

BECOME AN
AUTHORIZED DEALER
TODAY!



MONI DEALER PROGRAM

monidealerprogram.com

800.595.2059




SECURED AND PROTECTED BY



MONI
AUTHORIZED DEALER

mymoni.com

A full-length portrait of Jeff Gardner, President & CEO of MONI, standing in front of a modern glass building. He is wearing a dark blue suit, a white shirt, and a pink tie. He is smiling and has his hands in his pockets. The background shows a large glass building with a grid pattern and some greenery on the left.

“By becoming a MONI® Authorized Dealer, you are joining a dealer program that is truly one of a kind. We’re not successful if you’re not successful, which is why we provide valuable resources that enable our dealers to prosper.”

JEFF GARDNER, PRESIDENT & CEO



TOGETHER, WE'RE STRONG.

MONI® AUTHORIZED DEALER PROGRAM

Our program offers an alliance that goes far beyond the traditional dealer agreement. We know that dealers are our foundation, and we're committed to providing personalized support, ongoing training, and portfolio management to enhance your business like never before. Whether you join our [Authorized Dealer network](#) or our [RISE sub-dealer program](#), we have what it takes to fit your specific needs.

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Get started today!
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YOU BELONG IN A DEALER PROGRAM

A dealer program gives you a wide range of options and resources that you can't get by retaining all of your accounts: You'll have access to upfront cash and funding that let you quickly reinvest in your business, and resources that help you maximize your sales, products, services and marketing. You'll also benefit from dealing with large manufacturers and service providers while maintaining your freedom as an independent business owner.

WHY JOIN THE MONI[®] AUTHORIZED DEALER PROGRAM?

- Top dollar for accounts.
- Freedom to sell or keep accounts.
- Support and training through your personal team, committed to your success.
- Flexible pricing and product selection.
- Freedom to expand market share through our national presence.
- Resources to build your company brand.
- Extra cash with Bulk Buy Acquisitions.





MONI
SMART SECURITY

800.595.2059

monidealerprogram.com/RISE



JOIN OUR DEALER NETWORK WITH RISE

The MONI Authorized Dealer program is expanding its reach to encompass companies of all shapes and sizes. We want to work with you to build your sales and reach your goals, so we've developed a program specifically to fit your needs. RISE is not your ordinary sub-dealer program.

WITH THE INTERNATIONAL POWER OF MONI BEHIND YOU, WE OFFER ALL OF THE BENEFITS OF BEING AN AUTHORIZED DEALER, INCLUDING:

- Comprehensive training and support
- Creative marketing resources
- Quick and easy funding through our eContract platform
- A nationwide footprint
- And much more!

ENJOY ALL OF THIS, PLUS:

- Program flexibility
- Back office support for customer care, scheduling and installation
- Established vendor partnerships and preferred pricing
- Financial planning and forecasting
- Growth opportunities to reach the next level



Simply focus on what you're great at and we'll take care of the rest.

Contact MONI today to get started!



**1,000,000+
CUSTOMERS**



**600+ DEALERS
NATIONWIDE**



**1,100+
DALLAS-BASED
EMPLOYEES**



**LARGEST DEALER
PROGRAM**

“MONI offers unmatched support and industry-leading tools to help dealers succeed. They have been an important element in driving growth and success within my business.”

CURTIS KINDRED,
AMERICAN DEFENSE SYSTEMS



THE MONI DIFFERENCE

MONI is proud to offer personalized service and support for our dealers.

Dealers who partner with us benefit from stable funding, flexibility in choice of products and services, extensive marketing options and support, ongoing training, one-on-one service, and access to our alliance of industry-leading partners.

"MONI does a great job keeping the dealer informed of the book of business they are producing on a weekly and monthly basis. I find the credit bucket reporting to be very valuable. Our Account Executive has been outstanding. He is always prompt to respond."

Craig Metzger, GuardMe



MULTIPLES

We are an industry leader with competitive multiples.



DEALER CARE

Dealers are assigned a personal Account Executive, Account Manager, Support Specialist and Sales Trainer to help guide and grow their business.



REVENUE SHARING

Our authorized dealers can earn the highest percentage in the security industry.



PRODUCTS AND SERVICES

We have a strong alliance of industry-leading partners, giving you the power to choose and offer the best solutions for your customers and receive discounted equipment.

LEADS DATABASE

MONI is the only national authorized dealer program that effectively allocates and distributes warm leads to dealers.



ECONTRACT

Our exclusive eContract platform gets you funded in half the time, increases efficiency, reduces costs and gives reps a powerful mobile sales tool.



FUNDING

We provide stable and efficient funding for our dealers, as well as the flexibility to select funding days.



