

Transform Your Business With Signal

Signal's Discovery Magazine is designed to provide a high-level preview of what you can anticipate from a partnership when joining our franchise network.

Visit SignalSecurityFranchise.com for more information.



SIGNAL





Signal franchise units across the world as of October 2022.

SIGNAL FRANCHISE INFORMATION

AVERAGE REVENUE PER FRANCHISE¹

\$1,501,496

AVERAGE REVENUE PER TOP QUARTILE FRANCHISES¹

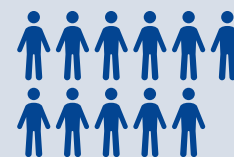
\$3,318,042

SIGNAL SYSTEM-WIDE REVENUE 2021¹

\$215,268,776 (+30% YOY)

PRIVATE SECURITY INDUSTRY + GLOBAL OUTLOOK⁵

1.1M
U.S. PRIVATE SECURITY WORKFORCE POPULATION²



795K
LAW ENFORCEMENT OFFICERS³



2024

\$90B⁴

+4.9% YOY

2019

\$68B⁵

U.S. INDUSTRY NET WORTH

\$290.7B

GLOBAL PRIVATE SECURITY NET WORTH PROJECTION 2025

Sources: ¹data derived from 2021 Signal 88, LLC Franchise Disclosure Statement (FDD) for US (4/22/22) and Canada, ²US Bureau of Labor Statistics, 2021, ³Statista, ⁴U.S. private security net worth projection for 2024: Forbes, ⁵Global Outlook: Forbes.

Mission

We're here to provide peace of mind to pursue passion in life.

Our Core Values

Signal's Core Values are the North Star of how we live and work, guiding us to meet the challenges we face each day.

PASSION

We drive with passion in everything because passion connects people to purpose.

HONESTY AND INTEGRITY

We live in honesty and integrity because without it our company and our brand are hollow.

RELATIONSHIPS

We build relationships because healthy success can only be created with mutual respect for others.

SERVING

We serve our communities without hesitation because serving is the active ingredient in service.

LEARNING

We learn something every day by holding an open-minded approach to everything we do.



Letter from the CEO: Reed Nyffeler

Since 2008, I've been living my passion for building a highly effective business model to help entrepreneurial-minded individuals like you reach your goals.

If you are seeking structure and a strong team culture that believes in you, I encourage you to explore Signal's Discovery Magazine and watch Signal's Discovery Video Series to learn if we align. We have built the foundation and tools necessary to help you grow your business beyond what you thought capable.

I look forward to seeing if this partnership works for you in helping you reach the next level of your dreams.

Your partner in providing peace of mind,

Reed Nyffeler
SignalSecurityFranchise.com

Signal's mission and presence reflects
"Peace of Mind" to every industry we serve.



Commercial
Real Estate



Condo and
High Rise



Construction



Distribution
and Logistics



Events



Financial
Institutions



Food
Processing



Government
Institutions



Healthcare



Higher
Education



Hotel and
Hospitality



K-12
Education



Manufacturing
and Industrial



Multi-Family
Apartments



Residential



Retail

Key strategic partnerships - including one with the largest retailer in the world and the largest multi-family residential housing company in the US - are established to help your business grow.



Signal's patrol vehicles and officer uniforms project authority while maintaining our approachable brand image and message.

Transform your business with a clear vision and support from Signal.

Signal's Home Office team consists of four primary support groups: Sales, Operations, Administration, and Promise – or what we refer to as the SOAP box. Our support = your success.

Our **SALES** Team facilitates our network growth through various avenues such as Organic, Direct and Strategic support.

Our **OPERATIONS** Team provides technology, resources, and support to help operate your business effectively day-to-day as you grow.

Our **ADMINISTRATION** Team supports your business' financial needs, including cash flow through billing, collections, cash receipts, lending, and facilitating payroll processing.

Our **PROMISE** Team protects the brand vision and mission through training, coaching and communications to set you up for success.



