPRS solution.” Other educational sessions, such as the heavily attended “How to Market to Generation X,” addressed the demographic and technological changes currently afoot.

Why is Rothman leading the charge on this initiative? “It's a time of tremendous opportunity and potential risk” for dealers, he said. “The value of their accounts will be impacted by what they choose to do.” ■

Advertiser