



Smith & Wesson Security Dealer Network

Trusted, Respected, Recognized Everywhere

75 West Merrick Road | Freeport, NY 11520 | (888) 600-1852

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Aaron Wahrsager
Chief Operating Officer
Smith & Wesson Security Services
(888) 600-1852

Dear Prospective Smith & Wesson Security Services Dealer:

I want to congratulate you on taking the first step toward differentiating your company apart from the competition.

Across the nation, dealers like you have already discovered what it means to be aligned with the Smith & Wesson Security Dealer Program: greater recognition, professional marketing materials, increased recurring revenue, 100% account retention, optional funding available and the invaluable backing of a globally respected brand.

By becoming an Authorized Smith & Wesson Security Dealer, you set yourself up for phenomenal success – immediate and long-term.

- **The Smith & Wesson brand is recognized and trusted around the world – making it easier to market your business.**
- **Our cutting-edge alarm panels & accessories are branded with the Smith & Wesson Security Services logo.**
- **We offer full marketing support, sales & tech support, and comprehensive one-on-one training.**
- **We support our dealers with all the tools necessary to grow your business.**

I invite you to take a close look at the materials enclosed. Pay special attention to the success stories of our dealers, and you'll see why Smith & Wesson Security Services isn't your ordinary dealer program.

Make no mistake: we offer all the tools and resources necessary to propel your business far ahead of other alarm companies in your area. Be one of the few dealers in your market area to promote the Smith & Wesson brand. All it takes is one phone call to get started: **(888) 600-1852.**

Be sure to visit www.SmithWessonSecurityDealer.com for more information and updates.

I look forward to working with you.

Aaron Wahrsager



Why you've made a smart decision

Partnering with Smith & Wesson Security Services is a strategic business move with big payoffs. In today's highly competitive security marketplace, even the most experienced dealers need a way to separate themselves from the competition. By joining the Smith & Wesson Authorized Security Dealer Program, your business receives a tremendous boost from brand recognition. Not only that, but you'll have award-winning marketing materials, exclusive alarm products and industry-leading dealer support to ensure your success from day one.

Brand Awareness

Recognized by nearly 9 out of 10 people nationwide.

87% of the U.S. population is already familiar with the Smith & Wesson brand. Customers are receptive to Smith & Wesson Security Services because it's a name they recognize. The brand will help you open more doors, get in more houses and make more sales.

Smith & Wesson – an industry leader since 1852.

Beyond just the brand recognition, Smith & Wesson's history is a major selling point for your business. For over 150 years, Smith & Wesson has been a world leader in safety, security and protection. The company has won the support and trust of millions of law enforcement officials around the globe.

In Addition, Smith & Wesson Security Services is reinforced by two of the biggest names in security:

NationWide Digital Monitoring Co. Inc. – an industry leader in alarm monitoring – and its parent company, New York Merchants Protective Co. Inc. – the legendary 100-year-old security firm that currently protects over \$100 billion in property and assets across the nation.

Trusted and respected throughout the world.

Millions of people across the globe are already loyal to the Smith & Wesson brand. Accordingly, you'll encounter many potential customers who are immediately receptive to Smith & Wesson Security Services. They want the lawn sign in front of their home or business, and they look to you for real security solutions.

“We want dealers to keep their accounts. This is not an account acquisition program. This is about dealers building their recurring revenue.”

*—Wayne Wahrsager, CEO
Smith & Wesson Security Services*

Why you've made a smart decision

100% Account Retention

As a Smith & Wesson Authorized Security Dealer, you'll grow your business as customers stay connected to the exclusive products and services you provide. Plus, all the recurring revenue you generate is yours to keep.

- Gain recurring revenue as you retain accounts
- Build equity with your accounts quickly and easily
- Optional funding program available

Exclusive Alarm Products & Services

All of our alarm keypads are branded with the Smith & Wesson Security Services logo, and are only available to Smith & Wesson Security Services dealers. This exclusivity instantly provides an edge over your competitors.

