

# LISTING & SELLING LIFE SAFETY

**WE SPECIALIZE IN ALARM-SECURITY BUSINESSES BUT WE ALSO LOVE FIRE EXTINGUISHER BUSINESSES & FIRE SPRINKLER COMPANIES, FIRE ALARM & ALL LIFE SAFETY BUSINESSES**

Tony Nasca [Tony.Nasca@doveNet.com](mailto:Tony.Nasca@doveNet.com) [301-363-3828](tel:301-363-3828)

From Tony,

I have been a Business Software Developer at [Dove Net Software](#), for 30 years, serving Low-Voltage Industries, Life Safety among others including: Audio Visual, Burglar Alarm, Access Control, Fire Safety, Telephone, Nurse Call, Bank Security, and other. Our products have been developed to help companies understand their business processes, improve profitability's, make their companies and run more efficiently. Words like Gross Profit, Net Profit, be more profitable and run more efficiently come out in every installation as we work with them to improve their businesses with our software solutions.

Because of hundreds of installations, around the US and Canada, I might understand your business, better than you do and I can help you position your company in the best light possible for purchase.

Now I am an Associate with Dennis V, Riley, Business Broker, bringing my expertise to companies ready to be purchased in the Low-Voltage arena.

Continuing now with Dennis V, Riley...

Dennis V, Riley Business Broker & "COACH" To the Life Safety Industries

Our Brokerage Web Site [beltwaybrokerage.com](http://beltwaybrokerage.com)

Our Educational Web Site [www.lifesafetyassociation.org](http://www.lifesafetyassociation.org)

From Dennis,

I like to think that I am one of the “Top Business Broker” in the United States Helping People Buy & SELL Life Safety Businesses. There are many reasons why I feel you and I need to know each other so I can make your Life Safety Business Grow, be more profitable and when you SELL it you will get the Best Price available with the Best Terms & Conditions. I have numbered the following reasons why you will want to take a close look at me, my team of professional Business Brokers and our “Educational Association”

[www.LifeSafetyAssociation.org](http://www.LifeSafetyAssociation.org)

- 1. I HAVE BEEN IN THE ALARM-SECURITY BUSINESS FOR WELL OVER 30 YEARS. I HAVE BOUGHT BUILT & SOLD 31 OF MY OWN COMPANIES IN 17 CITIES FROM COAST TO COAST.** I would buy small Life Safety Businesses for about \$100,000 to \$200,000, I would Build them for about 3 years, add 1,000 plus of Monitored R.M.R. (Reoccurring Monthly Revenue) and then SELL them for about \$1 Million or about 40 times the R.M.R. and I would get another \$100,000 to \$200,000 for the Operational Side of the Business. I like to tell People that I can SELL their Business Twice. I sell the R.M.R. and then the same Buyer buys that Operational side of your Business. After I spent more than 30 years Buying & Selling my own Alarm-Security Businesses, I decided I should help others Value their Business (I Give FREE Valuations) and help them find that right preferred Buyer.
- 2. ABOUT 90% OF THE LIFE SAFETY OWNERS I TALK WITH TELL ME THEY HAVE NO INTEREST IN SELLING.** I like to let them know I will not push the “SELLING” but I still want to help them with their “EXIT STRATEGY” even if they expect to turn the Business over to a family member or have no intention of SELLING for several years. Every Business Owner should start looking at their “EXIT STRATEGY” the day they go into Business. Life Events can require you to Sell Your Business on a short notice; you need to know all your options. One Great way for us to advance and continue a growing relationship is to have a meeting or phone conversation once each year. I want each year to give you that FREE Valuation. At the same

time I will suggest 10 “THINGS” that you will want to do in the next year, to improve your sale add extra R.M.R. and new sales and better net Profits. A year later when we do your Valuation again, we want to make sure you get a focus on that most important number. You will want to know what your equity gain was for the year. Most of your value is not on your Balance sheet. Let’s Build our relationship and make your Business more valuable.

3. **WHEN WE HELP YOU BUY OR SELL A LIFE SAFETY BUSINESS YOU WILL ALWAYS WANT TO GET A GOOD FOCUS ON EACH PROFIT CENTER USED BY YOU OR THE COMPANY YOU WISH BUY.** Each Profit Center can or should add new value to your Business; we will always be making suggestions to you about improving Profit Centers. The Average Alarm-Security Business has 8 to 14 Profit Centers. Each one should have an INCOME line on your P & L Statement and the Expenses should have a line for each Profit Center. A quick look at these numbers each month will tell you what needs attention. If you want to see a list of these 50 Profit Centers collectively used by the Life Safety Industries, please take a look at our Educational Web Site [www.LifeSafetyAssociation.Org](http://www.LifeSafetyAssociation.Org). Hit on the “Profit Center” Button.
4. **IF YOU ARE IN THE ALARM-SECURITY BUSINESS, YOU NEED TO CONSIDER GETTING INTO THE FIRE EXTINGUISHER BUSINESS. I CAN GIVE 2 DOZENS REASONS WHY YOU SHOULD DO SO, HERE ARE SIX.** When you get into the Fire Extinguisher Business and follow our simple suggested plan, your Alarm R. M.R. Sales will go up by about 33%. When you are the first one in the door to provide the required Fire Extinguishers, your Fire Extinguisher Route Sales Technician is going to ask the Owner of that Business if we can send our Alarm, Access, Video Sales engineers out to give them a proposal on their needed Security Systems or other Life Safety Products & Services. When you add Fire Extinguishers to your Business you are adding about 6 New Profit Centers. New Fire Extinguisher Sales is a Profit Center. The Required Annual Inspection is a Profit Center, All Businesses have the required Exit Emergency Lighting, and we do well with that Profit Center. Commercial Kitchen Fire

**Protection Systems for the Grease Fires is 2 Great Profit Centers; The Systems must be inspected and serviced every 6 months. The Technician must change the Lead links every 6 months. That technician will maybe have 2 NICET certifications and be certified to do the Fire Extinguisher at the same time. Sometimes we find a Fire Extinguisher person who may have a NICET Certification to Inspect the Fire Sprinkler or Fire Alarm or the Water Back Flow devices that are all good Profit Centers that make your Business more Valuable.**

**If any of the above interest you, please send me an e-mail and I will send you several "Documents" that will give many additional reasons why we need to build a great relationship until you are ready to complete your "EXIT STRATEGY".**

**Dennis V Riley "COACH" & Business Broker to the Life Safety Industries.**

**Contact: [tony.nasca@dovenet.com](mailto:tony.nasca@dovenet.com) [www.lifesafetyassociation.org](http://www.lifesafetyassociation.org)**

**Phone 301-363-3828**