

BUILDER EVALUATION PROGRAM

Position Your
Security Business
for Growth





With the residential market leaning away from the traditional security sales model...

Security dealers are turning towards the Builder space for growth. MacGuard finds that many dealers are entering this segment of the market unaware, unprepared, and losing money. Even experienced dealers may need to pause and re-evaluate their program to ensure it's working effectively.

MacGuard can help.



Who is the
right Builder
partner
for me?

What is
my value
proposition?

TOP 3 QUESTIONS DEALERS SHOULD CONSIDER

How can I
set my program
up to ensure
success?



We Are Builder Program Experts.

If you're not achieving your desired conversion or margin with Builders, take advantage of our years of expertise working with the Builder community. As the residential segment continues to feel pressure from DIY and other mass market security options, don't let your company get caught unprepared! MacGuard is unaffiliated with any product or service, so it's in the best interest of our clients to have robust programs and processes to capture additional rooftops.

**NOT ALL PROGRAMS ARE BUILT ALIKE.
NOT ALL BUILDERS ARE BUILT ALIKE.**

Your success is our number one goal! Let us help you research the best Builder program for your business. We will even help you negotiate with builders and manufacturers. Other services include developing business plans and sales processes, marketing and sales management.

**Call 503-744-0720 for assistance with
your plan, or for more information.**



ABOUT BILL GRAHAM

Bill Graham has over 45 years of experience in the security segment. As former Vice President, Sales & Marketing at Guardian Protection, he was responsible for overseeing the development of Guardian's Builder Division, spearheading the creation and expansion of its Builder Program to the largest full-service integrator in the country, with over 50,000 rooftops by 2007.



“As an inaugural AiN member, I have seen many companies and Builders come and go. However, one thing that’s consistent is the need for Dealers to have a strategic plan with Builders.”

-Bill Graham



MacGuard is an AiN Group Services Partner

BUILDER DEVELOPMENT SERVICES

Business Plans

- Identify audience
- Strategy development
- Competitive pricing models

Sales Process

- Pitch/presentation book
- Homebuyer options
- Homebuyer questionnaire
- Automated sales paperwork

Sales Management

- Performance standards
- Sales training
- Sales rep business plan

Marketing

- Homebuyer brochures
- Design center display
- Print & email campaigns
- Presentations



LET OUR YEARS OF SECURITY EXPERIENCE WORK FOR YOU

Kirk MacDowell and MacGuard Security Advisors are your trusted electronic security experts. We understand the trends that affect your bottom line and the growth opportunities within your reach.



Kirk MacDowell founded MacGuard Security Systems in 1982 as a bespoke alarm integration company. Over the past 40+ years, he held leadership positions at a SDM Top 50 company, GE Security, UTC and Alarm.com. MacGuard Security Advisors has transformed to a full service consultancy firm with expertise in:

- Business Strategies
- Strategic Growth Initiatives
- Builder Programs
- Acquisition Analysis
- SWOT Evaluation
- Customer Experience

TO EVALUATE YOUR BUILDER PROGRAMS CONTACT:

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