

By Dina Abdelrazik, Senior Analyst, and Lindsay Gafford, Research Analyst, Parks Associates

Synopsis	DIY and Dealers																		
<p>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.</p>	<div style="text-align: center;"> <h3>Dealer Sales of DIY Security Systems (2017-2018)</h3> <p>Among US Security Dealers</p> <table border="1"> <caption>Estimated Data for Dealer Sales of DIY Security Systems (2017-2018)</caption> <thead> <tr> <th>Statement</th> <th>2017 (%)</th> <th>2018 (%)</th> </tr> </thead> <tbody> <tr> <td>Started selling DIY security systems in current year</td> <td>~5</td> <td>~5</td> </tr> <tr> <td>Selling fewer DIY security systems in current year than last year</td> <td>~10</td> <td>~15</td> </tr> <tr> <td>Selling about the same volume of DIY security systems in current year and last year</td> <td>~15</td> <td>~20</td> </tr> <tr> <td>Selling more DIY security systems in current year than last year</td> <td>~20</td> <td>~25</td> </tr> <tr> <td>Do not sell DIY security systems at all</td> <td>~40</td> <td>~35</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p> </div>	Statement	2017 (%)	2018 (%)	Started selling DIY security systems in current year	~5	~5	Selling fewer DIY security systems in current year than last year	~10	~15	Selling about the same volume of DIY security systems in current year and last year	~15	~20	Selling more DIY security systems in current year than last year	~20	~25	Do not sell DIY security systems at all	~40	~35
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<p>Publish Date: 3Q 19</p>	<p>“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.</p>																		
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