



# New Kings Sit Atop Installation Throne



HSM Electronic Protection Services (left) shows off its *SSI* Integrated Commercial/Industrial Installation of the Year award. Pictured (l-r) are Tim Whall, COO of Stanley Convergent Security Solutions, which includes HSM; Beth Tarnoff, marketing manager; Tony Byerly, senior vice president sales, marketing & national accounts; and Steve Welsh, vice president corporate services & procurement. Life & Property Security Systems President John Knox (right) proudly displays his company's *SSI* Integrated Residential Installation of the Year.

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### AT A GLANCE

- HSM Electronic Protection Services of Lisle, Ill., and Life & Property Security Systems of Knoxville, Tenn., named winners of *Security Sales & Integration's* Integrated Installation of the Year Awards
- HSM received the Integrated Commercial/Industrial Installation of the Year Award for providing Silver Eagle Distributors' new 110,000-square-foot Houston headquarters with an extensive intrusion, CCTV and access control system
- Life & Property Security captured the Integrated Residential Installation of the Year Award for a model home project on Lake Loudon (Tenn.) featuring CCTV, lighting, intercom, whole-house audio and home theatre systems

**HSM Electronic Protection Services and Life & Property Security Systems have been dubbed winners of *SSI's* 6th annual Integrated Installation of the Year Awards. Discover what it takes to capture the crown jewel of installation.**

**O**n the surface, HSM Electronic Protection Services, part of Stanley Convergent Security Solutions, and Life & Property Security Systems couldn't be more different. HSM is one of the nation's largest national installation and monitoring services firms, while Life & Property is among the industry's thousands of small, regional operators. Upon closer inspection, however, they share many common attributes that led to them winning *Security Sales & Integration's* 2007 Integrated Installation of the Year Awards.

As the biggest among many winners announced during *SSI's* SAMMY Awards ceremony in Las Vegas March 27, Lisle, Ill.-based HSM Electronic Protection Services and Life & Property Security of Knoxville, Tenn., set themselves apart among several outstanding security contractors to take home special plaques for, respectively, Integrated Commercial/Industrial and Residential Installations of the Year. Their winning entries demonstrated extraordinary skill and acumen in design, engineering and installation.

In its winning installation, HSM integrated access control, CCTV and intrusion for Silver Eagle Distributors' new 110,000-square-foot Houston headquarters. Life & Property Security captured its residential trophy satisfying the most demanding customer of all — themselves. The integrator spent more than a year-and-a-half stuffing every conceivable device and system into the owner's new custom home on Lake Loudon, Tenn.

Go behind the scenes of these integration masterpieces to discover first-hand what makes them deserving of the industry's highest installation honors.



2007 RESIDENTIAL INSTALLATION OF THE YEAR

# Integrated Home Is Model of EXCELLENCE



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## WINNER AT A GLANCE

**Company Name:** Life & Property Security Systems

**President:** John Knox

**Location:** Knoxville, Tenn.

**Years in Business:** 37

**Number of Employees:** 5

**Number of Accounts:** 1,200+

**Market Breakdown:** Commercial fire/burg and access control; residential fire/burg, audio/video, lighting, HVAC and structured wiring

**L**ike the vast majority of dealers and integrators serving the electronic security industry, Knoxville, Tenn.-based Life & Property Security Systems is a lean, mean machine powered by dedicated, hard-working folks. Heck, President John Knox would be the first to tell you his company's no different than the next guy's. But all modesty aside, the model home project on nearby Lake Loudon that won *SS's* 2007 Integrated Residential Installation of the Year Award testifies that Knox and his crew are closer to extraordinary than ordinary.

"I know there are hundreds of guys out there who also have jobs they can be as proud of, but they just need to give it [entering the awards competition] a shot," says Knox. "We are small enough where we really know our customers, which gives us an advantage over the big guys. They could never match our ties to our customers."

Knox began working for Life & Property Security five years before assuming complete ownership in 1989. He continues to run the business based on the knowledge, wisdom and ethics passed along to him by those who founded the company back in 1970.