SALES



Market Sales Intern Program



Direct Sales Support



Field Office Support



Strategic Partners

Support Services: Business Development, Lead Development, Key Vertical Industry Development, Market Sales Intern (MSI) Program, Strategic Partnerships, Customer Engagement

OPERATIONS



24/7 Dispatch Services



Regional Ops Support



Home Office Ops Support



Strategic Ops Support

Support Services: Compliance, Dealer Services, Dispatch Services, Insurance, Operations Coaching, Signal Talent Acquisition & Recruiting (STAR), Strategic Development, Technology Services

ADMINISTRATION



Billing and Collections



Cash Management



Accounting



Payroll

Support Services: Accounting, Cash Management, Finance, Payroll Services, Lending Program, Billing, Collections, Key Performance Indicator Dashboards

PROMISE



Communication Strategy



Regional Trainings



New Owner Training Week



Performance Manual

Support Services: Communications, Contract/Vendor Management, Human Resources, Marketing, Training, Partner/Officer Brand Experience (PBX/OBX), Signal Performance Institute (SPI)



Signal Gave Bill Kotowski the Freedom to Focus on What He Loved Most

In early 2020, Bill Kotowski was struggling. His business partner had sold him his share of their Lehigh Valley, Pennsylvania-based security company and things weren't getting off to a great start. Kotowski was faced with many challenges related to the size of the "mom-and-pop" operation, especially his ability to compete with national security companies.

"We were trying to get national contracts," Kotowski said, "but it became nearly impossible because the majority of the vendors in the area were larger companies. They wanted a national security vendor, and we weren't able to provide that level of service."

Kotowski said the straw that broke the camel's back was losing two major contracts. "They were probably worth upwards of half a million dollars," he said. "When you're a small mom-and-pop company, that's a big hit to your revenue."

Kotowski had worked with his previous security company for 28 years. Although he was attached to his own brand and the business he had built, he knew that something had to change.

Kotowski started looking for partners locally but found that those partners would just replicate the problems they already had. He found that an organization with a national footprint was going to work best. He ultimately decided to convert his existing security company to become a partner of the Signal family in March 2020.

"The only way to address all the problems was to rip the band-aid off in one fell swoop as opposed to taking it off piece by piece," he recalls. "We had to stop what we were doing and totally immerse ourselves in everything Signal had to offer, from the technology to phone systems, in-vehicle cameras, policies and procedures. Basically everything," he said.

Kotowski and his team joined Signal at the beginning of the pandemic but they didn't let that slow them down. "We had to dig our heels in and do what needed to be done to secure our futures or quit. Dozens of current clients, employees' livelihoods, and our dreams and aspirations were at stake. The choice was easy for us. There was no choice."

Before joining Signal, Kotowski said he and his management team spent most of their time working on payroll, scheduling, and other behind-the-scenes work. They were grateful to have a partner like Signal to support them.

“The technology, hands down, has saved us countless hours,” Kotowski said, “There’s no sense of recreating the wheel. As a small business owner we would spend so much time and energy, with little return. Once we signed that agreement to partner with Signal, it was a huge flow of information and tools. We gained all that time back to focus on growing our business as opposed to being bogged down behind the scenes.”

Signal’s administrative help and technology are just a few of the benefits covered by franchise royalties. Franchise partners have access to Signal Edge, Signal’s industry-leading reporting platform, which includes completely electronic reports, GPS monitoring and electronic record keeping. The royalty fees also pay for training and in-market sales support for each franchise partner, something Kotowski said he’s always taking advantage of.

“We attend every training we can,” he said, “We haven’t missed a convention, haven’t missed an Owner’s Summit. We go to operations trainings. It’s a great chance for training but also networking, everyone there is on the same level size-wise.”

While the royalties associated with becoming a franchise can be intimidating, Kotowski said that the rate increases he was able to successfully implement made any added cost a non-issue.

“There really was no issue when it came to the royalties because we just accounted for that when we did a rate increase. We did fear that we would lose them,” he shared, “but when we went to the Signal model, we followed the way Signal markets and they strongly encouraged us to go have a conversation face to face with each of our

clients and we had little to no push back. We never had the built-in yearly rate increases before, but now we don’t have to worry about going to those clients again to ask for more money. It puts us all at ease.”

