



ASG Security Acquires Landtronics

By Russ Gager, Senior Editor

Alarm Security Group LLC (ASG Security), Beltsville, Md., has acquired Landtronics Inc., Charlotte, N.C., a security company founded in 1972 by Roger Landis.

"Roger is the quintessential operating COO," says Joe Nuccio, ASG's president and CEO. "He's a great guy who built a nice business that fits in with our core Charlotte branch. It's like the perfect acquisition for us."

Landtronics' 1,600 accounts, \$43,000 in recurring monthly revenue (RMR) and nine employees are being integrated into ASG's Charlotte office. The company's customer base is approximately 54 percent commercial and 46 percent residential.

"Roger is retiring," Nuccio explains. "They've run a very good business, customer-focused, with nice core operations that fits in with our existing infrastructure."

ASG is enthused about North Carolina's business climate. "The Charlotte market is one of the best around," Nuccio maintains. "It's not affected by housing because housing has increased there. Charlotte and Raleigh are nice markets -- they have solid, core, long-time customers, and attrition is low in those areas."

Nuccio points out that this is the 42nd acquisition by ASG since 2003, and that the company has grown by approximately 48 percent since November 2007, half through internal sales and half through acquisitions.

"What it does for us is it continues to build our core commercial within that Charlotte branch," Nuccio says of the acquisition. "Before, our branch was a little more residential than commercial - now we're shifting the mix to be equal."

"We always wanted to be about 50:50 commercial and residential," he says of his entire company. "That's a good mix of business, and today we're fairly close. That's what we continue to do. That's the goal we had from day one."

Rory Russell of Acquisition and Funding Services (AFS), Kattskill Bay, N.Y., represented Landtronics in the acquisition.

