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Here is an excerpt from our E-Book ‘How to Start a Security Company’

Total number of pages in this product: 58

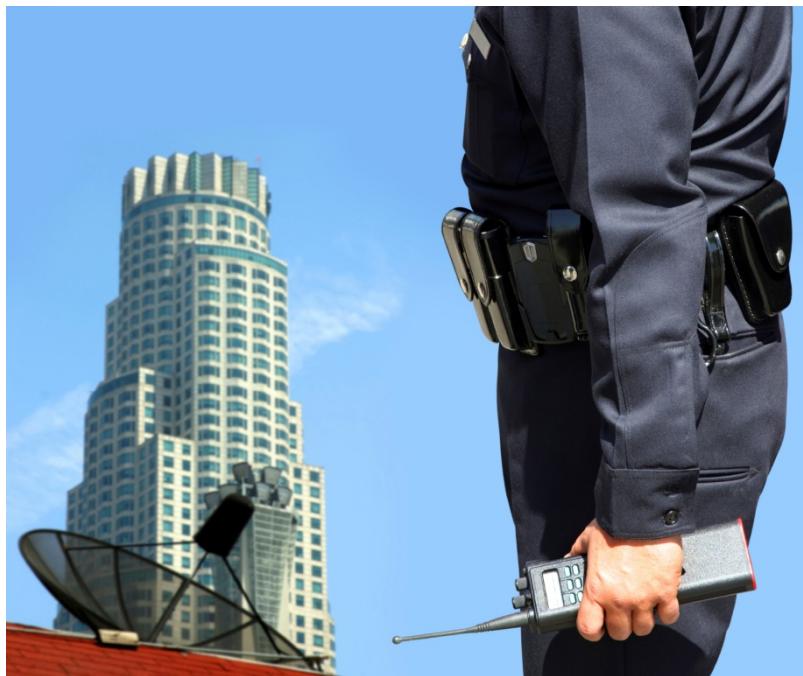
...the first step, if you have not already done so, is to choose the name of your proposed company. Name recognition is among the most important concepts in terms of people and prospective clients remembering your company's name. That's why we feel that you should refrain from using personal names, such as "Joe's Security" or "Mike's Investigations". There are many problems with names such as those, lack of professionalism, to be the first. The name "International Protection Corp" sounds like a company that has been around for many years and has far reaching effects. However, Jimmy's Guard Agency will not generate the same recognition. Use words such as "International" or "National" but never use an actual governmental region, such as "The New York State Security Agency" That is illegal. The name New York may be used, but never imply that you are a governmental agency. Make sure your new business name fits your mission. It's o.k. to think small, but only if you're aiming small. The name of your town will entice local businesses to contact you, but if you're interested in a nationwide presence, the "Fort Worth Security Associates" name will not generate ANY interest or revenue outside of Fort Worth.

Next you will need to register your name. There are many ways to register a business name and we recommend that you use a cost effective firm. Our company has had great success with an internet company www.MYCorporation.com. Their prices are reasonable and they work much faster than the average attorney. They will file your corporation or other business entity, check the availability of corporate names and file your DBA (doing business as), obtain your EIN number (Federal Employer Number) and register your business with your state. You may elect to use an attorney if you so choose.

A necessary component required to operate a Watch, Guard, Patrol or Investigative Company is that you are licensed, bonded and insured. Most insurance companies do not offer the specific type of coverage that your municipal governing bodies require of your business. Through extensive research, we have found the most affordable and undoubtedly the most effective insurance and bonding agency in the United States. Below is a link to their website.....

Here is an excerpt from our “Proposal for Security Services”

Total number of pages in this product: 9



Compliance

- I. **Company Name** has developed a theory of “Enforcement through Reinforcement.” The management, having thirty combined years of security and law enforcement experience, has realized that prevention of crime can be accomplished by utilizing tactical approaches, rather than accusations and the traditional methods of our predecessors. The art of verbal judo is commonplace in our organization and has often been effective in deescalating volatile situations.