Converting his existing security business to a Signal franchise has been a total game changer, Kotowski shared. Since converting in March 2020, his business has grown from \$1.6 million in annual revenue to \$3.6 million.

“Success is taking ownership of something you can be proud of,” Kotowski said, “and knowing that employees, clients, and communities are safe and well taken care of. We were not doing this before. By moving over to the Signal platform, it allowed us to move our eyes back over to what was most important to us. Taking care of our employees who will, in turn, take care of our clients.”



Kotowski and his team have embraced the Signal culture and completely invested their time into encouraging their whole team to work and live by the Signal Core Values: Passion, Honesty & Integrity, Relationships, Serving, and Learning.

“Seeing the ripple effect that our relationships have on the Signal brand as a whole is very impactful,” said Rebecca Gonzalez, Director of Human Resources for Signal of Eastern PA, “Knowing that over 200 franchises and thousands of their team members are reflected upon by every decision that we make is a blessing. Being a positive contributor to the Signal brand has been our proudest accomplishment thus far and we look forward to what the future holds for us

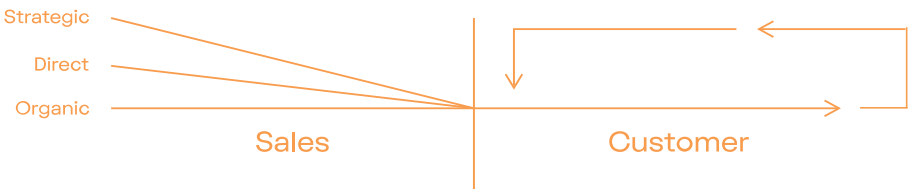
as we continue to provide peace of mind to the residents and clients we serve in Eastern PA.”

As the Signal tagline states, “Local Commitment, Global Scale,” the Eastern PA team is most excited about their ability to service clients with multiple locations across the globe.

If this story resonated with you and you’d like to learn more about the Signal brand, visit SignalSecurityFranchise.com.

Signal built a clear path to get and keep your customers.

Signal's Sales Team will work with you hand-in-hand on lead development. From identifying verticals to target, conducting sales visits, responding to digital leads, and identifying client needs, budgets, and timelines.