- Security products are branded with the Smith & Wesson Security Services logo
- 24/7 Central Station Services from NationWide Digital Monitoring Center
- Customized services include: Fire, Flood, Carbon Monoxide, Personal Emergency Response Systems, Internet Monitoring, and among many others

Unmatched Dealer Support

We provide our dealers with all the support they need to make their business thrive—training, marketing, sales & tech support, and much more.

- Personalized training for every dealer
- Training videos for your customers
- Co-op advertising
- Print and online advertising
- Sales and tech support
- Custom web sites
- Lawn signs and window decals
- Custom literature for commercial & residential customers



“Smith & Wesson Security Services continually helps us with marketing and product training, leaving us time to concentrate on sales and installation. This is not a franchise, it's a partnership!”

*—Keith Bowman, President
Metro Security Watch, LLC, Kansas City, KS*



BEST OVERALL INTEGRATED MARKETING CAMPAIGN

Smith & Wesson Security Services won top honors for its marketing materials at the 14th Annual SAMMY Awards, hosted by Security Sales & Integration Magazine.



Award-Winning End-User Marketing

Every dealer knows, smart marketing makes the difference between a thriving business and a failing one. That's why we give every dealer access to an expanding portfolio of professionally designed marketing materials.

From print to web, direct mail to door hangers – these materials are carefully designed to educate your potential customers and entice them to act.

Pocket Folder with Brochures

High-impact portfolio of compelling end-user literature. Includes product details, facts about Smith & Wesson Security Services, crime statistics, false-alarm prevention information and more.

Replicated Company Website

Every dealer can receive their own version of our primary lead-generation website, SmithWessonSecurity.com, customized with your contact information and a new URL.

Door Hangers

One of the most powerful tools in your marketing arsenal. Target specific homes in your area, or simply leave the door hangers at neighboring homes after installing a system.

Newspaper Ads

Advertise your business in nearly any newspaper. Available in full-page, half-page and quarter-page formats.

Direct Mail Postcards

Can be personalized with your name and a special offer of your choice.

Tradeshow Displays

Available formats include a 3"W x 8"H pull-up display and a tabletop banner.

Brochures for Firearms Dealers

Targeted lead-generation brochures for firearms dealers and their customers.



Powerful Branding & Identity Packages

When your business is backed by a globally recognized brand, it pays to show it off at every opportunity.

As a Smith & Wesson Authorized Security Dealer, you'll have access to all the tools you need to look professional, credible, and unlike any other security company.

Business Cards & Letterhead

Professionally designed to create a powerful first impression with customers and business contacts.

