

SECURITY CONNECTED.

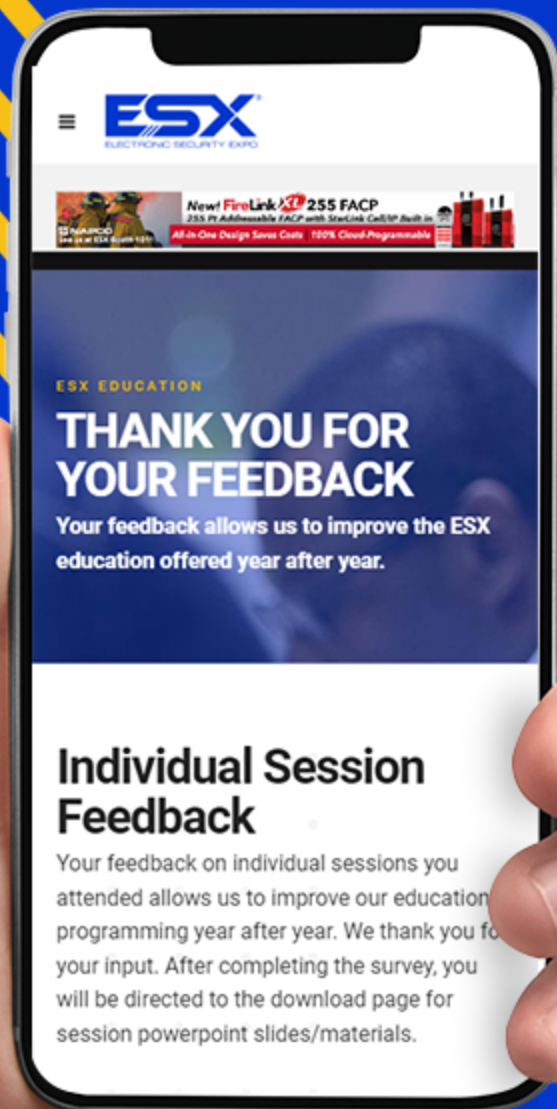


ELECTRONIC SECURITY EXPO

MANAGEMENT TRACK
RMR FOCUS

**FEAR NOT - HOW TO RAISE YOUR RMR
AND LABOR RATES WITHOUT LOSING
CUSTOMERS**

ESX **FEEBACK**



1

**ANSWER 5
QUESTIONS
ABOUT THIS
SESSION**

2

**GAIN
ACCESS
TO THE PPT
SLIDES**

3

**BE ENTERED
TO WIN A
\$100 GIFT
CARD**

3 GIFT CARDS (\$100 EACH) AVAILABLE FOR SURVEY RESPONDENT RAFFLES

WINNERS WILL BE NOTIFIED THROUGH THE ESX APP

SECURITY EXPO. SECURITY CONNECTED. ELECTRONIC SECURITY EXPO. SECURITY CONNECTED.



**THE ELECTRONIC
SECURITY EXPO IS
OWNED BY:**

ESA ELECTRONIC
SECURITY
ASSOCIATION®

ELECTRONIC SECURITY EXPO. SECURITY CONNECTED. ELECTRONIC SECURITY EXPO. SECURITY CONNECTED.



ELECTRONIC SECURITY EXPO. SECURITY CONNECTED. ELECTRONIC SECURITY EXPO. SECURITY CONNECTED.

Anti-Trust

Neither ESA nor any committee, product group, conference or activity of ESA shall be used for the purpose of bringing about, or attempting to bring about, any understanding or agreement, whether written or oral, formal or informal, express or implied, among competitors with regard to prices, terms or conditions of sale, discounts, distribution, volume of production, territories or customers.

#ESX2023
SECURITY CONNECTED.

COURSE OBJECTIVES:

Fear Not - How to Raise Your RMR and Labor Rates without Losing Customers

- Price increases are part of running a successful business
- What data you need to assess your true costs of doing business
- When is the right time to raise rates without backlash for your customers
- How to communicate a price increase within your organization and the customer base

MEET THE SPEAKERS



**MELISSA
BRINKMAN**

**CEO
CUSTOM ALARM**



**MIKE
WILLIAMS**

**DIRECTOR OF CLIENT
TECHNOLOGY
SECURITY PROS**



**PAUL
VERRUTO**

**SALES MANAGER
WAYNE ALARM**

Price & Labor Increases

- **Who is doing price increases?**
- **Who is doing it regularly?**
- **Who is doing labor increases? Yearly?**
- **Important ways to grow your business**



#ESX2023
SECURITY CONNECTED.

RMR

- **Differentiate between services offered**
 - Residential
 - Commercial
 - Service & Maintenance
 - Bundled Services
 - Test & Inspect
- **Frequency to do it**
- **Review who, when, why (why not)**



#ESX2023
SECURITY CONNECTED.

Labor Increases

- **Assess true costs of doing business**
 - **Labor**
 - **Benefits**
 - **Vehicle**
 - **Overhead**
 - **Equipment**
 - **Etc.**
- **Different areas of business**
 - **Residential**
 - **Commercial**
 - **Government**
- **When and how often**



#ESX2023
SECURITY CONNECTED.

Who, What & How to Communicate

- **Internal communication**
 - Who is involved
 - Who needs to know
- **External communication**
 - Who needs to know
 - How do you communicate?
 - Letters, emails, invoices?
- **How and who to handle complaints**



#ESX2023
SECURITY CONNECTED.



Melissa Brinkman- melissa@custom-alarm.com

Mike Williams – mike@securitypros-usa.com

Paul Verruto- pverruto@waynealarm.com

#ESX2023
SECURITY CONNECTED.

FEAR NOT – HOW TO RAISE YOUR RMR AND LABOR RATES WITHOUT LOSING CUSTOMERS | ESX 2023

RATE THIS SESSION
ESXWEB.COM/FEEDBACK



CLOSING **LUNCHEON**

11:30AM

MAIN STAGE

F.L.Y. FIRST
LEAD YOURSELF