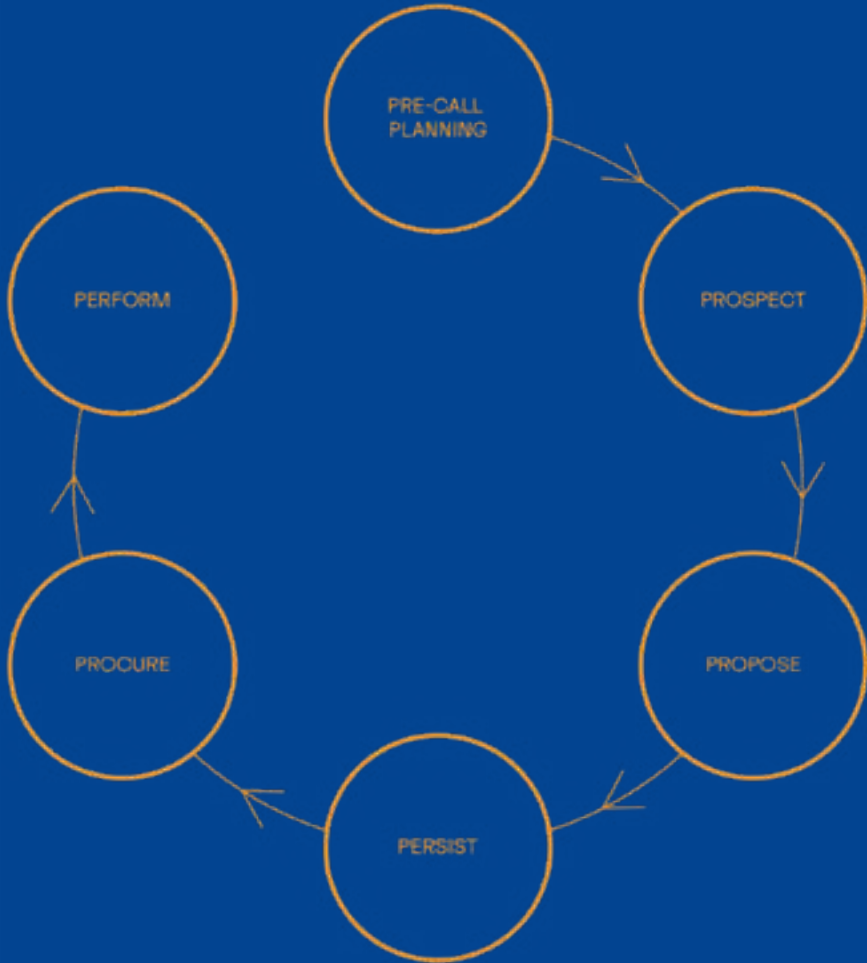


From first contact to signed contract, Signal's client development methodology is carefully crafted to build a relationship with all prospects and clients.

PRE-CALL PLANNING	We identify segments, verticals, and channels where Signal can provide high-quality solutions and create peace of mind for years to come. We select our target and unearth insights about their goals and leadership to engage them as a prospect.
PROSPECT	Prepared with research and a clear plan, our objective is to schedule a meeting with the "decision maker." We proactively consider how we can best serve them and adjust our outreach to suit their preferences.
PROPOSE	We hold a meeting with the decision-maker and ask engaging questions about their needs, budget, and timeline. The key to offering the right solutions at the right cost is active listening and understanding their challenges.
PERSIST	As the prospect mulls the proposal or asks questions, this is an opportunity to prove ourselves as devoted partners. In this stage, we will succeed by proving through consistent follow up that Signal is their perfect solution.
PROCURE	We meet again with the final decision-maker, presenting our findings and showing we understood all we heard. Sensitive to their challenges, we detail how Signal will provide peace of mind, instill confidence and trust.
PERFORM	As the start date nears, our teams collaborate to deliver an experience so impressive that the client is proud to be a Signal client. We consider every detail in the transition from signing to service.



6 P's Sales Process



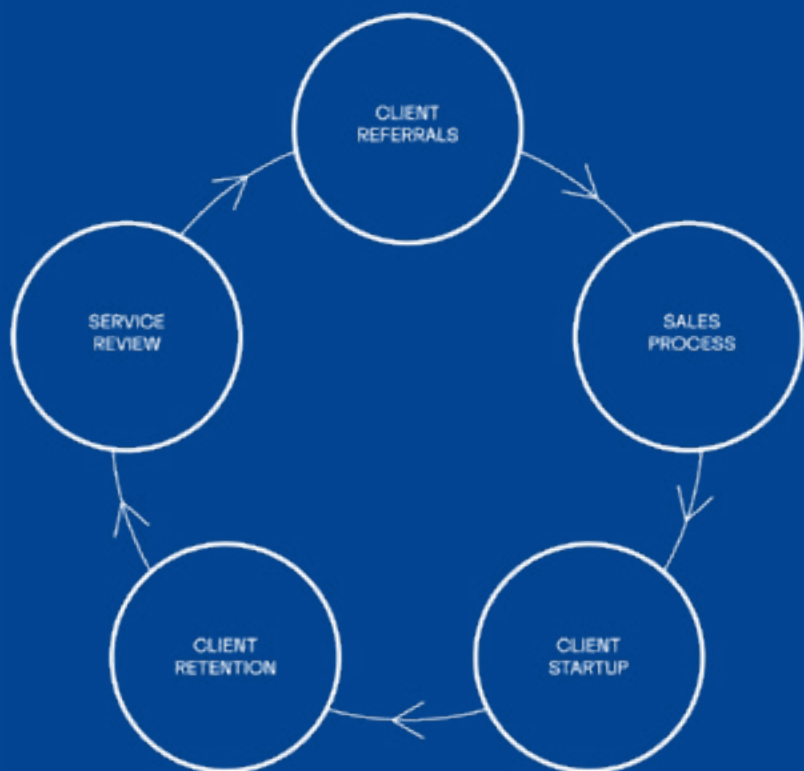
In 2021, Direct Sales Support responded to 559 digital leads, made 142 trips, signed 575 contracts, and brought in \$1,963,172 in monthly recurring revenue.