That solid grounding is manifest in Knox's dedication to contributing to the betterment of the industry at large. As if he didn't have to wear enough hats running his company with just four other full-time employees, Knox finds the time to be active in his community and local and national trade associations — particularly in fundraising and alarm management initiatives — and sits on the editorial advisory board of a top industry magazine.

Built on a foundation of residential and commercial intrusion and fire alarm systems business, Life & Property Security has evolved into a provider of integrated systems, including audio/visual, CCTV, access

control and structured wiring. Today, the firm has more than 1,200 customer accounts, around 700 of which are monitored by ASCO and ADS Security, both based in Tennessee.

While its portfolio has diversified, the company has settled into a niche of making upscale residential systems a core business. According to Knox, offerings such as home theater and lighting not only can be more lucrative than security but also an easier sell.

“Overall, the profit potential is greater on the entertainment than security side,” he says. “Our industry’s mass marketing has harmed the perceived value of security systems. When the customer has that perception, it is tough to overcome. We don’t do cheap residential systems, and we don’t plan to either.”

Like many dealers/integrators, Life & Property Security has set up equipment demos in its offices and installed products/systems in builders’ model homes. However, few have permanently designated an entire residence to serve as a showcase where existing and prospective customers can see and try out everything in a real-world environment reflective of their own homes.

Rather than seeking someone out who would allow Life & Property Security free reign to pack their premises to the hilt with the latest state-of-the-art systems, Knox decided to build his own new custom home incorporating every imaginable product and service.

“We had done this sort of thing before with demo homes, but then every time you do it you have to start over again because it will eventually all be sold,” explains Knox. “My thinking was I am a firm believer in all of this technology anyway, so why not allow myself to serve as the showcase?”

In addition to stimulating more business — Knox reports about 100 percent of the qualified customers and prospects who visit the house end up buying something — the project has earned the company one of the industry’s most prestigious awards to boot.

### **Aesthetics, Functionality, Technology Are Key Issues**

First conceptualized in July 2004, ground was broken on the shore of

Lake Loudon, just outside Knoxville, to construct the model home a month later. However, Life & Property Security’s portion of the project began in April 2005. Not surprisingly, smart planning was essential.

“You have to think the entire system through from the early stages and how you will interact with the assorted trades,” contends Knox. “You have to lay the job out exactly the way the customer wants. For example, you have to consider the framing of the house when you are dealing with in-wall video displays.”

Among the most important considerations in designing the security, entertainment and control systems were aesthetics, functionality and selecting the best technology available at the time while anticipating future advances.

“One of the most difficult aspects was trying to imagine how things might change in the future and adapt to new technology,” says Knox. “I ran several additional conduits to accommodate pulling new cables. I have never been a big proponent of wireless, although I know it will be part of the future.”

The installation features Honeywell intrusion and CCTV, System Sensor fire/life-safety and Russound home automation devices, among many others, with all the controllers located in the basement’s mechanical room to keep them out of sight, cool and easy to maintain.

Other highlights of the project include: 24 windows and six doors connected to the intrusion system; smoke, heat, gas and carbon monoxide detectors; a four-camera digital video surveillance system that includes coverage of the nearby marina; 27 JBL speakers for whole-house audio and home theater; several outdoor speakers; and multiple plasmas and other TVs.

In particular, the whole-house audio system made a believer out of Knox, who had, of course, long sold such systems but had never had one himself.

“The most unexpected aspect of the entire project is the enjoyment I get out of the whole-house audio system,” he says. “I have sold them for several years, but I now realize how great they can be. It is so convenient to use that I



**Ground was broken on the shore of Lake Loudon, just outside Knoxville, to construct this model home in August 2004. The rear of the custom home includes a CCTV camera and outdoor audio speakers.**



**The main home theater includes a 50-inch high-definition LG plasma TV mounted above the fireplace and a Denon high-fidelity surround sound component system inside the wood cabinet to the right.**



**Television monitors, which can also be used to view CCTV cameras, are located throughout the home, including this in-wall bathroom installation.**



**Life & Property Security Systems Technician Lee Rowland carefully calibrates one of four cameras connected to the home’s CCTV system. This camera is larger because it is used to keep an eye on the marina area some 400 yards away.**



The top control is a Russound audio keypad combined with a Greyfox intercom unified via a custom wall plate to reduce the required wall space and create a sleeker appearance. Also pictured is a X-10 Pro light switch and a Honeywell security system keypad.



