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MacGuard Security Advisors Welcomes Bill Graham as Senior Advisor

Industry Veteran Will Lead Consulting Services for Builder Programs

LAKE OSWEGO, Ore., March 5, 2021 — Bill Graham, a 45-year security industry veteran, joins MacGuard Security Advisors as Senior Advisor, Sales & Business Development. With his vast experience in the builder segment, Bill will be responsible for helping Dealers take advantage of opportunities in this important vertical. [MacGuard Security Advisors](#), Inc. provides consulting services to electronic security companies for maximum growth.

2021 is an excellent time for security Dealers to expand their business into the builder sector. As predicted by *Dodge Data & Analytics*, [construction starts will see a 4% increase](#) in 2021, with the dollar amount of single-family housing starts up 7%. However, navigating the various programs available can be overwhelming. For companies just starting out or looking to improve their sell-through in a current program, they can now take advantage of a MacGuard expert in the builder space.

“There’s a lot of builder programs out there that take a fairly cookie-cutter approach. Bill will look at these programs and custom tailor them for each specific company we work with,” said President and CEO, Kirk MacDowell, MacGuard Security Advisors. “As a non-product or service affiliated company, it’s in the best interest of our clients to have a program that will capture additional rooftops.”

Formerly with Guardian Protection, Graham was responsible for overseeing the development of Guardian’s Builder Division, spearheading the creation and expansion of their Builder Program to the largest full-service integrator in the country, with over 50,000 rooftops, by 2007.

“There’s an art to selling alarms and connected homes to builders. I’m looking forward to helping educate and train Dealers on how to gain additional RMR, as well as take advantage of the marketing and tools available to them,” said Graham. “Really excited to be part of the growing team at MacGuard.”

Prior to his role in the Builder Division, Bill led Guardian’s Sales and Marketing teams. During this time Guardian enjoyed rapid expansion and success from a growing footprint where they achieved super regional status and a top ten ranking on the SDM 100.

Before joining Guardian, Bill held positions in sales and management with Westec Security. After graduating with a degree in Electronic Engineering, Bill began his career with Rollins Protection Services where he held various roles including Regional Operations Manager.

About MacGuard Security Advisors, Inc.

MacGuard Security Advisors, Inc. is your trusted electronic security expert. MacGuard specializes in working with electronic security companies to assess business operations, review short- and long-term business initiatives, and provide blueprints for long-term success. As a key outside partner, they lead critical projects, mentor operations and sales teams, provide industry analysis, identify growth opportunities including attrition mitigation and new channels to market, as well as identify strategic alliances and robust M&A candidates. For more information, visit www.macguard.com, follow them on [LinkedIn](#) or @MacGuardAdvisor on Facebook.

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