2021 Market Sales Interns closed 278 deals, winning \$639,654 in monthly recurring revenue.

Signal's 5-step method boosts sales and customer loyalty.

Experience is about closing the gap between expectations and delivery. Signal's Customer Brand Experience is our methodology for delivering top-flight experiences for every customer at every touch point, from the first sales call to year-end service reviews. Our 5-step cycle is a proven method for boosting sales, earning customer loyalty, and building a legacy that supports your growth.

Customer Brand Experience (CBX)



Drive revenue with Signal's intentional sales collateral and resources.

Signal developed resources that help support the sales process and move leads through the sales funnel.

Website: Signal builds your personalized local webpage with your franchise's contact information, vertical-specific digital content, and information tailored to each buyer's persona. The Home Office team reviews and qualifies every new website lead, then passes it to you.

Social Media Setup: Home Office creates your social media accounts and provides content for you.

Customer Relationship Manager (CRM): Monitor and track all your sales and marketing efforts in our robust CRM software.

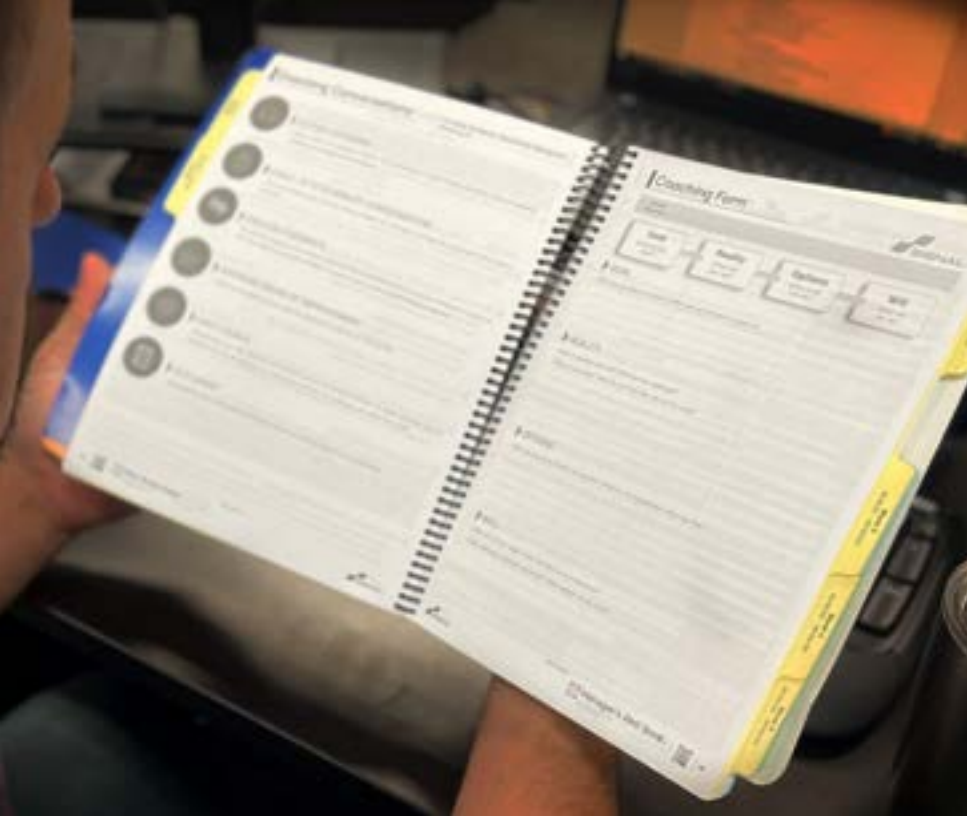
Leads: New partners get immediate access to 100,000 leads with names and contact information in the largest segment for mobile patrols. You'll get access to an additional 1.5MM leads as you grow.