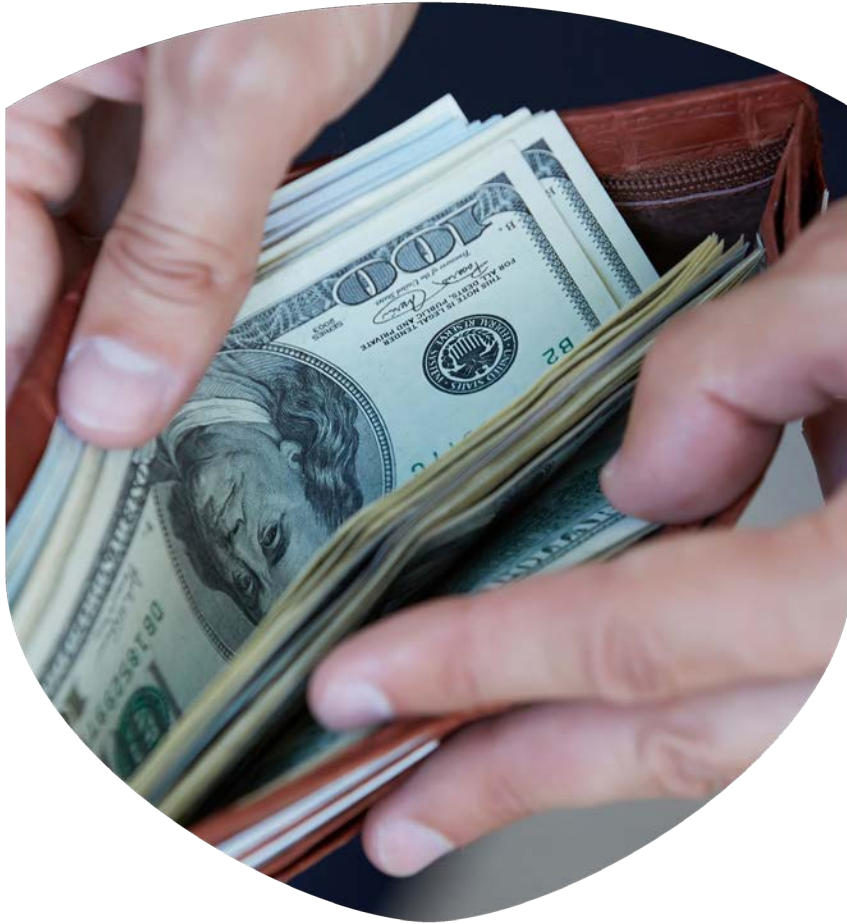
BUSINESS MANAGEMENT

A full-service online dashboard tracks important business metrics. Our dealers can service, manage and directly monitor their accounts in one place on the web.



MONITORING

Through our patented ASAPer technology, we connect customers in an alarm event faster than the industry average. Our Five-Diamond monitoring center is continuously ranked among the top in the industry.



DEALER PROGRAM VS. IN-HOUSE

Increase your competitive edge and gain market share. Keep your identity and build your own brand. These are just some of the benefits of joining our dynamic dealer program.

COMPARE DEALER PROGRAM VS. IN-HOUSE ONLY

MONI DEALER PROGRAM

FLEXIBLE WAYS TO GET PAID

- Diversified portfolio, with freedom to sell or keep accounts
- Upfront cash for accounts sold & funded
- Offer customers low money down options
- Revenue and profit-sharing

TOP EQUIPMENT

- Partnerships with leading manufacturers, service providers, and distributors
- Access and discounted rates for the latest products and services

STABILITY

- More than 21+ years of consistent, reliable funding and support
- Award-winning alarm response center – a huge benefit to customers

TRAINING

- An outstanding national training program conducted by experienced industry professionals
- Access to a trainer dedicated to your business, along with materials that cover sales training, recruitment, business operations and marketing

SUPPORT

- A personal, skilled team of professionals who focus on your business
- Marketing library to customize materials quickly and brand your company
- Aggressive Leads program
- Affiliate partnerships for job postings, marketing, and other materials and services

IN-HOUSE ONLY

RMR ONLY

- Accounts take longer to become profitable
- No upfront cash to reinvest into your alarm company

EQUIPMENT LIMITATIONS

- Not able to offer customers the latest equipment and services they want
- Higher equipment costs due to decreased buying power

MONITORING

- Lack of monitoring as a differentiator for customers
- Limited ability to provide superior monitoring and security for customers

LACK OF TRAINING

- No time to refresh skills and benefit from training and support
- Responsible for development of marketing, sales, recruitment and other materials

SELF-RELIANT

- No easy access to portfolio analysis on ideal credit score, ACH percentage and other key performance indicators
- Internal responsibility for understanding and adhering to the latest standards in licensing and permits
- No assistance in territory expansion, understanding areas of opportunity growth, identifying creation costs and other issues

BEST-IN-CLASS ALARM RESPONSE CENTER



MONI supports our Authorized Dealer and RISE Programs with an award-winning Alarm Response Center.