Shirts

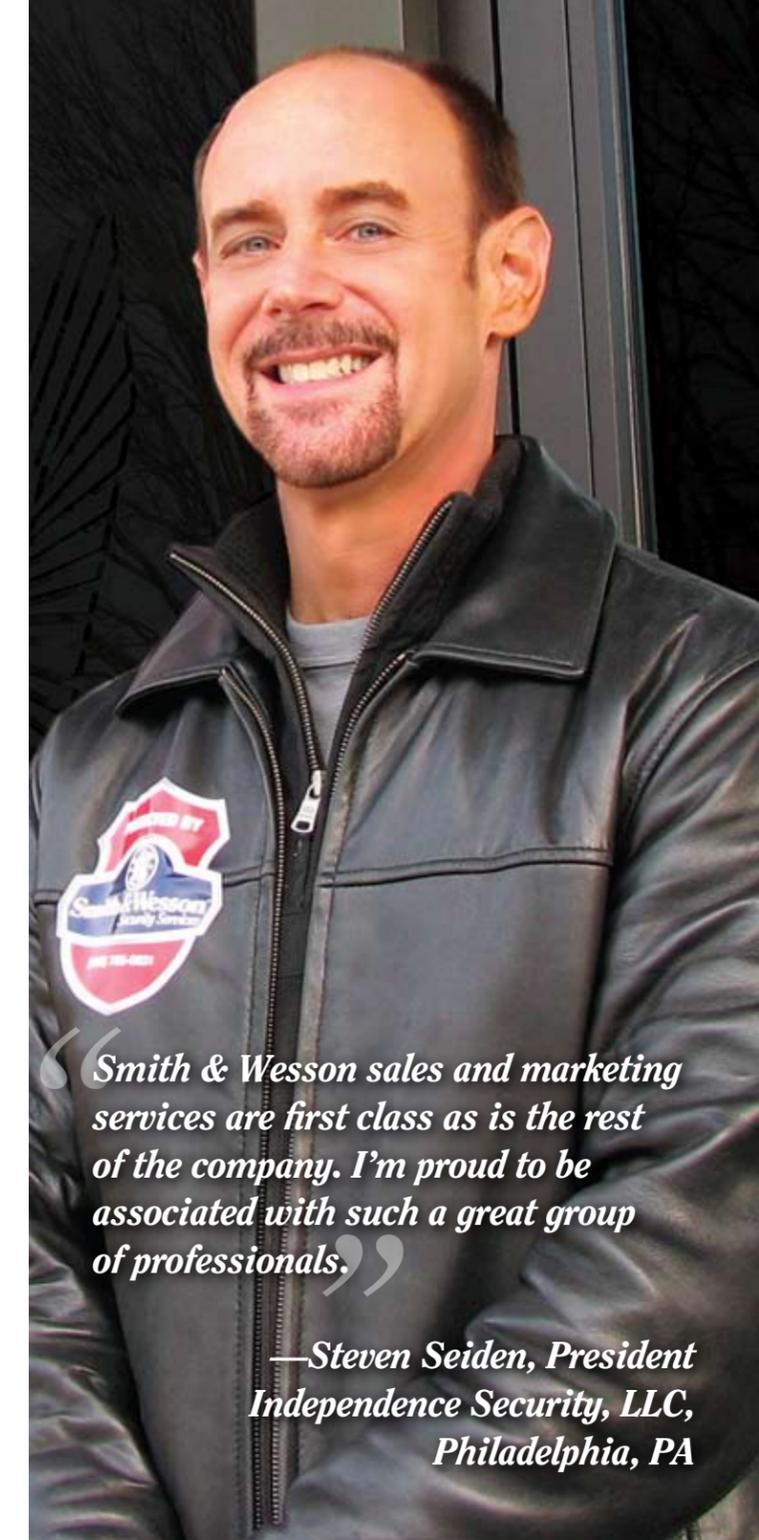
Custom-made, professional shirts bearing the Smith & Wesson Security Services logo.

Yard Signs & Vehicle Decals

One of the most powerful elements of your marketing. Our large-format yard signs and decals are designed to deter burglars and spread the word about Smith & Wesson Security Services.

Van Graphics & Decals

Professionally designed vehicle graphics, from decals to full-vehicle wrap designs.



“Smith & Wesson sales and marketing services are first class as is the rest of the company. I'm proud to be associated with such a great group of professionals.”

*—Steven Seiden, President
Independence Security, LLC,
Philadelphia, PA*



All in a name

- Smith & Wesson
- Brings Security Home

By Deborah L. O'Mara | Security Dealer & Integrator

Rich Thompson, president of The Standard Alarm Company, knew he had to do something about capturing his piece of the residential market in Huntington and the surrounding neighborhoods of West Virginia. He just couldn't sit back and let another day slide without a comprehensive plan to bring in more business in the burgeoning home market.

"I drove down the streets of the neighborhoods and kept watching the ADT yard signs going up," said Thompson, who is president of the company. "I didn't want to think I was missing an opportunity to build my business," he said.

Thompson is a traditional installing dealer who was doing more commercial work than residential. It wasn't that he was having a hard time finding business, but he wanted to get a bigger slice of the residential pie. He signed up in January to become part of the Smith & Wesson (S&W) Security Services Authorized Dealer Program, offered by NationWide Digital Monitoring Co. Inc., Freeport, N.Y. NationWide Digital is a division of The New York Merchants Protective Co. Inc., a well-respected iconic industry company founded by Hyman Glass in 1910. Account monitoring for the S&W program is handled by NationWide's central station.

"The program has given us a new direction and energy we didn't have before," Thompson continued. "It's new business; business we didn't have before. I really like the fact that with the S&W program I own the accounts and don't have to sell them. I maintain a stake in my own business."

