

CASE STUDY

REAL ESTATE FIRM USES WIRELESS TECHNOLOGY

The Challenge

Equity Residential was referred to Mary Jo Rapetti, ADS Security, as an expert in designing fire alarm systems for the company's high-end residential complexes.

The company required the fire protection system to meet cosmetic expectations beyond fire code requirements.

This upscale property required an atmosphere of peace and serenity without visual obstruction of an unappealing product.

Our Strategy

Mary Jo requested the expertise of Honeywell to meet ADS Security and its' client in evaluating the best design for this high profile customer.

The team inspected the complex and concluded that the latest technology of Honeywell's wireless communication would exceed the customer's request and expectations.

This design would offer the Nashville property a unique security advantage advancing the wireless strategy in place of the standard wired components.

Results

Both the client and the fire marshal approved ADS Security and Honeywell's wireless concept.

An initial installation of one building was completed and tested for approval. Agreeing to continue with the completion of the project, all forty buildings were equipped and passed inspection on the first scheduled visit.

ADS Security has expanded its' relationship with Equity Residential and is now partnered to provide all services for the company's Nashville Metro area properties.

ADS Security now incorporates hardwired and wireless systems for Equity Residential.

Benefits

U.L. Listed Central Station Monitoring

The Most Advanced Honeywell Wireless Technology

Award-winning Security Company Providing 24/7 Service to All Locations

Cost Effective Implementation



Equity Residential

Client

With more choices in more markets, Equity Residential is America's Choice for Apartment Living®. The company is the largest publicly traded owner, operator and developer of multifamily housing in the United States with nearly 200,000 apartments in 32 states and the District of Columbia. Equity Residential is an S&P 500 company and has been named one of America's Most Admired Companies by *Fortune* magazine.



Case Study Summary

Branch ADS Security Nashville

Client Equity Residential

Representative Mary Jo Rapetti

Industry real estate/multi-family housing

Phone 615.269.4448

Division large commercial

Email mjrapetti@adsalarms.com

Product fire

Company Profile

Headquartered in Nashville, **ADS Security, L.P.** is ranked the 21st largest electronic security alarm firm in the nation according to the 16th annual Top 100 rankings compiled by "Security Distributing & Marketing" (SDM), a leading industry publication. ADS Security is the only Tennessee-based company to hold a position among SDM's prestigious top 25 slots. Last year, ADS Security was ranked 23rd among over 14,000 companies in the United States. ADS Security is ranked 22nd in the nation for its recurring monthly revenues, one of the most important industry indicators of a company's strength. In addition, ADS holds the 12th place slot for number of non-residential customers and ranks 17th in the nation for number of residential customers.

ADS Security was established in Nashville in 1989. Throughout the southeastern United States, the company serves nearly 60,000 businesses, industrial facilities and residences. ADS Security provides a full range of burglar and fire alarms, closed circuit TV (CCTV) systems, access control systems, process and environmental monitoring systems, audio and video intercoms, and music systems.

ADS Security operates the only UL-listed Central Station monitoring operation in Middle Tennessee. Each Central Station Operator at ADS has earned the Five Diamond Central Station Certificate recognized by CSAA, the highest training certification available in the industry.

Vision

Empowered People with Integrity, Unified to Provide Quality Service.

Mission

The mission of ADS Security is to provide the highest quality "Life Safety" electronic security services to commercial, government and residential customers in the southeastern United States with an appropriate mix of sales potential at relatively low level of price competition in metropolitan areas of 1,500,000 populations or less.

The targeted commercial, industrial and government markets are small to large size establishments with stable growth that place value on excellent service.

The targeted residential market is medium to high-priced homes that place value on excellent service where the systems are in the \$800 to \$4,000 range.

The Company will achieve its goals through a balanced approach employing internal growth and the acquisition of other companies in our business.

ADS Core Values

We value People and their diversity

We act with Integrity in everything we do

We are customer Service focused

We are Quality driven
