

## TABLE OF CONTENTS

By Jennifer Kent, Vice President, Research; Heidi Dieckert, Sr. Contributor; and Tricia Parks, CEO, Parks Associates

<p><b>Synopsis</b></p> <p>This report assesses key trends shaping the residential security arena. It compares key performance indicators and company strengths by evaluating innovation strategy, assessing partnerships, and growth strategies. The report focuses on major players with a high volume of subscribers, including ADT, Vivint, Comcast, Xfinity, and SimpliSafe among others. This report analyzes today's U.S. residential security system market, its players, and market dynamics affecting the industry.</p>	<p style="text-align: center;"><b>NPS for Security</b></p> <p style="text-align: center;"><b>Top 10 Brands by NPS, Q4 2021</b></p> <table border="1"> <caption>Top 10 Brands by NPS, Q4 2021</caption> <thead> <tr> <th>Brand</th> <th>NPS Score (Approximate)</th> </tr> </thead> <tbody> <tr> <td>Guardian Protection Services</td> <td>50</td> </tr> <tr> <td>Vector Security</td> <td>48</td> </tr> <tr> <td>CenturyLink</td> <td>47</td> </tr> <tr> <td>Cox Homelife</td> <td>45</td> </tr> <tr> <td>Vivint</td> <td>44</td> </tr> <tr> <td>Comcast/Xfinity</td> <td>43</td> </tr> <tr> <td>SimpliSafe</td> <td>39</td> </tr> <tr> <td>Ring</td> <td>38</td> </tr> <tr> <td>All Pro Mon Subscribers</td> <td>37</td> </tr> <tr> <td>ADT Security</td> <td>34</td> </tr> <tr> <td>Brinks</td> <td>25</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Brand	NPS Score (Approximate)	Guardian Protection Services	50	Vector Security	48	CenturyLink	47	Cox Homelife	45	Vivint	44	Comcast/Xfinity	43	SimpliSafe	39	Ring	38	All Pro Mon Subscribers	37	ADT Security	34	Brinks	25
Brand	NPS Score (Approximate)																								
Guardian Protection Services	50																								
Vector Security	48																								
CenturyLink	47																								
Cox Homelife	45																								
Vivint	44																								
Comcast/Xfinity	43																								
SimpliSafe	39																								
Ring	38																								
All Pro Mon Subscribers	37																								
ADT Security	34																								
Brinks	25																								
<p><b>Publish Date:</b> 2Q 22</p>	<p>“The residential security industry has experienced meaningful growth in recent years after holding slow, steady growth for decades. The coalescence of improved DIY systems, adjacent smart home devices, and the ensuing growth potential are increasing competitive factors for a relatively stable market structure,” said Jennifer Kent, VP, Research, Parks Associates.</p>																								
<p><b>Key Questions</b></p>	<ul style="list-style-type: none"> <li>What top trends are affecting the residential market and competitive landscape?</li> <li>How are players competitively positioned? What are the strengths, weaknesses, and opportunities for different security providers?</li> <li>What do consumers want from these providers?</li> <li>What are probable directions for traditional security providers in the face of DIY competition?</li> <li>What are the implications of new tech and business model changes for adoption of home security systems?</li> </ul>																								
<p><b>Contents</b></p>	<p><b>Residential Security Market</b></p> <ul style="list-style-type: none"> <li>Major Security Players</li> <li>Professional Monitoring Revenue and Market Share</li> <li>Fierce Competition</li> </ul>																								

## TABLE OF CONTENTS

	<p>NPS Scores and Home Security</p> <p><b>A Changing Structure for the Residential Security Industry</b></p> <ul style="list-style-type: none"> <li>COVID-19 Impact and Views of “Safe Enough”</li> <li>Increased Use of Interactive Services</li> <li>Diversified Mix of Professional Monitoring Services</li> </ul> <p><b>Competitive Analysis</b></p> <ul style="list-style-type: none"> <li>Affordability</li> <li>Differentiation of Features</li> <li>Consolidation &amp; Partnership</li> <li>Strength of the Channel</li> <li>Creating a Unified Point of Control</li> <li>Depth of Offerings</li> </ul> <p><b>Competitive Profiles</b></p> <ul style="list-style-type: none"> <li>ADT</li> <li>Vivint Smart Home</li> <li>Brinks Home</li> <li>Canary Security</li> <li>Amazon / Ring</li> <li>SimpliSafe</li> <li>Wyze</li> <li>ARLO Technologies</li> <li>Google Nest</li> <li>Xfinity Home</li> <li>Cox Communications - Homelife</li> </ul> <p><b>Competitors on the Horizon</b></p> <ul style="list-style-type: none"> <li>Abode Systems, Inc.</li> <li>Cove</li> <li>Kangaroo</li> <li>ecobee</li> </ul> <p><b>Implications about Competitive Strategies</b></p> <p><b>Appendix</b></p>
<p><b>Figures</b></p>	<ul style="list-style-type: none"> <li>Home Security System Ownership</li> <li>Professional vs. Self-monitoring in US Security System Households</li> <li>Major US Security Providers</li> <li>Positioning of Select Home Security Systems and Devices</li> <li>US Revenue Forecast in End-User Dollars</li> <li>Customer Changes Made to Security Systems in 12 months Before Survey</li> <li>Likelihood of Switching Monitoring Provider</li> <li>US History and Forecast for Professionally Monitored Security Systems</li> <li>NPS for Top Professional Monitoring Providers</li> <li>NPS for Top Professional Monitoring Providers</li> <li>Current Market Structure for Residential Security</li> </ul>

## TABLE OF CONTENTS

	<p>Future Market Structure</p> <p>Most Important Features of a Security System</p> <p>Average Monthly Fee for Professional Monitoring</p> <p>Installation Method for the 12 Months Prior to Survey</p> <p>Professional Monitoring Fees by Company</p> <p>Average Upfront Costs of Home Security System, by Installation Method</p> <p>Average Price Paid of Select Smart Home Devices</p> <p>Payment Method Used to Acquire Security System</p> <p>AI Features by Security System Provider</p> <p>Major Provider Partnerships</p> <p>Security System Purchase Channels</p> <p>Security System Type, by Provider</p> <p>Top Platforms for Smart Home Device Control</p> <p>Features by Provider</p> <p>Key Activities by Provider</p>
--	--

List of Companies	
	<p>Abode Systems</p> <p>ADT</p> <p>Alarm.com</p> <p>Amazon/Ring</p> <p>Arlo Technologies</p> <p>Brinks Home</p> <p>Canary Security</p> <p>Cove</p> <p>Cox Communications Homelife</p> <p>Ecobee</p> <p>Google Nest</p> <p>Kangaroo</p> <p>Simplisafe</p> <p>Vivint Smart Home</p> <p>Wyze</p> <p>Xfinity</p>

Attributes	
<p>Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Published by Parks Associates © April 2022 Parks Associates Addison, Texas 75001</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>