

Home Security: Channel Insights

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Abstracts

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.

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