We're committed to providing the best possible service and protection to over one million customers. Our 24-hour live alarm monitoring represents the foundation of that commitment. We are the industry leader in two-way voice accounts, and we support the top cellular providers. Through our patented **ASAPer** technology, we connect customers in an alarm event faster than the industry average.



We are also one of three charter members of the Automated Secure Alarm Protocol (ASAP) program, a computer-aided system that dramatically reduces alarm dispatch time. Our robust monitoring infrastructure is a major differentiator in an increasingly competitive industry.



IN 2016, MONI WAS RANKED "HIGHEST IN CUSTOMER SATISFACTION WITH HOME SECURITY SYSTEMS" BY J.D. POWER.

MONI Smart Security (formerly Monitronics) received the highest numerical score among 6 brands in the J.D. Power 2016 Home Security Satisfaction Report, based on 2,282 total responses, measuring the opinions of customers who purchased a home security system in the previous 12 months, surveyed August–September 2016.



IoT BREAKTHROUGH AWARDS NAMED MONI "CONNECT HOME SECURITY COMPANY OF THE YEAR"

MONI was recognized by the 2016 IoT Breakthrough Awards as "Connected Home Security Company of the Year." The IoT Breakthrough Awards award the top companies, technologies and products in the IoT market today. All entries are judged by an independent panel of experts within the IoT industry, including media, analysts, journalists and technology executives.



CONSUMER'S CHOICE AWARDS, MONI RECOGNIZED FOR THE FIFTH TIME

MONI has been recognized for the fifth consecutive year by Consumers' Choice with the organization's 2016 award for excellence in business and customer service. The award is based on customer service reviews and recommendations among alarm system companies headquartered in the Dallas–Fort Worth area.



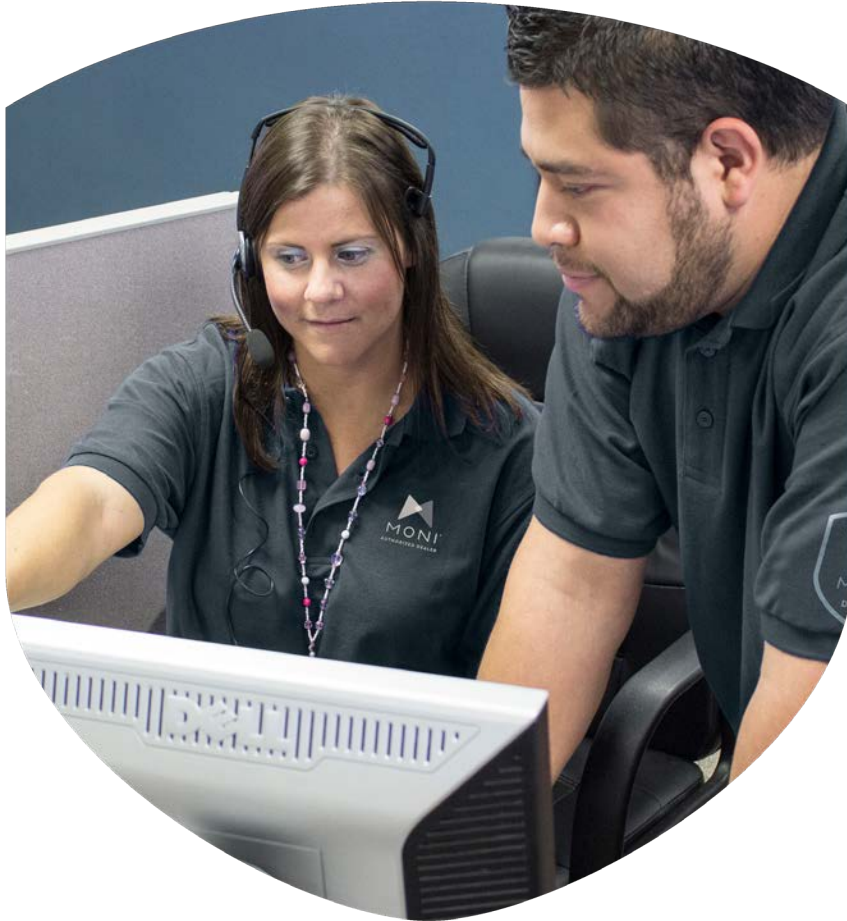
FROST & SULLIVAN: 2016 NORTH AMERICAN HOME SECURITY SERVICES COMPANY OF THE YEAR AWARD

The worldwide consulting firm, Frost & Sullivan, has honored MONI six times in the past nine years, most recently as Company of the Year for 2016 in the North American Home Security Services category. The company also won in 2008, 2010, 2011, 2013 and 2014. See our latest achievement.



