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MacGuard Security Advisors Guides Gallaher & Associates Through Transformative Zeus Fire and Security Partnership

Trusted consulting expertise guides Tennessee's premier life safety provider through strategic affiliation, expanding Zeus's southeastern footprint

JONESBOROUGH, Tenn., September 17, 2025 — MacGuard Security Advisors proudly announces its advisory role in the recently announced acquisition of [Gallaher & Associates](#) (Gallaher) by [Zeus Fire and Security](#) (Zeus), a portfolio company of Baltimore-based [Access Holdings](#). This transaction positions Gallaher to accelerate growth while preserving its 50+ year legacy of excellence in fire, security, and communication solutions. [MacGuard Security Advisors, Inc.](#) provides trusted consulting services to the electronic security industry, specializing in strategic business development, growth strategies, and partnership facilitation that connects established solutions with emerging opportunities.

MacGuard's specialized consulting expertise guided the Gallaher family and leadership team through the critical decision-making process, ensuring alignment between Zeus's national platform and Gallaher's deep-rooted Tennessee market presence.

"At MacGuard, we take immense pride in facilitating strategic alliances that strengthen the security industry while respecting the legacy of family-built businesses," said Kirk MacDowell, founder and CEO of MacGuard Security Advisors, Inc. "Zeus has acquired one of Tennessee's most respected and treasured companies, positioning them to accelerate their already impressive growth trajectory. Our role was to ensure this partnership would benefit not only both organizations but also the customers and communities they serve."

The partnership unites Zeus, a national platform company formed in 2022, with Gallaher, Tennessee's premier life safety systems provider since 1973. This strategic alliance

expands Zeus's geographical reach into Tennessee and the broader Southeastern U.S. while providing Gallaher with enhanced resources, innovative technology, and national support capabilities.

Max Thomas, President of Gallaher & Associates, emphasized the value of the partnership: "Partnering with Zeus Fire and Security marks an exciting next chapter for Gallaher. For over 50 years, our team has been committed to providing trusted solutions and building lasting relationships with our customers. Joining forces with Zeus allows us to enhance that mission with expanded resources, innovative technology, and a national support system all while continuing to deliver the local service our customers rely on."

"We are thrilled to welcome Gallaher to the Zeus family. Their history of excellence and deep-rooted community impact aligns seamlessly with our mission," said Scott R. Elkins, CEO of Zeus Fire and Security.

Thomas acknowledged MacGuard's crucial guidance throughout the strategic process, stating, "MacGuard provided us invaluable counsel as we evaluated this significant opportunity. Their deep understanding of our Company's business values and culture that the Gallaher family built over decades, and their synergies with Zeus's principals and growth vision, helped us navigate this important decision with confidence."

About MacGuard Security Advisors, Inc.

MacGuard Security Advisors, Inc. is your trusted electronic security expert. Kirk MacDowell founded MacGuard Security Systems in 1982 as a bespoke alarm integration company. For more than four decades, he has held leadership positions at an SDM Top 50 company, GE Security, United Technologies, and Alarm.com. MacGuard specializes in guiding security companies to innovate, transform, and become industry leaders. The firm offers strategic business development, growth strategies, and partnership facilitation services that help connect established solutions with emerging technologies. By nurturing innovation, MacGuard plays a crucial role in advancing the security industry. For more information, visit www.macguard.com, follow them on [LinkedIn](#), or @MacGuardAdvisor on Facebook.

About Zeus Fire and Security

Zeus Fire and Security was established in 2022 to build a national network of fire protection and security providers recognized for execution excellence across a variety of service lines and end markets. Zeus addresses customers' fire protection and security needs through a broad array of services from mission critical fire system installation, testing, and inspection to physical security system installation and video monitoring. Zeus was established with the purpose of partnering with industry-leading fire and security operators who are seeking a collaborative growth partner dedicated to inspiring and accelerating the long-term growth of business and team members. Zeus operates Alert Alarm Hawaii, Bayside Fire and Security of Maryland, SMG Security of Chicago, PASS Security of St. Louis, Independent Alarm of New Jersey, Martin Systems of Wisconsin, Absolute Security Group of Maryland and national-account provider UAS. For more information, please visit <https://www.zeusfireandsecurity.com>.

About Gallaher & Associates

Founded in 1973, Gallaher & Associates is a premier life safety systems provider in the Southeast. Headquartered in Knoxville, Tennessee, Gallaher delivers innovative fire, security, communications, and technology solutions that protect people, property, and businesses. With three Tennessee locations and projects spanning across the U.S., Canada, and Mexico, Gallaher has built a reputation for quality, reliability, and customer-first service. For more information, please visit <https://www.gallahersafe.com>.

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