

A New Paradigm for Security & Entrepreneurship 2016



Peace of mind is at the core of what we do and why we do it

Signal 88 Security is dedicated to providing peace of mind for our customers and their clients. When property and lives are protected, we fulfill our commitment to serve them with intent and integrity.



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Why We're Here



Our Mission:

To provide peace of mind to pursue passion in life.

Who We Are

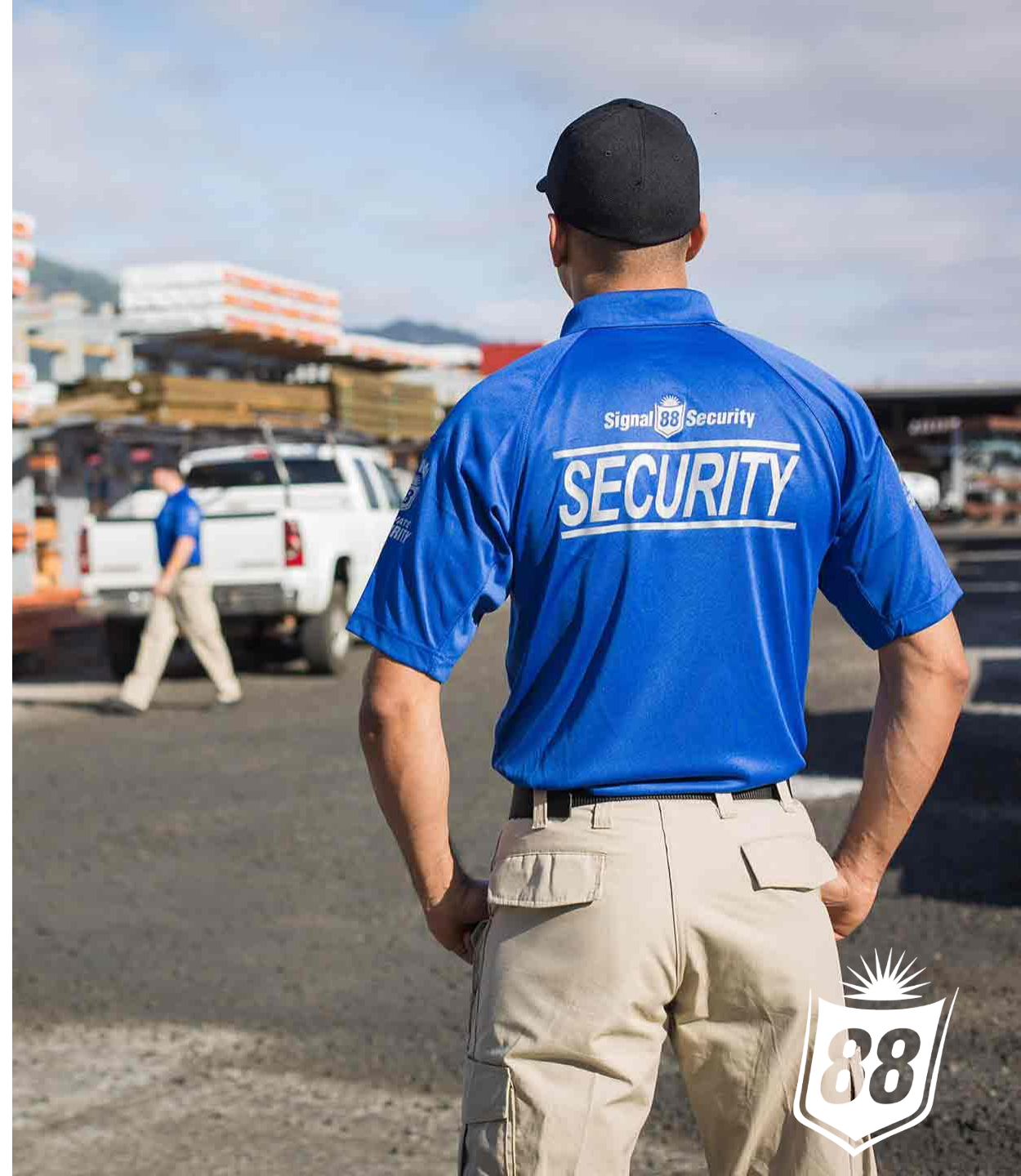
Signal 88 Security is the premier security services franchisor. We offer a local ownership model of franchising and technology, which provides organizations and individuals with a higher-quality and more efficient service.

