

By Mark Vena, Senior Director, Smart Home and Strategy, Parks Associates

<p><b>Synopsis</b></p>	<p><b>Installation Methods</b></p>																		
<p>This annual flagship report covers all significant residential security metrics, including system adoption, purchase intentions, subscriber churn, and revenue strategy and results, along with key competitive trends and new market opportunities. The report includes a five-year forecast of residential security system sales, professional monitoring subscribers, and subscription revenue.</p>	<p><b>Installation Method for Professionally Monitored Security Systems Acquired within 12 Months</b></p> <table border="1"> <thead> <tr> <th>Installation Method</th> <th>Q4/2017</th> <th>Q4/2018</th> <th>Q4/2019</th> <th>Q4/2020</th> <th>Q2/2021</th> </tr> </thead> <tbody> <tr> <td>Self Installation</td> <td>~25%</td> <td>~40%</td> <td>~55%</td> <td>~65%</td> <td>~60%</td> </tr> <tr> <td>Professional Installation</td> <td>~65%</td> <td>~55%</td> <td>~45%</td> <td>~35%</td> <td>~40%</td> </tr> </tbody> </table> <p>© Parks Associates</p>	Installation Method	Q4/2017	Q4/2018	Q4/2019	Q4/2020	Q2/2021	Self Installation	~25%	~40%	~55%	~65%	~60%	Professional Installation	~65%	~55%	~45%	~35%	~40%
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<p><b>Publish Date:</b> 3Q 21</p>	<p>“Residential security services are being redefined. Consumer choice for installation, bundles of devices, and monitoring services is the focus for both professional and DIY solutions. Smart home products are becoming substitutes for traditional home security systems and creating an onboarding ramp to professional services,” said Mark Vena, Senior Director, Smart Home and Strategy, Parks Associates.</p>																		
<p><b>Key Questions</b></p>																			
	<p>What is the current adoption of home security systems? How are DIY solutions impacting adoption?</p> <p>What have been the specific effects of COVID-19?</p> <p>What are the market drivers and barriers for growth? How are players competitively positioned?</p> <p>How does expansion of options across the Pro- and Self-Install and Pro- and Self-Monitoring spectrum affect the industry? What is the biggest opportunity for the industry? What is the biggest threat?</p>																		
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List of Companies	
Abode	Frontpoint
Ackerman Security Systems	Google
ADT All State	Guardian Protection
Alarm.com	Kangaroo
Allstate	Kami Vision
Alula	Lemonade
Amazon	Level
Arlo	Nest
August	Nortek
ADT	PointCentral
Brinks Home	Resideo
Canary	Ring
Comcast Xfinity	RSPNDR
COX Homelife	SimpliSafe
Dish	Wyze
Farmers Insurance	Vivint

Attributes	
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