



Company Backgrounder

Alarm Capital Alliance (ACA), headquartered in Newtown Square, PA, is a privately held company focused on serving the alarm industry. ACA is a leading security alarm company that utilizes a unique business model for the acquisition, installation and management of security alarm contracts and dominates a critical industry niche which includes our Independent Dealer Program.

Since inception in 2000, Alarm Capital Alliance has amassed more than 170,000 customers nationwide, totaling more than \$6 million in recurring monthly revenue, with regional branch offices in Atlanta, Dallas/Fort Worth, Los Angeles, Seattle, and Southampton, NY. Alarm Capital Alliance has achieved over thirteen consecutive years of growth and is now ranked as the tenth largest residential home security provider, seventeenth overall, in the United States according to SDM Magazine's 2014 SDM100 report.

At Alarm Capital Alliance, our mission is to unlock the value within your company through a strong, equitable partnership. By leveraging our infrastructure and experience, account acquisitions or complete company acquisitions are seamless, transparent, and highly beneficial to you and your customers. As an industry leader who recognizes and appreciates the customer relationships you've worked tirelessly to build, ACA is committed to advancing your business to the next level and helping you strengthen the equity you've built. As your trusted partner, we align our interests with yours to provide customized, flexible solutions to generate the capital you need to build your business for the future or pursue new opportunities.

Alarm Capital Alliance is a proven, trusted partner for your security company and your customers. Whether you're ready to make a complete exit, need capital, or are looking for a partner to focus on growing your business, ACA ensures that the process is simple, the relationship is transparent, and the agreement is equitable. We take your pride of ownership to heart, so you can move forward with confidence that everything you've worked for will be managed and supported with the integrity, superior service, and customer focus you've worked so hard to deliver.



Company Arc

Founded:	2000
Headquarters:	Newtown Square, PA
Website(s):	alarmcapital.com Blog: http://blog.alarmcapital.com/blog/
<u>Executive Team:</u>	Amy Kothari, <i>President & CEO</i> Scott Peterson, <i>CFO</i> Anastasia Bottos, <i>Chief Strategy Officer & Executive Vice President of Acquisitions</i> Kelly Bond, <i>Senior Vice President Business Development</i> Tammy Beil, <i>Senior Vice President of Marketing</i>
Ownership:	For profit, private, B2B
Client services:	Full and partial security system company acquisitions, Independent Security Dealer Program (business owners keep their brand name), guidance and support for long term business sustainability
Boilerplate:	Alarm Capital Alliance (ACA) is a leading security alarm company that utilizes a unique business model for the acquisition, installation and management of security alarm contracts. It dominates a critical industry niche, which includes the Independent Dealer Program. Since inception in 2000, the company has achieved over thirteen consecutive years of growth and is now ranked as the tenth largest residential home security provider, seventeenth overall, in the United States according to SDM Magazine's 2014 SDM100 report.



Fast Facts

2000 Year in which Alarm Capital Alliance was founded

13 Consecutive years of company growth

17th in [SDM's Top 100](#) largest security alarm companies in the country

400+ Employees staffed

170,000 Customers served

400+ Partners serviced

750+ Acquisitions completed

\$6 million in recurring monthly revenue (RMR)

The company is based in **Newtown Square, PA**. Key coverage markets also include: Seattle, WA; Southampton, NY (The Hamptons); Dallas, TX; Fort Worth, TX; San Antonio, TX; Los Angeles, CA; and Atlanta, GA.

The three main business-to-business services for security companies are:

- Planning and fulfilling an exit strategy
- Company and account acquisitions
- Independent Dealer Program

Thought Leadership Topics:

[Standard Opportunistic Procedures](#)

[Transforming Your Company into a High-Value Business](#)

In the Media:

[“Acquisitions and technology drive growth at Newtown Square’s Alarm Capital Alliance”](#) –
Keystone Edge

YouTube Videos:

[“Are You Ready?”](#)

[“Confidence in Partnership”](#)



Amy Kothari, MBA
President and CEO

Amy is available to comment on a variety of issues including:

- Consumer purchasing trends in home security and automation
- How to prepare your business for sale
- Professional monitoring vs. self-monitoring
- Small and large-scale mergers and acquisitions
- How to add value and grow a sustainable business

Expertise:

- Home security and automation
- Business acquisitions
- Women in leadership positions

Background:

Amy Kothari received a bachelor's degree from Franklin & Marshall College and a MBA in finance from American University. She parlayed this business acumen into positions at Comcast Corporation in Philadelphia and Cox Communications.

In 2002, she was recruited to become the CFO of Alarm Capital Alliance in Newtown Square, Pa. and in 2004 named CEO as the business took flight.

Major company acquisitions in Los Angeles, Long Island, Atlanta, and most recently Texas have propelled Alarm Capital Alliance into a \$70 million organization with more than 425 employees. Since inception, they have completed more than 750 acquisitions.

In a male dominated field, Amy has been a refreshing voice committed to sustaining 13 years of consecutive growth for Alarm Capital Alliance.

Interviews or media briefings can be scheduled with Amy Kothari by contacting Anthony Stipa at 610-420-1724 or by emailing astipa@slicecommunications.com. For more information about Amy, please visit <http://www.alarmcapital.com/about-aca/our-people>.