9 OUT OF 10 FAMILIAR WITH S&W

NationWide formally launched the program last year, banking on the success of bringing the Smith & Wesson brand name to security. And so far, Wayne Wahrsager, president of New York Merchants Protective, has been dead-on with the impression the program is making in the marketplace.

"Smith & Wesson has a 156-year reputation and in a 2004 brand awareness survey some 87 percent of respondents knew of the name," said Wahrsager. "We know this brand awareness will help dealers get into more homes so they can get more sales," he said. "We want dealers to keep their accounts," he continued. "This is not an account acquisition program. This is about dealers building their recurring revenue."

The very first dealer to sign up with the program was Technical Systems LLC, Mesa, Ariz. Bill Riley, operations manager, said despite the current challenging economic times the company pledged to stay focused on new growth opportunities.

"One of the biggest reasons we signed on with the program was name recognition," Riley said. "I started researching dealership programs a few years ago but was always unhappy with the restrictions. I read about the Smith & Wesson dealer program last year and contacted them. I loved the name for obvious reasons," he said.

In addition to the name, the well-staked and protected sales territories were also critical to Technical System's desire to

join. Riley said Smith & Wesson Security Services have been specific about not allowing more dealers in than the market can bear.

"This was another key selling point to me," Riley continued. "I had worked previously for one of the top security integrators in the country with probably the largest dealer program and found that one of the biggest hurdles were the amount of dealers allowed in any given area."

“I really like the fact that with the S&W program I own the accounts and don't have to sell them. I maintain a stake in my own business.”

While the S&W name no doubt carries weight, an important part of any dealer program is support, especially in marketing—an area many dealers are unfamiliar with or don't have the time or resources to devote the attention required.

For Clifford Pflieger, president of Secure Operations Inc. in Port Jefferson Station, N.Y., finding the right fit was critical, as he runs his company on nearly all referrals—95 percent. "I thought the S&W logo and brand name would bring that side into my business," Pflieger said. "It has absolutely been received very well. The logo and name has already given me customers that I would not have yet gotten by my web of referrals," he said. Pflieger is a past president of

the Long Island Alarm Association and currently secretary of the New York Burglar and Fire Alarm Association.

"They really took the time to develop the marketing, brochures and professional look that I wanted." Pflieger said he has never been part of any other dealer programs because he was concerned about losing his company's identity and wanted to maintain 100 percent of his customer's installa-

tion, service and monitoring revenues. NationWide has brought a top selection of products to market with the program, currently offering DMP, Visonic, Xanboo and others which are emblazoned with the S&W name. The continued development of video monitoring will also play into the introduction of new products. But Pflieger said he did not join the program specifically for the products offered.

"Alarm equipment is just that," Pflieger continued. "You can get into a Ford or Chevy argument all day. I think the top manufacturers all offer top quality products that just use slightly different aesthetics or different programming methods. I did not pick S&W because of the vendor equipment they use. Whether it is DMP, Honeywell, GE or Napco, none

of the manufacturers has everything I would like. Some day they will run out of features that differentiate them from one another and they will have to fall back solely on improving their customer and technical service."

LOOK FOR THE RIGHT FIT

Back in the day, dealer programs were quite common. Remember the Dictograph, Dynamark and Radionics dealer programs? At the time,

they brought integrators up to the next level in industry technologies.

There are many dealer programs in the industry today, for both larger integrators and smaller companies. The thing to look at is the fit, for you and your customer, and how the program may work with you with regards to your future goals.

Considering the economy, dealer programs may be on a comeback trail, although they certainly have changed with the times. Products are often core, and many are already integrated for the installer, i.e., they work together as a single solution. Some dealer programs have begun a quasi-distribution of products through their

customers, the integrators, and that trend can be expected to continue. Dealer programs also give integrators access to training and marketing programs and materials to build the business as well as other professional services.

As technologies continue to converge and merge, dealer programs are beneficial alliances.