Uniforms

- II. Our uniformed security guards are outfitted with police-type uniforms. Our corporate general orders, require that our personnel keep their uniforms pressed and clean at all times. Their shoes are polished; military-style and men are clean-shaven with neat haircuts. Our female officers are held to the same standard. We pride ourselves on the appearance of our personnel, as they are representing our agency in your facilities.

Supervision

- III. **Company Name** supervisory personnel are required to possess a minimum of 7 years of law enforcement experience. Our supervisors are charged with scheduling, assigning security posts, and acting as liaison between the Board of Directors and our client. Supervisory personnel are available to you 24

hours every day in order to maintain quality assurance and customer service on behalf of Company Name.

24 Hour Customer Service

Our offices are staffed around the clock with customer service representatives for your convenience. While most of our competitors work from their homes, Company Name staffs fully functional offices. Our customer service representatives are not salespeople; they are security professionals assigned to light duty or administrative functions. Desk personnel are utilized as watch-commanders with full authority to make supervisory decisions for Company Name.



Cost



Company Name will provide you with a forensic breakdown of our costing specifications. Company Name maintains a philosophy that in order to retain the highest quality security professionals in the industry, we must compensate them commensurate to their qualifications. The Board of Directors has resolved to reduce our profit margin rather than decrease a security guard's salary. Our costing structure provides for a well-paid security professional and a conservative rate to our client.

Liability

We maintain insurance that is thirty times the minimum aggregate coverage obtained by most of our competitors. Our Legal Division recommends that in order to protect our assets as well as yours, we must maintain financial security in full force and effect at a level that far exceeds industry standard.

Working Together

Having reviewed in detail your request for proposal particulars and understood the scope and schedule of the project, Company Name has put together a first class team of security professionals who we think are particularly suited to the project. We have selected prospective supervisory personnel on their ability and suitability for the type of project, and of course their availability to start right away if we are fortunate enough to be appointed.

Company Name will partner with you in every stage of this project and act as both consultants and colleagues to work in a manner commensurate with both of our agency's relative skills – bringing greatly enhanced value to the project...



Here is an excerpt from our “Security Company Business Plan”

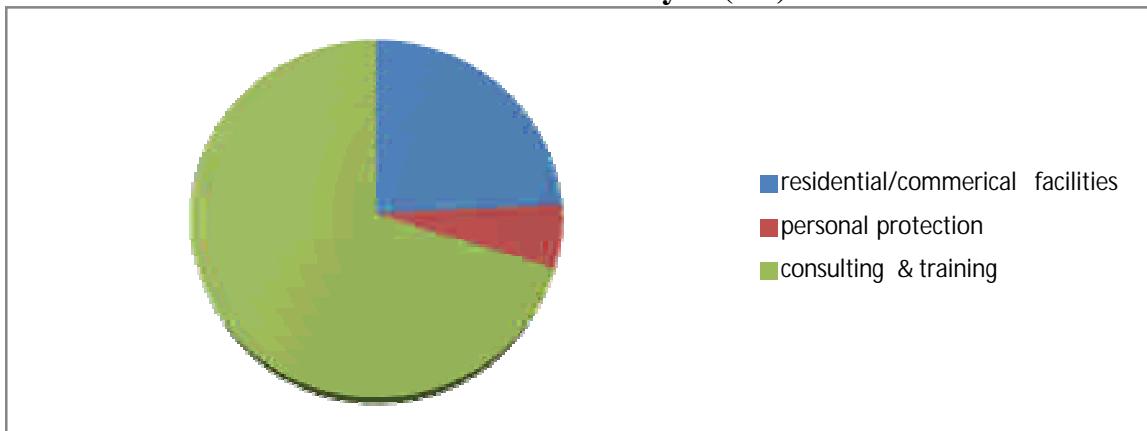
Total number of pages in this product 35

- Individuals would be candidates for personal protection. Our analysis of this group took into consideration all individuals whose salaries exceed \$200,000 and were classified by occupation as executives, management, and professional. We assumed that 20% of these individuals would hold positions where their risk exposure would warrant professional personal protection services. Our market estimates do not take into consideration the amount of personal protection services that will be provided to the clients of our strategic partner; Project Publicity, or other high profile individuals that do not reside in our geographical target market.
- Consulting and Training. Our Security Consulting and Training service represents a largely untapped market for Safe and Secure in terms of sales revenue and market exposure. The figures cited in the Market Analysis Table represent approximately 60% of the registered business establishments in our target market. We feel that 60% is a conservative number based on the business' nature, size, and number of employees. Typically, our consulting services will be targeted towards small to mid-sized firms that may not require external security professionals, but may desire training for their staff to enhance their employees and clients safety. These services may also be used to aid owners and employees in loss prevention techniques to help avoid shrinkage and control loss.