We awarded our first franchise in 2008 and now have franchises covering 323 territories worldwide including the United States of America (USA), Canada, Australia and New Zealand.



Who We Are

- Signal 88 Security was founded in 2003 in Omaha, NE, USA
- “Signal 88” in Omaha police code means “Situation Secure”
- Co-Founded by a U.S. Veteran with Law Enforcement background
- The Signal 88 Franchise Group was founded in 2007





Facts

US and Canada Franchise: 323

Global Territories: 4

Total Franchise Owners in US and Canada: 123

Capital Investment in USD: \$75,000 - 300,000*

Total Royalty Fee: 4%

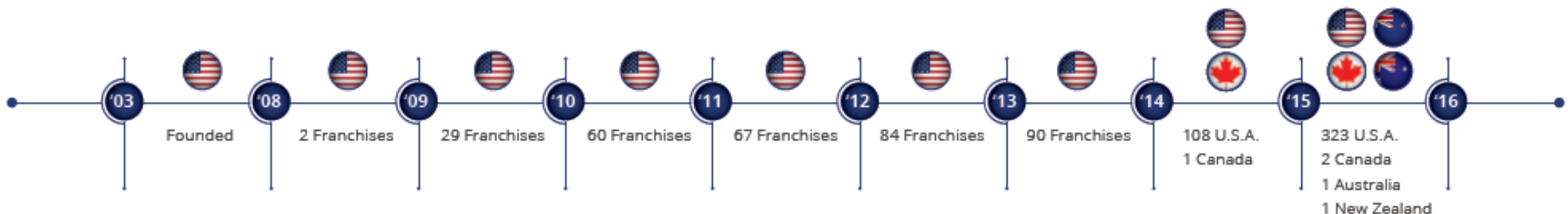
Service Fee: 5% (Payroll, Invoicing/Billing, Business Development & Business Operations)

*Varies on size of the franchise



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

Global Expansion Timeline



Achievements

- 2016**
 - Introduction of 88Edge Software
 - Launched First Franchise in New Zealand
 - Launched First Franchise in Australia
- 2015**
 - Transformed our tagline from "Security Re-Engineered" to "We're Here"
 - Created "Signals", the Beliefs of Signal 88
 - Acquired Master Franchisor in Australia and New Zealand
 - Opened 2 Canadian Franchises
 - Introduced updated look and feel to Signal 88 brand
- 2014**
 - Launched First International Franchise in Canada
- 2013**
 - Franchisor ratified the Omaha Franchise to run as a beta operation
- 2012**
 - Downsizing police department and hiring of private security became a trend in the United States
- 2011**
 - Created a more effective strategy to support our franchises by extending the payroll and revenue services to franchises in the United States
- 2010**
 - 88University was created to effectively train Franchisees and security officers
- 2009**
 - First Annual Convention held in Las Vegas, Nevada
- 2008**
 - After years of development, Signal 88 Security® launched it's first franchise in West Phoenix, Arizona, USA

2007

- Franchise Group was formed in USA
- Introduction of software for virtual & real-time routing reporting

2006

- Civilian service division created to supplement and replace law enforcement trend

2005

- Introduction of Patrol software
- First National Contract with the College World Series

2004

- Identified the need for a more effective online scheduling software
- Developed an online scheduling system, tested and implemented in Omaha, Nebraska market

2003

- Signal 88 Security was founded in 2003 in Omaha, Nebraska by law enforcement professionals.
- In Nebraska police code, Signal 88 means "situation secure".

Awards Received

- Ranked #32 by **Franchise Times: Fast and Serious** (2016)
- Ranked by Entrepreneur Magazine® #68 for Top Home-Based Franchises (2014), #62 for Top Home-Based Franchises (2015), #240 in the Annual Franchise 500 (2014), #229 in the Annual Franchise 500 (2015)
- Ranked #21 by **Franchise Business Review™** in their Franchise Satisfaction Awards (2013)
- Selected as a Military Spouse Employment Partner by **Military Spouse Employment Partnership®** (2012)
- Ranked one of the Seven Fast-Growing Franchises by **Kiplinger®** (2012)
- Awarded with the **Nebraska Business Development Center's®** Government Contractor of the Year (2011)
- Ranked Top 10% in **G.I. Jobs®** Top 100 Military Friendly Employers (2010, 2012, 2013)

Our Core Values





Our Core Values

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

HONESTY & INTEGRITY: We live in integrity and honesty 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.



