

# Residential Security Dealers: Trends and Disruption

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## Abstracts

A number of market developments and trends are impacting the security industry, leading to changes in business models and product offerings to better serve or appeal to the approximately 70% of households without security systems. Dynamics include adopting new technology, growth in self-installed home security systems, the addition of interactivity, and changes in consumer behavior. Channel expansion is also a factor, as security systems are being sold bundled with broadband and video solutions, as well as sold in big box retail, through energy providers, and direct to consumers. This report evaluates security dealers and provides a comprehensive view of the security dealer channel through industry insights and findings from a Parks Associates survey of security dealers.

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