According to Paul Pierce, PhD candidate at Lund University and a lead researcher in the LUSAX Security Informatics study, alliances are a great way to build business. "Alliances are an inevitable part of the future, especially as technology converges and systems run on the same networks," Pierce said.

Rich Thompson of The Standard Alarm Co. is putting his confidence in the Smith & Wesson name and well-known security products to grab more share of the residential market in the community in which he does business.

Smith & Wesson
Security Services

Smith & Wesson Security Dealers in the News

VEI Communications

Netted 400+ leads at County Fair

Over 400 people stopped to talk to VEI Communications at a local county fair. Their giveaway of a \$450 Smith & Wesson shotgun instantly grabbed attention and built awareness of Smith & Wesson Security Services.

Technical Systems

Featured in Security Systems News

Technical Systems co-owner Bill Riley walked away with over 100 leads after setting up at an NRA event in Pheonix.

“Quite a few people who signed up for estimates already had security systems. They had ADT, Brinks, Monitronics, and they said, ‘I want to switch to Smith & Wesson Security Services. I want that sign on my lawn.’” said Riley.

S&W Security Dealer Helps Create “Christmas Miracle”

E.D.S. gives back to community by installing a free alarm system for burglarized church

When the River Church of Clermont, FL, was robbed of hundreds of donated toys for needy children, Ed Berry of E.D.S. stepped up to do something about it. Showing their own Christmas spirit, E.D.S. paid for the new security system in full, including all parts, wiring, installation, and a year of 24-hour professional alarm monitoring from the Smith & Wesson Security Services Monitoring Center.



“Smith & Wesson Security Services lets me retain all of my accounts in-house, and that works for our business model.”

*—Rusty Openshaw, President
SW Security Services, LLC, Dallas, TX*



Howard Avin
Vice President Sales & Marketing
Smith & Wesson Security Services
(888) 600-1852
Direct: (732) 995-1089

We build successful security businesses... One dealer at a time.

Your success is our number-one priority. At Smith & Wesson Security Services, we pride ourselves on providing the absolute best training and support in the industry. Join our elite team of security dealers and you'll always get the help you need. That's a promise.

Personalized Training

You'll get all the training you need to make your security business the best it can be. Even if you simply need a refresher course, we'll be happy to help you out, and you'll always have a support representative to talk to.

Total Marketing Support

From the moment you join, you'll have access to our complete portfolio of professional marketing materials, including:

- Co-op advertising campaigns that distribute leads to dealers automatically
- Extensive lineup of end-user brochures, outlining every aspect of Smith & Wesson Security Services
- Training videos to help your customers learn the many benefits of their system
- Professionally designed print advertising for newspapers, magazines and more
- TV commercials & Web videos that can be customized with your own contact information
- Custom websites designed around your company's own image and history
- Online advertising and lead-generation campaigns
- Attention-grabbing end-user signage, including lawn signs and window decals
- Custom end-user literature for commercial and residential prospects

We can help you with sales, tech support, billing & financing services

We have the infrastructure in place to help you manage your entire business. Our industry-leading dealer support can save you valuable time and money – while boosting your bottom line in the process.

Our staff is here to help you, 7 days a week

No matter what your needs, we have the resources to help you. Professional assistance is just a phone call away.

You've already made a great decision. Take the next step.

Thank you for taking the time to learn more about Smith & Wesson Security Services. Take the next step by filling out a dealer application.

By now, you've seen what makes this dealer network so different from every other security program: the massive brand recognition, the cutting-edge products, and the incredible support you'll receive as a dealer. But there's still so much more to see.

Call Dealer Services today at (888) 600-1852. We're happy to answer your questions, provide more information and help you make the right decision for your business.

Join Today!

Dealer Services: (888) 600-1852
Ray Kerr, Director of Dealer Services & Support
(877) 479-0006 | rkerr@nationwidedigital.com

Additional Information:

Informational Website for Dealers: www.smithwessonsecuritydealer.com
End-User Smith & Wesson Security Services website: www.smithwessonsecurity.com
End-user Smith & Wesson PERS website: www.smithwessonmedicalalarm.com

*Thank you for taking a closer look at
Smith & Wesson Security Services.*