TRAINING MAGAZINE TOP 125

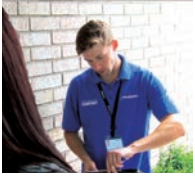
Each MONI Alarm Response Center agent goes through 80 hours of full-time instructor-led training, along with extensive mentoring and quality assurance once they begin responding to alarm signals. It's a rigorous program that has been recognized by Training magazine as one of the Top 125 corporate training programs in the nation. Other companies on the list included Wells Fargo, Blue Cross Blue Shield, Capital One, Walgreens, Century 21, Best Buy and USAA.



DEDICATED SUPPORT

We believe that success comes from support.

An effective support system is a key element to any successful relationship, and MONI has a personalized support staff ready to assist you. Our consistent, reliable and time-saving support differentiates our dealer program. MONI dealers have four individuals dedicated to their success:



NATIONAL TRAINERS

Our National Trainers serve as the first point of contact, and assist with the on-boarding process. They provide initial training, introductions to key contacts at MONI and personally assist with submitting your first account purchase.



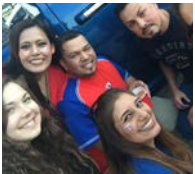
ACCOUNT EXECUTIVE

The Account Executive is your coach, mentor, trainer, and a source of knowledge in building and developing your business. They provide guidance and insight on future plans and development, and potential opportunities for your business.



DEALER CARE SPECIALISTS

Your Dealer Care Specialist is the single point of contact to guide and support you through: submitting accounts for purchase, the funding process, dealer billing and the guarantee period.



ACCOUNT MANAGER

Your Account Manager reviews your company's key performance indicators to ensure these are optimized: Credit score, payment methods, account types and demographics.



SERVICE AND TECHNICAL SUPPORT TEAM

MONI has an entire department devoted to service work and helping our Authorized Dealers with technical support. Great service keeps customers happy and also keeps them recommending you to others – which can provide another revenue stream. Our Field Service and Technical Support departments do everything from assigning service jobs to providing training for security dealers in the field. By providing a better customer experience, the Field Service department helps to retain customers.



FUNDING

You'll benefit from our simple, seven-day funding process. Getting paid is fast and easy.

We understand how important it is to get paid. That's why an entire team is dedicated to getting your accounts online and funded in seven days or less. Get funded in half the time using our eContract (p.19) mobile application! We make it fast and efficient, and that's an important factor in keeping your business flowing. A dedicated Dealer Care Specialist guides you through the entire process.

BULK BUY ACQUISITIONS

We recognize that being a successful dealer is about more than just the quantity of accounts you sell and install; it's also about the quality of those accounts.

LEVERAGE OUR QUALITY CUSTOMER SERVICE

It's important to maintain a high level of customer satisfaction, but it's sometimes difficult because of staffing or other issues. Now you can get paid to provide quality customer service.

CREATE BUSINESS EFFICIENCIES

Continue to grow by focusing on what your alarm company does best.

REINVEST IN YOUR COMPANY

Receive cash up front that will fund things that can help your company grow, like staffing, office space or equipment.

FUND YOUR FUTURE

If your dream is to retire comfortably, you'll have cash resources that will help you take the final steps to reach that goal.

You may be sitting on hidden cash. Discover the bulk buy potential of your in-house accounts.



INCENTIVE PROGRAMS

MONI's Authorized Dealers are our backbone.
That's why we believe in rewarding them.

Dealer rewards are part of the MONI mindset of "Work Hard, Play Hard." It's understood that working hard is essential for business success, but our best dealers also know that it's important to have some fun along the way. That's another reason why you belong with MONI. Our incentive programs include:

- Elite Advantage
- Premier Service Providers
- Moni1Klub
- Hero Awards
- MFL
- Weekly Podcasts

OUR PARTNERS INCLUDE THE INDUSTRY'S LEADING COMPANIES.

We work closely with leading manufacturers, distributors and service providers to negotiate competitive pricing from these top companies.



ALARM.COM®

Honeywell

Kwikset

TRIED
An Anixter Company

WAVE
ELECTRONICS

2GIG®

Offer your customers the latest technology and services.