Here we see the inner workings of the home's structured wiring, security, lighting and intercom controls, which were mounted in one location to allow easier integration and maintenance.



Life & Property Security Technician Robert MacAuley puts the finishing touches on installing a Russound audio keypad in the kitchen. The Greyfox master intercom station can be seen on the wall in the background.



Life & Property Security Systems Technician Lee Rowland mounts one of the outdoor speakers connected to the whole-house audio system.



Technician Lee Rowland adjusts a rack containing audio/video components such as DVR, audio receivers, CD players and cable boxes. The setup provides adequate

cooling as well as makes the equipment easily accessible for service.

find myself usually turning on whatever zone I happen to be in."

From an integration perspective, one of many features is the automated dimming and brightening of interior and exterior lights based on arming, disarming or activation of the fire/burglar alarm system. The system also activates lighting according to a timed schedule.

Another integration feature is that the audio system is automatically muted when a visitor presses the front door bell. At that point, the visitor can be communicated with via an intercom system. Visual identification can then be determined by viewing a 15-inch flat-screen CCTV monitor.

The key element of the entire installation, however, may well be the Logitech touch-screen remote that ties control of most of the systems together in a single user interface. "I think one of the best things is converting everything to a touch-screen universal remote," adds Knox. "That is half the battle to simplify operations for most folks."

From an aesthetics standpoint, one of the more unique aspects was the company designing and building custom wall plates to accommodate multiple manufacturers' products to make them appear as one unit.

"If you do the installation right, the equipment should be very discrete. It should blend in with the décor," says Knox.

### Scheduling, Ventilation Are Chief Challenges

The project ended up taking an estimated 240 man-hours to complete, which Knox admits would be an unusually high amount to spend on an actual customer's installation. The total installed cost of the job was approximately \$46,500.

The most challenging part of the installation proved to be coordinating and scheduling the other trades involved in the project. Consequently, timetables stretched out further than anticipated. Knox points out that of all the trades it is especially critical to work closely with the electricians.

"Any type of integrated system requires working well with your electricians. You have to carefully explain to them how it works and what the goal is, especially with what goes inside the walls," he says. "For example, they may not realize certain functions are supposed to be grouped in specific phases, or that certain devices require a specific placement."

All in all, even though Knox admits to there being more to constructing a home than he originally thought, the project went very smoothly.

"The only thing that had to be changed in the whole installation was moving the Russound components to a cooler environment because I was not happy with the ventilation," he says. "Otherwise, I am very pleased with the way we did it from start to finish, from the rough-in to the trim-out stages."

### Model Home Proves to Be the Model Sales Device

The real payoff for the project came shortly after completion, as the home has allowed Life & Property Security's portfolio of residential solutions to sell themselves. Customers relax and enjoy putting systems through their paces in the warm, inviting environment.

"Most customers only have a general idea of what they want. They rely on us to really explain all the technology and choices to them," explains Knox. "This home serves as an outstanding demo space to show them all those choices and capabilities. So far, each and every person who has looked at products/systems in the home has bought something."

While Knox has no plans to stop installing intrusion alarm systems, he has found that other related electronic systems not only can be easier and more profitable to sell, but also more enjoyable.

"With security, customers know they need it but hope they never do. With fire, they sleep better at night with it there but hope it never goes off. Sound and video is something they receive instant gratification from and makes them smile. In that way, it can be more fun to install entertainment systems," says Knox.





## 2007 RESIDENTIAL INSTALLATION OF THE YEAR

In addition, Knox says just because you may move your focus away from security does not mean you are turning your back on recurring monthly revenue (RMR) opportunities. Quite the contrary, as integrators that estab-

lish themselves in the home controls market will be prepared when new RMR avenues emerge.

