



Transforming Your Business to New Heights

We understand the trends that affect your bottom line and the growth opportunities within your reach.

Kirk MacDowell founded MacGuard Security Systems in 1982 as a bespoke alarm integration company. Over the past 40+ years, he held leadership positions at a SDM Top 50 company, GE Security, UTC and Alarm.com. MacGuard Security Advisors has now transformed to a full service consultancy firm with award winning offerings, including:

- Business strategies
- Strategic growth initiatives
- Builder development services
- Acquisition analysis
- SWOT evaluation
- Customer experience & satisfaction surveys

Kirk has helped organizations of all sizes connect the dots for their strategic planning efforts. With his expanded team of experienced industry professionals in builder programs and customer experience, you'll have a partner on your side that's passionate about your company's achievements.

"Kirk's deep knowledge of our industry, paired with his operational and manufacturing background, is invaluable as we face new challenges and opportunities..."

—Stan Martin, SIAC Executive Director

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Pre-consultation appointments available!

Email deb.moretti@macguard.com to schedule your complimentary pre-consultation today.



BUILDER DEVELOPMENT SERVICES

If your company is not achieving your desired conversion or margin with Builders, take advantage of our years of experience working with the Builder community.

- New business development
- Go-to-market strategy
- Sales improvement & processes
- Sales & management training

STRATEGIC CONSULTING

MacGuard will assess your business operations for gaps, key areas of improvement, and alignment.

- SWOT analysis
- Strategic planning & positioning
- Senior leadership development
- Succession planning & generational (passing the torch) mentoring

CUSTOMER EXPERIENCE

Stand out from your competitors, build stronger customer relationships, and improve satisfaction with a customized experience plan for your business.

- Award winning Customer Satisfaction surveys & Likelihood to Stay Score™
- Data cleansing & analytics
- Attrition mitigation
- Organizational process & improvement

Take Advantage of Our Years of Industry Expertise



Bill Graham



Kirk MacDowell



Deb Moretti



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