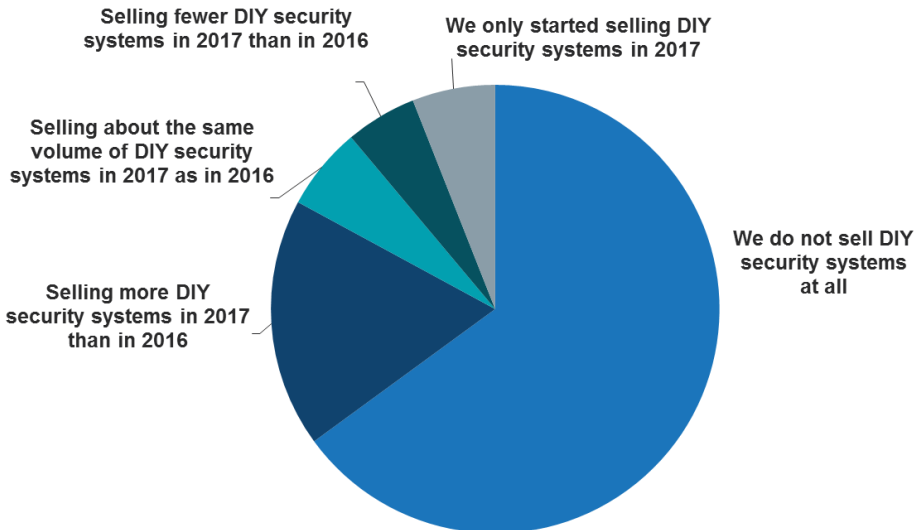


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By Dina Abdelrazik, Research Analyst, Parks Associates

Synopsis	DIY Security Sales
<p>The home security market continues to evolve, and interactive services give dealers additional value propositions. However, competitive pressure is intensifying from standalone device options, self-installed security systems, and market saturation at the dealer level. This report leverages findings from a Parks Associates survey of residential security dealers, as well as briefings with industry executives, to share the view of the market from those on the front lines.</p>	<div style="text-align: center;"> <p><b>Sales of DIY Security Systems in 2017</b> U.S. Security Dealers</p>  <p>© Parks Associates</p> </div>
<p><b>Publish Date:</b> 2Q 18</p>	<p>“The security dealer landscape is characterized by a high volume of small dealers. This reflects industry history which includes local and state licensing requirements, the ability to start a security company with little investment financing, a history of builders starting sideline security businesses and so forth. While conditions have evolved over decades, the professional security industry dealer channel remains fragmented,” said Dina Abdelrazik, Research Analyst, Parks Associates.</p>
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