Table 4.1: Market Analysis

Market Analysis		2005	2006	2007	2008	2009	CAGR
Potential Customers	Growth						
Residential/Commercial	2%	115,280	117,009	118,764	120,528	122,353	1.50%
Personal Protection	5%	27,583	28,962	30,410	31,931	33,528	5.00%
Consulting & Training	5%	333,207	349,867	367,360	385,728	405,014	5.00%
Total	4.18%	476,070	495,838	516,534	538,204	560,895	4.18%

Market Analysis (Pie)



Here is an excerpt from our “Standard Operating Procedures”

Total number of pages in this product: 55

General Order -19

Patrol Checks/Concentrated Patrol

Policy

YOUR COMPANY acknowledges the need for concentrated patrol, also known as increased patrol or a patrol check. These patrols can and have been initiated formally by issuing a directive.

YOUR COMPANY also recognizes that security officers can make the determination whether or not concentrated patrol is necessary. Therefore, the **YOUR COMPANY** realizes the need to establish an informal method of notifying security officers of areas or situations that may need their attention.

Procedure

A. Assurances to the client that the department will provide increased patrols will not be made unless a Memorandum directing the concentrated patrols has been issued. This type of patrol requires a superior officer to direct the patrols, the rationale for the patrols, the span of time for the patrols, how often and action sought, i.e., drive-by, physical check of premises, etc. The author of the memorandum will cause its directive to appear in the internal diary. Security Officers assigned to the task will ensure their actions are documented on the original event's narrative. In the event a directed action could not be performed because of situations beyond the officer's control that too, will be documented.

1. A memorandum to provide increased patrols can be made null and void by a higher-ranking officer's directive.

B. Officers may informally notify each other of areas or situations that may need their attention. This informal notification can be made through the diary. Officers will not make assurances to the public or the client about these types of patrols. Furthermore, there is no assumption that other officers will respond to these notices. For insurance purposes, the CEO will make the final determination, whether an extra patrol or function shall be performed. Never assure ANY person that you will guard any person or property, which has not been contractually negotiated; doing so, can inherently open **YOUR COMPANY** and yourself for civil liability without insurance coverage.

Your Company

General Order -20

Patrol Techniques

1- *Patrol in pairs whenever possible. Carry a cellular phone if available to call 911 in emergencies (not for agents or event security)*

2- *Patrol your area at a safe moderate speed, looking for suspicious activity or person(s) in distress. Also checking for smoke and or fire and fresh damage caused by vandals*

3- *Report disorderly groups and or persons. Remember that a group of kids is NOT normally a disorderly group.*

4- *Patrol known trouble spots heavily. Watch for vehicles cruising the area aimlessly and continuously. Watch for persons loitering around and being secretive, evasive or suspicious*

5- *Report street lights and security lights that are not working*

6- *Watch for merchandise or household goods being loaded into vehicles or carried by individuals*

7- *Patrol ALL paved alleys and parking lots on your post*

8- *Get CORRECT license numbers and accurate descriptions and locations*

9- *Always patrol in an unpredictable pattern*

10- *Investigate persons who appear to be looking into vehicles*

11- *Stay as visible as possible to create "omnipresence" that "Security is everywhere"*

12- *Double back to surprise offenders who are studying your patrol patterns*

13- *Utilize "Verbal Judo" when dealing with uncooperative subjects*

Procedures for "Crime in Progress" situations

- *Report the incident and location to police immediately*
- *Keep situation under observation and report all activity at the scene*
- *Remain at a safe distance and location if necessary or take other appropriate action to protect life and property*
- *Stay our of the way of the police*

- If someone is being physically injured, take the appropriate action as necessary to preserve life
- Log all possible information: Time, description, subjects, vehicles, activities of each subject, direction of travel if subject/vehicle leaves the scene
- Immediately write up an accurate, coherent and complete report

Your Company

General Order -21

Exposure to Bloodborne/Airborne Disease

The following procedures shall be adhered to in the event of a possible exposure to HIV/AIDS, Tuberculosis infection, Hepatitis B (HBV), communicable or infectious disease.