What We Do

We provide customizable security solutions for:

- Corporate
- Commercial
- Retail
- Industrial
- Healthcare
- Construction
- Education
- Government
- Multi-Family Residential



Our Services

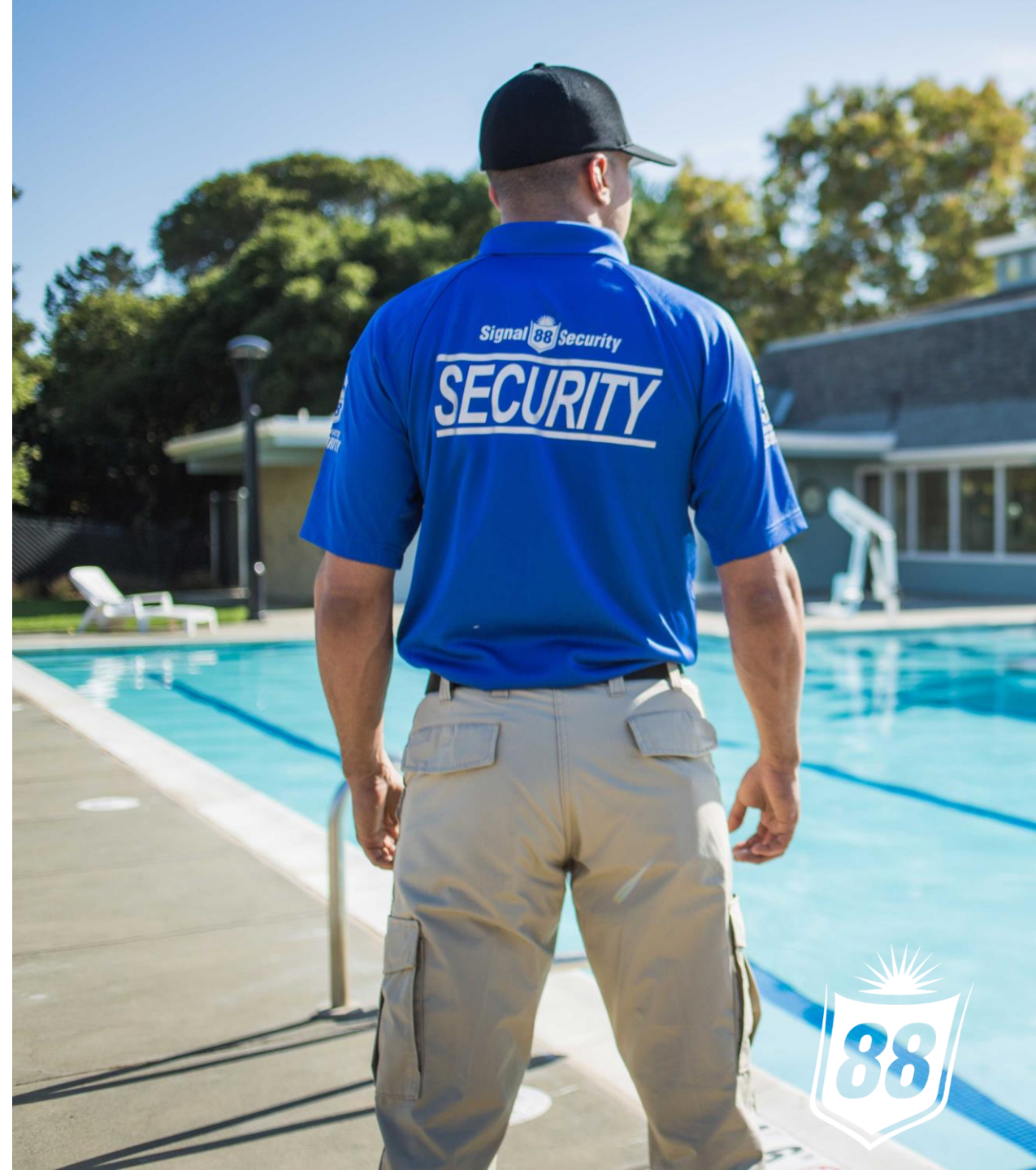
- Randomized Vehicle Patrols
- Foot & Bicycle Patrols
- Dedicated Officer Services
- Controlled Access
- Alarm Response
- Threat & Loss Mitigation
- Executive Protection
- Security Consultations
- Special Event Security
- Seasonal Services
- Parking Regulation Services
- Virtual Surveillance



Security Services Industry

The global security services industry, which includes security guard services, is forecasted to grow about 7% per year to reach a value of nearly \$267 billion by 2018, according to the Freedonia Group. Global growth in demand for security services is spurred by growing urbanization in developing markets, real and perceived threats of crime and terrorism, and rising middle classes that can afford supplemental security services.