Brandfolder: Full access to a self-service library of branded assets, templates, photography, and other marketing resources.

On-demand Creative Services: You can submit a design ticket to the Home Office to develop new creative resources or edit existing ones (e.g. Tradeshow needs, sales collateral, branded merchandise, custom edits, local advertising)

Sales Collateral: Signal's strategic high-impact sales collateral pieces were designed to stand out and drive in more leads using a three-phase collateral process.





Signal's Playbook provides operational consistency across the network.

There is a vast amount of time that goes into running smooth and consistent operations. Signal's Playbook was designed to provide a framework on how to efficiently and effectively run your franchise.

It guides you through goal setting, Officer Brand Experience (OBX), and business development paths to assist any level of leadership within your franchise. It is a blueprint that will benefit your growth daily, weekly, and monthly.

A few of the following subjects include various worksheets, checklists, and planning resources to help guide your business decisions:

- Key Performance Indicators
- SMART Goals
- Operational Efficiency
- Hiring and Onboarding
- Management
- AFFIRM Client Onboarding Process
- Officer Brand Experience (OBX)
- Customer Brand Experience (CBX)

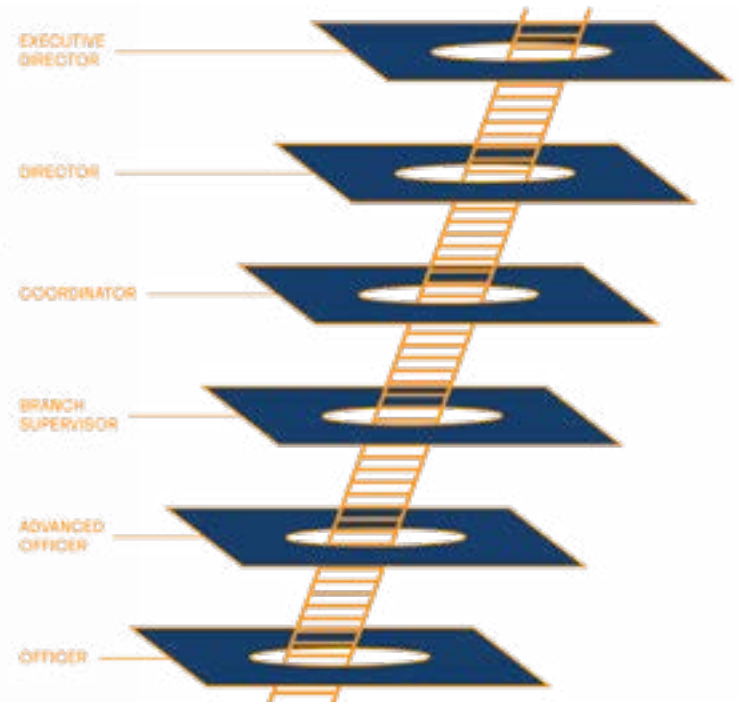
Our Operations Team provides resources like this playbook, as well as technology and support to help operate your business effectively.

Signal's Officer Brand Experience provides a solid framework for recruitment and retention.

It's possible to break out of the low-growth cycle of crisis hiring and shift-filling. Signal's Officer Brand Experience (OBX) is the framework to do it. It starts with our Signal Talent Acquisition & Recruiting (STAR) team helping you hire the right people who get it, want it, and have the capacity to do it. Signal's Playbook guides you through hiring and onboarding the OBX way.



Signal's OBX career path provides opportunities worth striving for. We coach you on how to deliver great experiences along the way to help you meet your employee retention goals.





Restore order with Signal's Edge technology and gain a strategic advantage over your competition.

Peace of mind for Signal's clients means better communication with real-time notifications through Signal's proprietary technology called Edge.

- Email/SMS Notifications
- Customizable Reports
- Date-Stamped Photos and Videos
- Signatures
- Diagrams
- Real-Time Data Capture
- Logged Checkpoints
- Tracked GPS Vehicles
- Detailed Field Activity



Use Signal's Dispatch Services to improve your customer experience.

