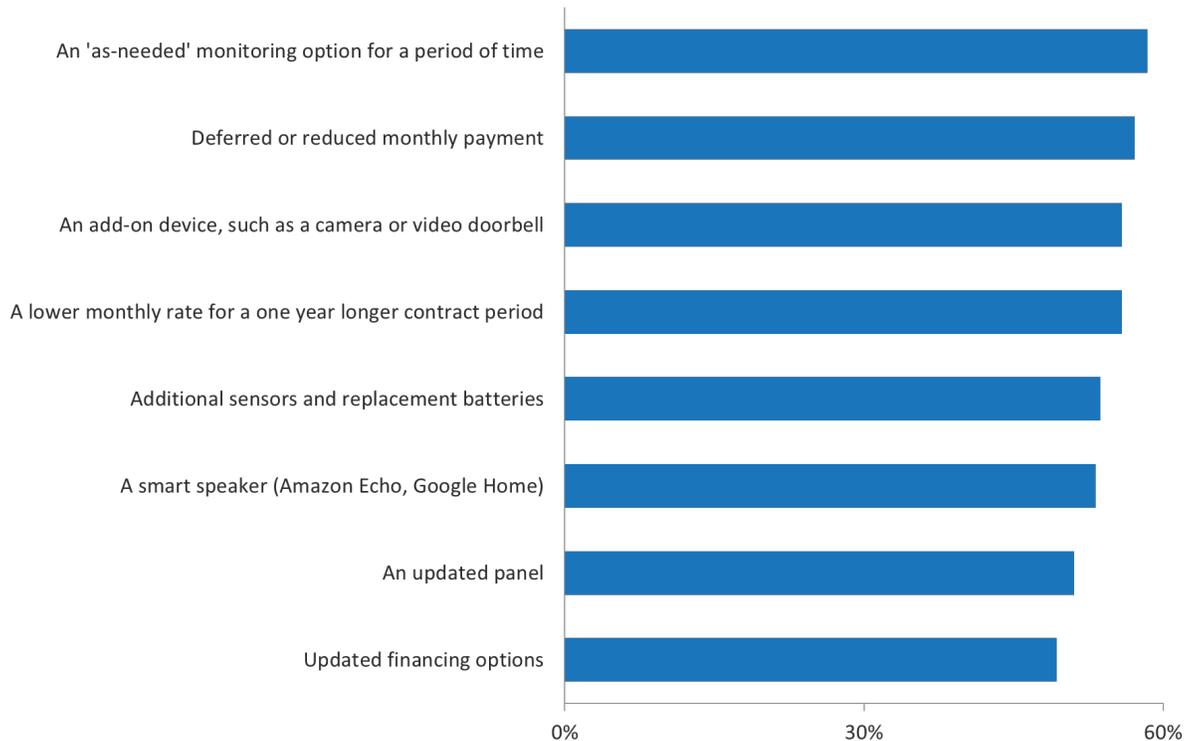


High Likelihood of Reconsidering Cancellation When Offered Incentive



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SYNOPSIS

The residential security market is in a moment of fundamental realignment. Self-install and self-monitoring system options have expanded the market and resulted in millions of new security households. This flagship study quantifies and examines security system owners' preferred business models, preferred price points, and reasons for attrition.

ANALYST INSIGHT

"In 2023, residential security providers will continue to push the envelope on product innovation and services they provide in order to increase revenue in a market of slowing adoption."

— Ryan Hulla, *Research Analyst*, Parks Associates

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Appendix



Security Monitoring: Business Models, Pricing, Attrition

SERVICE:
RESIDENTIAL
SECURITY

1Q 2023

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