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**Security Dealer Network's Unique DIY Business Model Builds  
Momentum with Dealers**

*More Security Professionals Embracing New RMR Opportunities*



Port Chester, NY (October 18, 2016) – Attracted by the opportunity to earn recurring monthly revenue from DIY security solutions, the number of dealers who have signed up with Security Dealer Network (SDN) to the DragonFly Security System™ continues to grow rapidly. As network members, security companies are able to offer this DIY video security system and central station monitoring directly to end users, generating recurring monthly revenue by participating in a market from which they had previously faced stiff competition.

“The incredible level of interest in the DragonFly Security System™ demonstrates that dealers have been searching for a unique business model that would allow them to take advantage of tremendous opportunities within DIY security solutions,” said Bart Didden, President, Security Dealer Network. “Now, rather than having to sit by and watch DIY security eat into their profits, dealers can profit from this growing market by adding value to DIY systems with the professional monitoring that end users are demanding.”

For dealers who join SDN’s network, there are no start-up or recurring costs, and SDN has made enrollment as easy as possible. Once a security dealer joins the network, they are provided with an individual customized website, built, branded and targeted to consumers with extensive marketing and messaging around the DragonFly Security System solution. Using SDN and the powerful e-commerce platform offered with the DragonFly Security System solution, consumers can purchase video security systems directly through the website and select the level of central station monitoring that best meets their needs and budget. The DIY products are shipped for free directly to the consumer and SDN provides the central station monitoring. All security dealers need to do is help drive their customers to their customized Dragonfly Security System website to purchase DIY video products and monitoring services, and they receive RMR generated from a portion of each consumer’s monthly monitoring fee.

For consumers, the DragonFly Security System is equally simple. Cameras are wireless and battery-operated and can be placed virtually anywhere inside or outside quickly and easily. Several different systems and monitoring plans are available to suit users’ budgets and needs. The system can be viewed and multiple actions including police dispatch can be taken through the DragonFly Security System smartphone app. The DragonFly Security System is a product of RSI Video Technologies, which was acquired by Honeywell in March 2016.

**For more information on the unique Dragonfly Security System™ DIY, call toll free 866-963-1876, e-mail [joyce.rosito@usacs.net](mailto:joyce.rosito@usacs.net) or visit <http://sdndragonfly.com/>.**

## **About SDN, USA Central Station Alarm Corp and DragonFly Security System**

Security Dealer Network (SDN) was founded in 2016 for the DragonFly program. Bart Didden is President of USA Central Station Alarm Corp., a nationally recognized security monitoring company. SDN was formed specifically to cater to alarm dealers as a means for them to expand their business models and revenue opportunities.

Participating dealers need to focus only on branding and marketing the DragonFly Security System to both new and/or existing users within and outside of their regional territories. They don't sell/ship the products, install, or monitor them. Consumers order the products directly online and select the monitoring plan that best meets their needs.

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