The US security guard services industry includes about 10,000 establishments (single-location companies and units of multi-location companies) with combined annual revenue of about \$23 billion.



How We Do It

The Signal 88 Security Difference: Partnering With Entrepreneurs Who...

- Have a desire to start, run, & build a successful business
- Have a passion for people and helping others
- Are willing to follow a proven system that is designed to assist and support you so you don't waste time and money reinventing the wheel
- Are financially capable



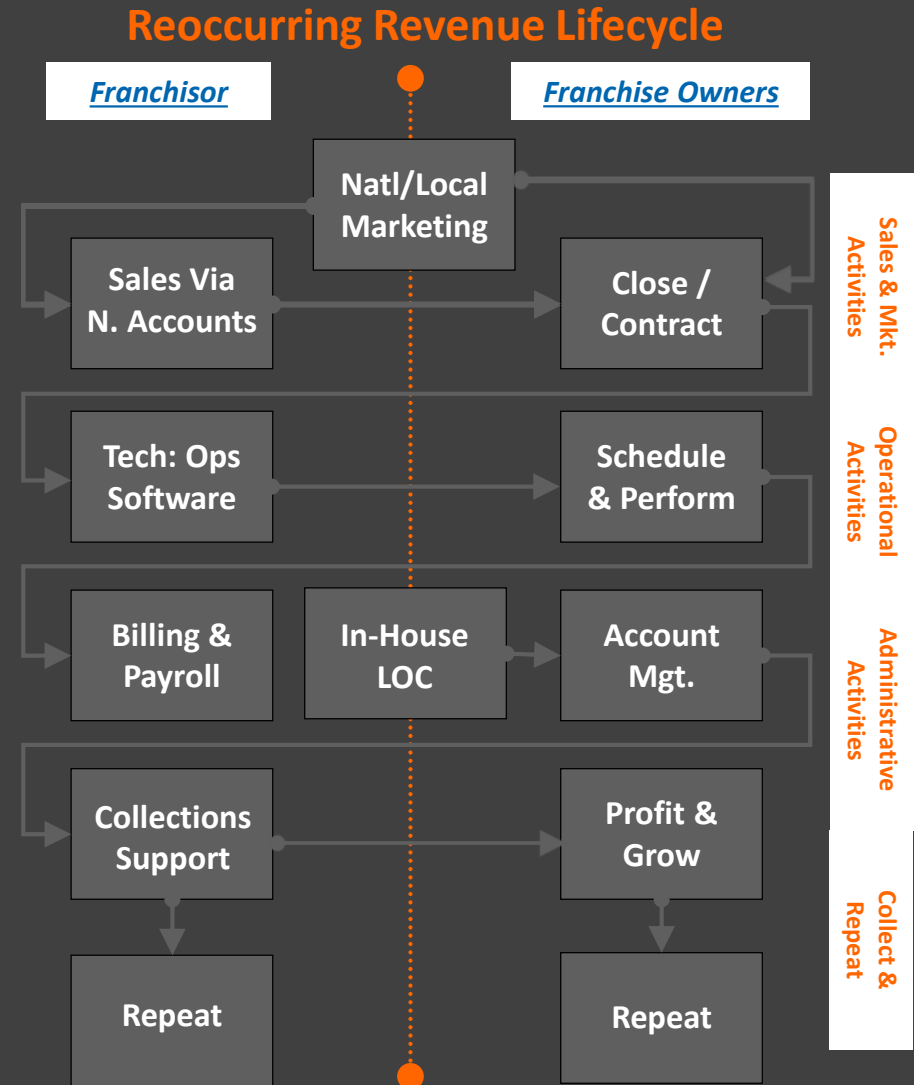
Franchise Group Support

- Centralized Payroll Processing
- Invoicing/Billing
- Training & e-Learning
- 88Edge: Operations Software
- Support Network of Franchise Owners
- Recruitment Online Tools
- Marketing Support
- Local Website
- Protected Territory
- National/Regional Account Services
- Sales/Business Operations Support
- Official Launch Visit
- Annual Convention