An exposure to HIV or HBV occurs when an employee's blood has contact with certain infected bodily fluids including but not limited to blood, semen, saliva and vaginal fluids. Skin is a natural barrier to HIV and HBV; unless there is a break in the skin, there is a very low chance of transmission. To date, there have been no documented cases of job-related HIV/AIDS transmission to employees within the criminal justice field. Furthermore, since HIV and HBV can only be contracted through the exchange of specific body fluids, PRACTICING UNIVERSAL PRECAUTIONS will almost totally eliminate significant risk of infection.

An occupational exposure occurs when an employee has contact with body fluids of another in a way that makes transmission possible (e.g., blood contacts an open cut or wound). An employee who has been exposed should:

1. Cleanse the exposed area with a sanitizer, rubbing alcohol and/or with liquid soap and water;
2. Seek medical attention;
3. Notification of the exposure is to be made to a supervisor;
4. Appropriate workers' compensation forms are to be filed with YOUR COMPANY supervisory personnel as soon as possible.

A supervisor who has been notified of a possible exposure should:

1. Make a preliminary evaluation to substantiate the possible exposure;
2. Verify the potential source of the exposure;
3. Interview that source;
4. Request their cooperation;
5. Document the entire incident and forward to the CEO.

On April 20, 1994, the Ryan White Act became effective (59 FR 13418). This federal regulation requires that medical facilities evaluate and DISCLOSE relevant information concerning emergency response employee (ERE) exposure to specified airborne and bloodborne infectious diseases, including HIV. The disclosure is required even without the patient's consent because the federal law and regulations preempt state law. Tuberculosis (TB) and certain other communicable diseases are Tuberculosis (TB) and certain other communicable and infectious diseases are transmitted via inhaled airborne droplets of sputum of infected persons. There is an effective antituberculin therapy which can be obtained from the Department of Health or private physicians. In the event an employee is exposed to a possible airborne contaminant, he/she is to follow sections 2 - 5 of the above listed procedures for employees and a supervisor should follow sections 1 – 5 for his/her responsibilities.

Here is an excerpt from our “Contract for Security Services”

Total number of pages in this product: 7

1 SERVICES.

1.a Services to Client: YOUR COMPANY shall provide the following ("Services") to Client only: The protection of property of the client within the established area(s) of the _____ (ADDRESS), not including adjacent property, sidewalks, streets, wooded areas, residences, establishments, or businesses, or other areas not specifically indicated in this agreement. The designated areas shall be listed in an attached "Exhibit A" The terms "protection of property", shall in no way be construed to suggest that YOUR COMPANY is responsible for incidents that occur, which upon acting in good faith, the YOUR COMPANY security guard performs his or her duties as outlined in this contract and according to YOUR COMPANY General Orders, and the incident occurs as a result of an unforeseen circumstance, or upon the reliance by a third party, not covered by this agreement, that YOUR COMPANY is responsible for the protection of his or her life or property or any other duties contained in this agreement to the client. YOUR COMPANY employees will not perform any duties not contracted for. Further that this agreement is solely for the mutual benefit of the parties who enter into it.

Nothing shall be construed to suggest that YOUR COMPANY, its employees, agents, or security guards are compelled, required, contracted, or willing to protect the life or lives or property of persons unless specifically listed in this agreement.

1.b The terms "protection of property" shall include the listed property in "Exhibit A". The duties of the YOUR COMPANY security guard regarding the protection of property include and are limited to:

1- Providing a visible deterrent for property crimes and crime against the client, which include criminal mischief, making graffiti, larceny, burglary, criminal tampering, trespass, and criminal trespass, misapplication of property, The terms are limited to the property of the client, so long as the property is located within the geographical area of the items listed in "Exhibit A".

2- Alerting the proper law enforcement authority of the incident immediately.

