



SECURITY SYSTEMS NEWS

THE BUSINESS NEWSPAPER FOR THE SECURITY SYSTEM DEALER

RESIDENTIAL & MASS MARKETERS

Report acts like Zagat guide for security services

BY ANDREA GURAL

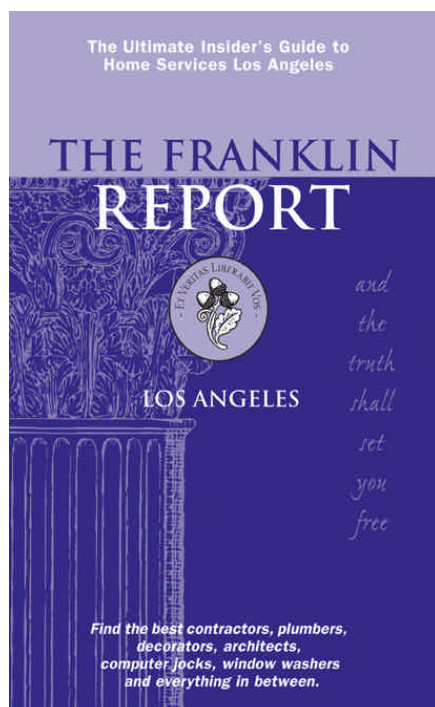
NEW YORK—A new report that provides consumers with a ranking and customer referrals of home service providers has taken on security companies in its Zagat-like format for homeowners in three major markets.

The Franklin Report, which delves into the likes of interior designers, architects, contractors and more than 20 other home services providers, covers the New York, Chicago and Los Angeles markets and seeks to recognize the companies that clients and others in the home services industry consider the best.

"We are passing along what people are telling us in our ear," said Jason Carpenter, associate editor with *The Franklin Report*. "You don't get into the book unless you are referred by a client or someone in the industry."

Keith Fisher, president of Keyth Technologies and Security in Highland Park, Ill., said his company, which was ranked as one of the top companies in the Chicago market, will use the ranking in its promotional materials and other marketing initiatives.

The report, which debuted in Chicago last year, ranks companies with a



five-star system in the work quality and client recommendation categories, a four-dollar sign system for cost evaluation and a four-point value analysis. For example, top-ranked Keyth received four and one-half stars for work quality, three and one-half dollar signs for cost evaluation, four points for value analysis and five stars for client recommendations.

"In today's society, service wins," Fisher said. "I don't think you really have a choice if you want to stay in business these days."

Fifteen other companies, including Metronet Safe & Sound of Chicago and Tech Systems Inc., also in Highland Park, were included in the top tiers of the ranking at press time on the company's website, www.franklinreport.com.

Intelli-Tec Security Services of Westbury, N.Y., Nanny Watch of Huntington, N.Y. and Scarsdale Security Systems of Scarsdale, N.Y. were among the top ranked providers in the New York market. Ratings were still being compiled for the Los Angeles market. The report will soon rank providers in Atlanta, Washington, D.C. and southern Florida.

To gather information in each market, researchers check with other service providers and then cross reference each comment or referral when there is a difference of opinion, Carpenter said.

"For example, architects give us contractors, contractors give us the low voltage guys," Carpenter said. The company also seeks out experts in that local market to establish some of the specific parameters of the ranking as well as to populate a tip section, in this case on how to shop for a security company, that accompany each service category.

Service providers can sign themselves in on the company's website, but the report is predicated on the fact that "not everybody gets in," Carpenter said.

The printed version of the report is sold through bookstores in the report's respective markets