Residential Security Dealers: Trends and Disruption

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Synopsis
A number of market developments and trends are impacting the security industry, including 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 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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"The residential security market continues to evolve as interactive services and smart home technology give dealers additional value propositions. However, competitive pressure is increasing from self-installed/DIY security systems and competition outside the traditional security channel," said Lindsay Gafford, Research Analyst, Parks Associates.
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