Signal's Dispatch Service Center provides better communication and response time. Dispatch's average answer speed is 21 seconds, with a dispatch time of 4 minutes. This time includes speaking with the caller, reporting, researching, and getting the information to your officers.



Ready to Reach New Heights, Haris Johnson Rebranded to Signal

Haris Johnson was used to being a one-man show. Since converting his stand-alone security business into a Signal franchise, he's welcomed many more people to the stage.

"You just feel like you're not alone here," he says.

During his time as a police officer, he began a security consulting agency, which eventually morphed into a physical security provider.

"I started doing consultations for people," Johnson said, "Then I started doing camera and alarm installations and then I had a lot of property managers reach out and ask me for security. I was still working full-time as a police officer at this time, and I had about 40 police officers working under me. I just transitioned all those people to under my business and they started providing security for the communities I was servicing."

Once he transitioned from police officer to security provider, however, Johnson began to feel many different pain points. These ranged from administrative issues, like completing payroll, to large operational issues, such as jurisdictional restraints.

"Because I was using police officers," Johnson recalled, "I was limited to the jurisdiction which those police officers had jurisdiction over. That was the first thing that in order to have true growth I needed to grow outside of that physical area. I also didn't have any civilian employees, and I wanted civilian employees, uniforms, and vehicles. I didn't have anything."

As Johnson began to look into expanding his business outside of the police force, he was still struggling to find an efficient way to complete many administrative processes, like payroll.

"Payroll wasn't a nightmare, but it wasn't easy," Johnson shared. "I was covering all that myself. We were hampered by our level of growth, based off of how much overhead I could cover. A lot of the apartment complex people were paying me once every 30-45 days. I remember at one point it was as low as \$2,000-3,000 then it started going up to \$4,000 and even \$8,000 a month. I was thinking, 'how am I going to cover this every two weeks?'"

Since most of his staff were police officers who used security shifts as secondary income, Johnson switched from biweekly to monthly payroll. "The only way I could do that was because I had these police officers who were just using this as a secondary income and could afford to wait an entire month to get paid. But what it did for me was allow more time to have cash in hand instead of having to cover it myself."

When he converted his business to a Signal franchise, Johnson said that the help with administrative tasks was a turning point, both personally and from a business aspect. "I can't imagine now, where we're at, having to cover it myself. It's good to have secure funding while I wait for receivables to come in. That stabilizes us, and we can continue to grow. With growth comes more overhead, payroll, and liability. We know we have the funding to cover those things, especially at the rate we've been growing. It puts us at ease."

Johnson said his introduction to Signal couldn't have come at a more perfect time. He had started to think about expanding his business, but, as someone with no business experience, the list of tasks he'd need to complete was overwhelming.

"I saw the shortfalls," he said, "The area that I was limited to. I wanted to expand and get away from being dependent on the police. I was thinking about hiring civilians and I was making a list of all the things I needed to make it all happen, like vehicles, uniforms, a hiring process, deciding what everything would look like."

Signal's ability to provide operations, sales and administrative support appealed to Johnson. "What intrigued me the most was it was everything I was thinking about in a full package," he said, "It kind of simplified my thoughts of what I wanted to do and the direction I wanted to go."

Although he had created his previous company from scratch, Johnson didn't find letting go of the old brand and embracing Signal too challenging.

"I made the logo and the name and put a lot of work into my own

company," Johnson shared, "and I was very proud of that. But I saw the bigger picture. I saw myself joining Signal and taking my brand and my values to the next level. That wasn't a hard transition."

After being, as he says, CEO, Payroll Director, Officer and everything in between, Johnson welcomed the support.

"It all just made sense," he recalled, "Going from being a one-man show to having the support of the home office. Even if it's just a small question, you have 75 to 100 people to ask. It's invaluable."

Trainings throughout the year and across the country also proved to be especially helpful for Johnson. "As someone who doesn't have a business background, hasn't gone to business school or had any formal training, it was everything I wanted," he said.