MONI's dedicated Product Development team works solely on testing and mastering any product that we endorse. Their mission is simple: Keep our authorized dealers informed and trained on the latest technologies, products, and services. They answer questions about products, provide training, and work alongside our industry partners to ensure that you've got accurate information.

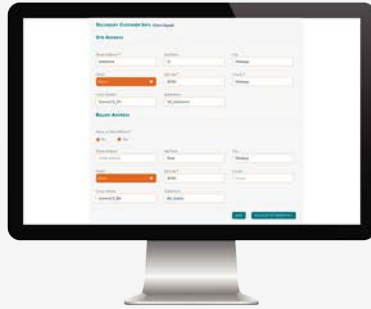




TECHNOLOGY

To sell technology, you have to lead with technology.

As a company that has been around for almost 25 years, MONI knows that having the best technology is a key ingredient to a successful business. That is why we provide our Authorized Dealers with the latest technology to create a great customer experience, as well as a streamlined sales process. That's one big advantage to joining the MONI Dealer Program.



DEALER PORTAL

Our award-winning Dealer Portal is a resource that plays a major role in an authorized dealer's success. It provides in-depth reporting and flexible user management, making it easy for you to put accounts online and see all aspects of your business functions and performance. You can monitor troublesome accounts and attrition, credit score buckets, ACH percentage and more. Our goal is to arm you with valuable information about your customer account portfolio to help you optimize for success.

ECONTRACT

Our eContract application eliminates traditional and cumbersome hard-copy customer contracts. Sales reps demonstrate professionalism and earn customer trust selling technology with technology. Quickly display and demo various home security and home automation products on your iPad or Android tablet, then transition seamlessly to eContract to complete the sale. This simplifies the entire contract process and saves a lot of time and money. Get funded in half the time!





TRAINING

Hit the ground running.

You'll spend your first few months with our National Trainers getting comfortable with each department and process. They'll provide a custom training program tailored to your company's key performance indicators. You'll walk away knowing about applications and reports that will help measure your success and boost your profitability.



The training never stops with our MONI® | U program. Benefit from our regular webinars hosted by our training team and other inside experts. Learn about everything from hiring quality employees to using our tools like eContract to sell effectively. MONI® | U is a great resource, whether it's to help train new employees or as a refresher for current employees.



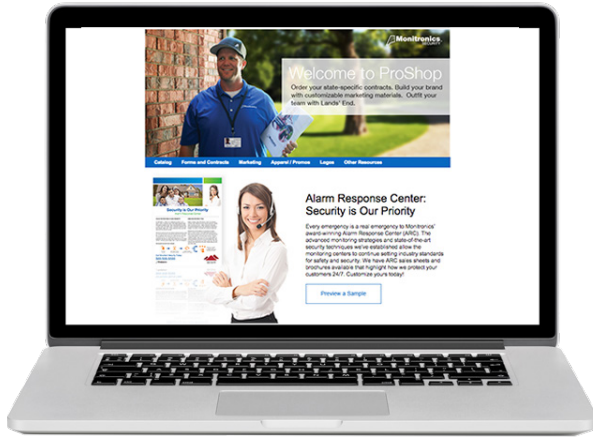
This invaluable training event is a huge benefit of being a MONI® Authorized Dealer. Industry experts lead in-depth courses in operations, sales and marketing. You can network and learn from peers and meet your dealer team, including your Account Executive, Account Manager and Dealer Care Specialist. It's an action-packed week that includes a tour of our 165,000 square-foot facility and monitoring center, as well as evenings packed with fun events.



MARKETING

We'll help you stay on top.

Position your company to succeed by leveraging our marketing resources, established partnerships, and pre-populated collateral. Your success is our most important job.



CUSTOMIZE YOUR MARKETING PLAN WITH MONI PROSHOP

The ProShop is our online store that allows MONI dealers to customize door-to-door, direct mail, homeshow materials and more. There are print-on-demand sales sheets, brochures, door hangers and a wide range of other print and digital marketing assets that can all be customized to your brand. We'll also keep you abreast of marketing trends and strategies. Our whitepaper topics range from planning a marketing budget to building website traffic through SEO and PPC efforts.



BENEFIT FROM VALUABLE PARTNERSHIPS

We partner with nationally recognized companies that help our dealers of any size effectively market their business. A ready-made website template can be customized with your brand through Wix.com.

Recruit your sales team and employees through deeply discounted job postings with Career Builder. Build an integrated digital marketing campaign with the guidance of Berry Media.

DRESS FOR SUCCESS WITH LANDS' END

Our partnership with Lands' End can help you give your sales team a professional look with custom-branded clothing at a discounted rate.





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