Nothing shall be construed to suggest that YOUR COMPANY, its employees, agents, or security guards are compelled, required, contracted, or willing to protect the life or property of persons not specifically listed in this agreement.

YOUR COMPANY will provide security guards with the qualifications described in section 4 of this agreement.

Here is an excerpt from our “How to Land Security Contracts”

Total number of pages in this product: 21

Decision Makers:

Who makes the decision to hire security? First, I'll start off by telling you who does NOT make the decision. This will help eliminate awkward, futile attempts to get contracts. Door to Door marketing doesn't work. The guy at the front desk of a business surely does not make decisions on million dollar contracts. He plays solitaire and wants to go home. Handing him a business card or a proposal is a total waste of time, paper and money. Get that proposal to the owner, not the manager and not the front desk guy. How do you find the owner, find the business on the state website for business licenses or corporations. The CEO is usually listed with an address for process service. Send the proposal there. At the very least, you put your company in the running. Your company is on the CEO's mind when he needs security. Not the front desk guy who only cares about going home to play dungeons and dragons. Remember, that you're trying to feed your family and this guy only cares about playing more solitaire.

Phone Books:

The phone book is rarely used these days. Does Susie look for the phone book and find the page with security companies on it? No, she uses the internet and searches the search engines. Nobody uses the phone book. However, phone book advertisers will tell you that everyone uses one. They sell phone books, so why would they tell you otherwise? Don't waste your time or money. I have personally, NEVER gotten a phone call from my print ads, in phone books or otherwise.

Where is the Market?

Uniform Security Guards. That's the answer. 90% of our calls come from business owners looking for security in a store, construction companies looking for a guard, shopping centers, car dealers, jewelry shops, parking lots etc... Why focus on these? Because it's the market. If you aim for events only, maybe you land 10 events over the year. You average \$500 profit from an event. So, you made \$5,000. Is that going to support a family? NO! A shopping center has 24 hour security at \$5 profit per hour, that's \$120 per day x 365 days = \$43,800. Do events sound like a target anymore?

Here is an excerpt from our “Costing Manual”

Total number of pages in this product: 13

State & Federal Mandated Operating Expenses -

It is important to understand that as an employer you are responsible for several tax related expenses on your employees as well as other necessary operating costs like workers compensation and state unemployment insurance, otherwise known as SUI. The following are a list of expenses that will vary based on your base salary, but must be included into your costing structure for each job:

FICA – (Federal Insurance Contributions Act) – 12.4 % of an employee’s earned income must be paid into Social Security and an additional 2.9% of earned income must be paid into Medicare. As an employer you are responsible for paying only 7.65% of an employee’s earned income.

- Therefore when you cost out a job you must make the following calculation:

*FICA = base hourly salary * 7.65%*

- This result will yield an hourly FICA rate for you to include in your hourly billable rate:

*EX 1. An employee earns \$10.00 per hour. In order to calculate an hourly rate for FICA you would take \$10.00 per hour * 7.65% = .76 per hour. You know now that with salary and FICA included your cost per hour will be \$10.76.*

SUI – (State Unemployment Insurance) – each state has unemployment insurance tax that employers must pay into for their employees. The rate per state varies and can be acquired by logging on to your states website. Once a rate is provided to you by the department of state for your region then you can simply divide the total yearly amt per employee by the total billable hours that employee will work yearly.

Here is an excerpt from our “Security Guard In-Service Guide”

Total number of pages in this product: 18

...Here's the point: If you're a civilian, don't make arrests based upon probable cause. In most jurisdictions, you are not permitted to, and in others, you get the scenario above. Security guards should make arrests, only when authorized by law, and authorized by your employer, and the client and it's the only way to correct a condition. The police should always be utilized to make arrests. Do not assume that you are going to be indemnified by your employer.

Here's the bottom line: Stick 100% to your employer's rules regarding arrests and apprehensions, and you're always protected by two other layers of rules and laws. If you happen to fall outside the employer's rules or standard operating procedures, you're usually within the client's policy and usually within the state law. If you blatantly go outside of this circle, you're on your way to civil liability. Remember that your employer will usually be stricter than the client (the mall). So stay within your employers policies. If your state allows for civilian arrests, that doesn't mean that the state requires a civilian arrest....