The Franchise Model

- Franchises are locally owned and operated by entrepreneurs, with corporate support from the Franchise Group
- Franchisees utilize a proven business model and delivery platform
- Franchisees focus on revenue-generating activities for their own business
- Franchisor focus is on scale



Dedicated Service Profit



Patrol Service Profit

\$16.00 USD	Per Hour Billed
\$2.34 USD	Profit Per Hour
\$10.00 USD	Officer Pay
\$9.36 USD	Profit Per Day Per Client
14.6%	Gross Profitability

\$40.00 USD	Per Hour Billed
\$14.98 USD	Profit Per Hour
\$11.00 USD	Officer Pay
\$22.46 USD	Profit Per Day Per Client
37.4%	Gross Profitability



Our Technology

Our software provides our clients with real-time verification of activity and reports, and ensures that our teams have all the resources needed to achieve their responsibilities. Our technology is user friendly, flexible and scalable, and since it is cloud based, is available anytime and anywhere.

Signal 88 Security's technology suite is designed to elevate our services, to provide peace of mind for our customers.



Our Technology Features

- Web and Mobile Accessibility
- Time and Schedule Management
- GPS Track and Attendance
- Security Operations
- Maintenance and Incident Reports
- Patrol Routing
- Real-Time Alerts
- Activity Reporting and Tracking
- Customer Relationship Management
- Payroll Processing
- Invoicing
- Business Reporting
- Training and Career Development
- Franchise Knowledge Resources
- Apparel and Equipment Online Store
- Support Tickets



The Opportunity

At Signal 88 our people are heroes. They deserve that name not because it's a fancy title but because that is truly who they are.

To us, if your life's goal is to care humbly for those you love and your community by providing security and building a personal, local and meaningful brand of security along with a better life for you and your family, you are a hero.





The Hero's Journey

The truth is that the Hero's Journey simply requires the honesty, transparency and self-realization that comes with a complete commitment to the purpose of serving others, to serve the needs of self and to live the Golden Rule.

We also believe that entrepreneurship is a behavior that lives within many who have the courage to trust others and who will promise and deliver the credo of "We're Here." We can help you grow, learn and thrive along the journey to peace of mind.



The Hero's Journey

“Owning our Signal 88 franchise has enabled us to have financial and personal freedom that we would never have experienced working in corporate America. We have never felt like we were in this alone with the stellar support of the Signal 88 Franchise Group as well as relationships with other Signal 88 franchise owners. It is obvious that it is the Franchise Group’s passion and mission is to see every Signal 88 franchise succeed in this business. As franchise owners we strive to show that same passion and mission to our employees as we work together to keep our community secure and safe.

We truly feel that being a part of the Signal 88 team is one of the best personal and business decisions we have ever made.”

— Kris and Traci Withrow
Signal 88 Security of Wichita, KS



The Hero's Journey

"After 23 years as a law enforcement officer, I began to search for a business opportunity where I could put my experience to good use and found Signal 88 Security. During the due diligence process, I learned that Signal 88 was a very well-organized and innovative physical security company and I wanted to be a part of it.

I opened my first franchise in New Orleans in November of 2013. I was so impressed with the overall system and potential for growth that I partnered with my brother, Steve, to open a second franchise in Mobile, AL. After a ton of hard work, and outstanding support from the Franchise Group, our growth has been unbelievable. By following the system put in place by the Franchise Group and surrounding ourselves with great people, we exceed our 5-year financial goals within the first 2 years. I am so grateful that I decided to become a part of the Signal 88 family, and I am excited for all of the great things the future has to hold.

[2015 Franchise of the Year Video](#)



— Donnie Saucier

Signal 88 Security of New Orleans & Mobile, AL

Begin Your Journey

This is who we are. By securing the lives of others, we are energized by the experience and reputation we have built to create the passion to pursue peace of mind for the people – the heroes – who, since 2003, have been on that journey together with us.

We invite you to take the next step toward ownership of your own Signal 88 Security franchise business.



Becoming a Signal 88 Franchise Partner

Next Steps



Becoming a Signal 88 Franchise Partner

1. Contact Us
2. Qualification Summary
3. Franchise Disclosure Document (FDD)
4. Validation
5. Determine Territory
6. Partner Engagement Day in Omaha, Nebraska, USA
7. Award of Franchise
8. Plan the Launch of Opening your Franchise