"I can see sometime in the future when even my refrigerator will be networked along with almost everything

else," predicts Knox. "To me, who else better to monitor all that stuff and report problems than the alarm contractor? We are already monitoring things and have built that trust. We are trying to think along those lines to be well positioned for those opportunities."

### Lake Loudon, Tenn., Model Home General Equipment Overview

#### SECURITY, CCTV AND LIGHTING SYSTEMS

Quantity	Manufacturer	Description	Quantity	Manufacturer	Description
1	ATV	Color multiplexer	1	Greyfox	Intercom main console
1	Caddx	2000 glassbreak detector	1	Greyfox	Main wiring module
1	Caddx	2000 glassbreak detector	1	Greyfox	Front door station
2	Costar	CO detectors	2	Greyfox	1 X 8 passive video modules
3	Crow	Genius infrared detectors	2	Greyfox	Door chimes
1	FBI	T280 low temperature switch	3	Greyfox	4 X 12 telephone modules
1	Greyfox	4-camera power supply	6	Greyfox	Indoor room stations
3	Greyfox	Color bullet cameras	10	Leviton	Blank inserts
1	GRI	Water detection switch	13	Leviton	4-port wall plates
6	GRI	Door contacts	27	Leviton	Cat-5 inserts
24	GRI	Window contacts	30	Leviton	F connector inserts
1	Honeywell	HVAC networked zoning kit	2	On-Q	Anyline adaptor
1	Honeywell	Vision Pro RS232 card	1	N/A	RJ-31 X security telephone interface
1	Honeywell	HR 4-channel DVR			
1	Honeywell	Destiny 6100 security control			
1	Honeywell	Internet connection module			
1	Honeywell	Apex serial interface			
1	Honeywell	6160AP keypad			
3	Honeywell	RK-36 keypads			
2	Macurco	Gas detectors			
2	Moose	MPI 8 speakers			
1	Pro Video	2.5mm door camera			
2	System Sensor	190° heat detectors			
3	System Sensor	135° heat detectors			
9	System Sensor	2WT smoke detectors			
1	Sanyo	15-inch LCD flat panel monitor			
1	Sony	13-inch rack monitor			
1	Uplink	Digital cellular transmitter			
1	X-10 Pro	PS05 security interface			
12	X-10 Pro	Lighting control switches			
1	N/A	Photocell switch			
3	N/A	Inside speakers			

#### MULTIROOM AUDIO AND HOME THEATER

Quantity	Manufacturer	Description
1	Denon	987 AV receiver
1	Denon	687 AV receiver
1	Denon	5-disk DVD/CD player
1	JBL	12-inch powered subwoofer
1	JBL	10-inch powered subwoofer
1	JBL	HTI 55 center channel speaker
4	JBL	HTI 6C home theater speakers
4	JBL	HTI 6 home theater speakers
4	JBL	SP6 stereo speakers
12	JBL	SP6C stereo speakers
1	JVC	42-inch plasma monitor
2	Legend	Audio outdoor speakers
3	Legend	Audio dual-cone speakers
1	LG	50-inch HD plasma TV
1	Logitech	Harmony touch-screen remote
1	Middle Atlantic	19-inch equipment rack
1	Russound	DIM 1 doorbell interface
1	Russound	A-Bus power supply
1	Russound	XT2-XM smart tuner
2	Russound	Outback outdoor speakers
2	Russound	CAV6.6 Multisource audiovideo controllers
3	Russound	A-KP2 keypads
9	Russound	UNO-S2 keypads
1	XM Radio	Outdoor antenna with amplifier

#### STRUCTURED WIRING, INTERCOM AND SOUND SYSTEMS

Quantity	Manufacturer	Description
1	Charter	High-speed cable modem
1	Cisco	8-port high-speed router
4	Genesis	Cat-5e cable
6	Genesis	500-foot bundled media cable
1	Greyfox	42-inch wiring enclosure
1	Greyfox	F7639 Multivoltage power distribution module
1	Greyfox	2 X 2 enhanced bi-directional video amplifier



#### Tips Offered for Doing Similar Projects, Awards

Knox was overwhelmed when the announcement came down that Life & Property Security had won the SSI 2007 Residential Installation of the Year Award. Knox, who says he intends to use the recognition as a marketing tool, admits that he had always wanted to enter but did not think he could put aside the time to do so.