"The training alone, the New Franchise Owner Training week, regional trainings, and sales trainings was like reading business owners for dummies. It made it manageable."

In addition to the administrative and operations support he gained, Johnson has also seen his business skyrocket. In 2019, the last year he was in business for himself, he did around \$50,000 in revenue. In 2020, his first year with Signal, he finished at \$202,221. In 2022, he's on pace to do \$2 million.

The biggest thing Johnson has taken away from his time with Signal thus far is that franchise partners are never alone.

"Getting to meet other people going through the same things, from the military, police officers, people who started one place and who were trying to go to another," he shared. "You meet people who are going through the exact same thing, and you learn you're not crazy. You're just going to have good days and bad days, but good days will outweigh the bad."



If this story resonated with you and you'd like to learn more about the Signal brand, visit SignalSecurityFranchise.com.



Achieve better outcomes and happier people with Signal's billing and payroll support.

Make better business decisions with a partner that always has your back. Signal will educate you on billing practices to ensure quality, accuracy, and consistency in your invoice processing. Signal also supports you in ensuring timely and accurate payroll processing. Furthermore, Signal provides all franchise partners with transparent and accurate financial data through our online dashboards.



Billing and
Collections



Cash
Management



Accounting



Payroll

A ADMINISTRATION

Signal's value-added services are designed to facilitate your growing business.

Business owners face many obstacles. Signal offers value-added services designed to help you grow your business, including:

Lending Program: Take away the burden of having to worry about payroll when you have numerous officers, equipment, and a dedicated vehicle to cover. In-house financing covers these expenses while allowing you to focus on achieving rapid revenue growth.

In-house Insurance Program: Signal provides a group General Liability and Professional Liability policy that franchise partners can opt into, and the home office will handle all the billing, certificate of insurance compliance, claims management, policy terms, and conditions.

Dealer Services: Financing through our preferred vendors is available for the signature Signal patrol vehicles including all required upfit.

Fulfillment Center: Key products are available through approved vendors at discounted pricing.



Through consistent behaviors and a connected network, we build a better brand.

Becoming a Signal franchise partner comes with a network of over 200 franchise partners and over 100 Home Office team members ready to support you through open communication and learning opportunities.

INTERNAL COMMUNICATION:

- **Internal Social Network:** Opportunities for open communication and collaboration with your network of franchise partners.
- **Signal TV:** This is Signal's digital signage platform that relays important and localized content within your office.
- **Weekly Newsletter:** Important updates from Home Office with announcements of new partnerships, trainings and the latest news.

ONLINE LEARNING:

- **Signal Performance Institute (SPI):** Online training platform designed to introduce the Signal brand, train staff, and develop leadership skills.
- **Daily Jump-starts:** Hosted live from Home Office, jump-starts feature shout-outs, important updates, announcements, and tips.

- **Weekly All-Network Leadership Development:** Hosted live by Reed Nyffeler, CEO of Signal, to educate and build a strong network of leaders with open dialogue.

IN-PERSON LEARNING:

- **New Franchise Owner Training:** Week-long intensive SOAP introduction preparing for the in-field launch of your Signal brand.
- **Market Launch:** Franchise Performance Coach will travel to your market to train you and launch your market.
- **Field Training:** Sales or Operations Coach will travel to your market to train you and your key employees.
- **Regional Training:** Cultural, structural, tactical, and technical training in-market for owners and their key staff.
- **Owner's Summit:** Exclusive gathering of the top performing owners for one-on-one engagement with senior leadership and CEO.
- **SOAP Training Week:** Customized SOAP learning path training based on your team needs and experience level at Home Office.
- **Convention:** Annual franchise network convention focused on strategizing, new initiatives, and celebrating achievements.

Signal is a globally recognized brand with the goal to become the world's largest security provider by revolutionizing the industry through its unique strategy of local ownership.

We provide peace of mind to our residential, commercial, retail and industrial customers so they can pursue their passions in life. We are active members in our communities, dedicated to ensuring their safety. If our goals and mission resonate with you, visit SignalSecurityFranchise.com.



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