Review Questions:

- | | | |
|--|------|-------|
| 1. According the charts above, security guards spend most of their time making arrests | True | False |
| 2. Security guards are indemnified by their employers when making arrests | True | False |
| 3. Police officers and security guards have the same liability when making arrests | True | False |

Here is an excerpt from our “Security Sub-Contractor Agreement”

Total number of pages in this product: 4

...this Subcontractor Services Agreement (the “Agreement”) is dated as **Enter Date**, by and between **Sub-Contractor’s name and address** (“Subcontractor”) **Your Company and address** (“General Contractor”) (collectively the “Parties”).

The Parties agree as follows:

- 1. SERVICES.** Subcontractor will perform the following services (the “Services”: General security guard services at **Enter address where service will be provided**. Protecting Property of our client (**Client’s Name**) See Scope attached n Exhibit “A”
- 2. TIME OF COMPLETION.** The Services shall be commenced on **Enter Date** at **Enter Time**, and shall be substantially completed on **Enter date and time**. The Services shall be performed one day. Time is of the essence.
- 3. EQUIPMENT.**

When performing the Services, Subcontractor will use his/her own equipment, uniforms etc...

- 4. PAYMENT.** General Contractor shall pay Subcontractor for labor to be performed under this Agreement the total sum **\$ Enter Amount**. Note: **Enter number of security guards to be posted at one time** security guards shall be assigned to work at anytime.

The payment(s) shall be paid by **Your Company** to **Subcontractor’s Company Name** Net 7 Days from Date of Completion. A detailed invoice from **Subcontractor’s Company Name** is required.

- 5. OTHER EXPENSES.** None

- 6. INDEMNIFICATION.**

Subcontractor hereby indemnifies and holds harmless General Contractor for any damages, actions, suits, claims or other costs (including reasonable attorneys’ fees) for which General Contractor may be held liable, arising out of any injury (including death) to any person (including employees of Subcontractor) or damage to any property arising out of the performance of the Work by Subcontractor, or by any employee, service provider, subsidiary, assign, or other affiliate of Subcontractor....

Here is an excerpt from our “Private Investigation Contract”

Total number of pages in this product: 7

...this Agreement for Professional Private Investigation Services (the "Agreement"), effective _____ 2008, is by and between YOUR COMPANY, a domestic business corporation Licensed as a Private Investigations/Detective Company, with its principal office at _____ (hereinafter "YOUR COMPANY"), and _____ ("hereinafter Client").

WHEREAS, Client finds that YOUR COMPANY is willing to perform Private Investigation work hereinafter described in accordance with the provisions of this Agreement; and

WHEREAS, Client finds that YOUR COMPANY is qualified to perform the work, all relevant factors considered, and that such performance will be in furtherance of Client's business or personal life.

NOW, THEREFORE, in consideration of the mutual covenants set forth herein and intending to be legally bound, the parties hereto agree as follows:

1 SERVICES.

1.a Services _____ to _____ Client:

For _____ the _____ purpose _____ of:

1.b Said investigative activities will begin on or about _____

1.c The client will pay a retainer of \$ _____ prior to commencement of services.

1.d YOUR COMPANY agrees to conduct investigative and administrative activities, chargeable against the retainer at \$ _____ per hour after deducting necessary, actual and reasonable expenses, to include vehicle mileage charges of \$ _____ per mile per vehicle and other expenses required by the investigation and report. Upon reaching a chargeable amount equal to the retainer, YOUR COMPANY, unless otherwise authorized herein by the client, will within _____ days, furnish to the client a detailed invoice reporting all charges and expenses.

1.e The client agrees that, after chargeable activities equal to the retainer amount are conducted:

_____ (client initials) YOUR COMPANY is authorized to continue the investigation for up to _____ additional hours of billable time at \$ _____ per hour.

_____ (client initials) No further investigative activities are authorized.

1.f The client agrees that additional activities of company employees will be paid by the client at the rate of \$_____ per hour per employee, plus applicable expenses as detailed above, and to include meetings, conferences and court appearances...