That thinking likely mirrors most of the dealers and integrators who enter and win this and other award programs, such as SSI's SAMMY Awards. In fact, Knox credits those who have gone before him for inspiration and guidance.

"I have learned a great deal from watching these awards over the years," he says. "I have gotten lots of outstanding ideas, not copied them, but benefited from seeing how I might adapt them to my business. I think that can be used as an advantage for the readers. They might see something different they would not otherwise thought of that can help make them more successful."

For his part, Knox is all too glad to serve as inspiration for other entrants and winners who may follow in his footsteps to claim the honor bestowed on his company. Every installation should be carefully planned and meticulously executed, but those destined to become showcases or considered for awards require exceptional attention.

"When entering awards, plan ahead. Let the customer know you are entering the award," he advises. "It can help to use an existing, loyal customer. It can be presented in a way that the customer can take pride in it as well. If you are doing a model, try to get as much manufacturer support as possible from the start. It can work out well for everyone as an opportunity for more business."



## Runners-Up Worth Remembering

An insightfully hilarious bit by comedian Jerry Seinfeld addresses how difficult it must be for Olympians who place second to live their lives as silver medallists, because the margin of victory is always so infinitesimal — usually fractions of a second. Similar is the lot for the runners-up of SSI's Integrated Commercial/Industrial and Integrated Residential Installation of the Year Awards. Falling just shy of "The Gold," these entrants nevertheless are fine examples of extraordinary craftsmanship and skill.

EO Integrated Systems of Washington, Mich., impressed judges in the Integrated Commercial/Industrial Installation of the Year competition for fulfilling the sophisticated homeland security needs of an independent power transmission company in its home state.

The company overcame the challenge of providing a perimeter intrusion detection system with video verification and controlled access over a wide area network serving multiple unmanned sites spread across 13 counties. The system had to be designed to contend with 345,000 volts entering and leaving many of the substations via overhead transmission towers as well as the harsh Michigan winters.

Engineered into the design solution at 21 sites and counting are day/night auto domes with infrared illuminators, fence sensors and interior photo beams to create an invisible fence. The contract is valued at nearly \$10 million.

Johnson Controls of Hillside, Ill., came close to capturing its second Integrated Commercial/Industrial Installation of the Year (first was the Sears Tower in 2004) for its work for the Chicago Board of Options Exchange (CBOE). The world's largest stock options exchange, it handles more than 90 percent of all stock options traded on the planet.

The company was enlisted to coordinate the upgrade of an aging access control system and integration of a new badging identification system and credentialing system, security background check, biometric reader technology and turnstile control for the CBOE's newly renovated lobby area. The complex project required the integration of four different technologies under one platform.

The system had to be capable of managing large databases with a very quick response time to accommodate the intense peak traffic on the trading floors.

On the residential side, Fairview, N.J.-based Nortronics turned heads with its upgrade of a four-building, 1,594-unit campus on the Upper East Side of Manhattan. The firm expanded upon the consultant's original security design from analog to an IP-based system.

The company installed a fully integrated security system that includes access control and video. At the center of the project lies a state-of-the-art local area network to which both access and video head-ends connect.

The video software contains a behavioral analysis function that evaluates images and alerts security personnel when something happens in front of the cameras. In the garage area, the access control solution includes an RF-based system similar to the EZ-Pass system.

Congratulations to all the finalists for outstanding aptitude in integrated installations!



Photo courtesy CBOE



**(from top to bottom) EO Integrated (Michigan-based power transmission company), Johnson Controls (Chicago Board of Options Exchange) and Nortronics (1,594-unit residential complex) received special honorary notice in *Security Sales & Integration's* 2007 Integrated Installation of the Year Awards.**