

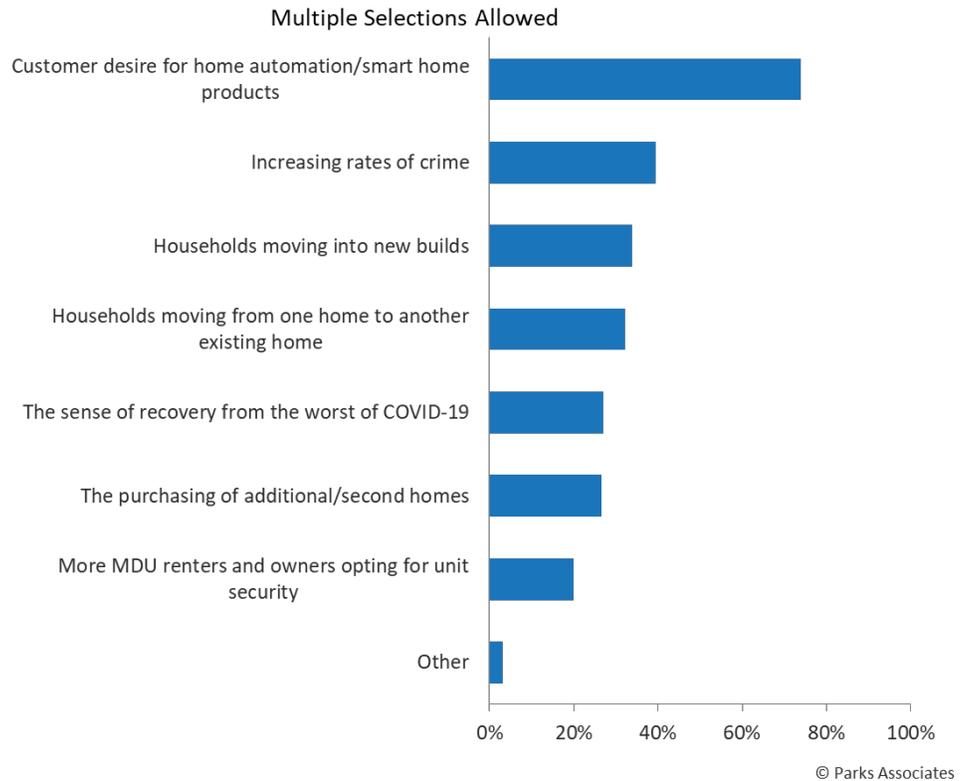
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## SYNOPSIS

This research presents and analyzes the results of a survey of installers/dealers employed by security firms installing security systems in US households. It quantifies the dealers' view of security market performance, with data compared across multiple surveys, and analyzes competitive pressures, industry conditions, and new trends, including the addition of smart home and interactive technologies.

Parks Associates, in its ninth year completing this dealer survey, fielded it to residential security dealers in August and September 2021.

## Business Drivers



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### About the 2021 Surveyed Residential Dealers

- Survey Methodology and Definitions
- ADT Independent Dealer
- Residential vs. Non-Residential Sales
- Professional Monitoring Service
- Self-Installed vs. Pro-installed
- Top Five Business Regions
- Average Residential Sales vs. Non-Residential Sales as a Percentage of the Dealers' Total Sales
- Residential Security System Unit Sales as a Percent of Total Sales

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- Role in Selecting Monitoring Affiliations
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- Security System Purchase Preference: System Type
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## Business Drivers and Inhibitors

- Business Drivers
- Most Powerful Business Drivers
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- Most Damaging Business Inhibitors

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- Average Monthly Fees for Professional Monitoring Services
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## Security Dealers & Smart Home Devices

- Security System Installations Including Smart Home Devices

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- Smart Home Devices Impact on Support Costs
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- Top Reasons to Start Offering DIY Systems
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- Sales Lost to DIY Security System
- Company Positioning

## Appendix

ATTRIBUTION

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