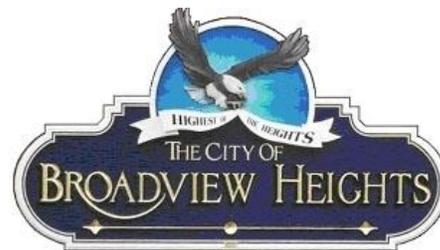


Broadview Heights Historical Business Spotlight: Securi-Com



The Broadview Heights Historical Business Spotlight shines on local growing business Securi-Com and delves more into their evolving history. Originally started by a man with a unique passion for built-in customized products, the business has grown into a Home and Business Security Company known for its friendly touch. New owners Margie Orth & Rob Rhodes, the latter of whom has been with the company since 1978, tells the story of this evolving cornerstone business in Broadview Heights.

Q: Tell me how Securi-com was started. How long has the business been around?

A, Rob: We are 40 years old, but our business has evolved its focus and changed names a few times. We started in 1977 as Nuway Industries. The original owners were Dennis Liccardi, a salesman for GE, and Jim Sturznicke, a Lakewood school teacher. They started slowly, on the side, selling built-in vacuums and household intercoms. I joined them in 1978 on a temporary basis and it grew from there. We would design any type of custom products that customers were asking for – built in ironing boards, food processors, etc., - anything that was built-in to the house, we would do it.

A, Margie: Dennis was shortly thereafter approached about selling security systems with the rest of these built-in products. Back in that era things like that were very popular. We would install a valve on the wall with a 30 foot connector and folks loved it in their homes. Dennis was



Margie Orth & Rob Rhodes of Securi-Com

eventually approached about adding built-in security systems into these products and really did well at it. So much so, in fact, that he ended up breaking off the product line from the company in about 1979 and making it its own business, becoming Securi-Com.

A, Rob: Yes, and from there the business really evolved into selling custom built-in security systems in homes. Dennis really spearheaded our sales division and I was more of the installation side of the business.

Q: Tell me a little about what Securi-com does.

A, Margie: Today we install and service all kinds of security systems for both residential and commercial clients. We focus heavily on customer service and customer relationships. We really want to treat our customers *well*. We will answer our phones any time, day or night. Our customers not only have the number to our central dispatch office but also to our personal cell phones. We take pride in knowing who our customers are and taking care of them, or, in many cases, their family members.

A, Rob: We are also really proud of our referral business, which comes from maintaining long-term relationships with our clients. I have relationships with long-time customers and now I am going into their children's homes (who are now adults) to install new systems. We get such a kick out of seeing each other all of these years later! That comes with trust and reputation for doing a good job, which we are very proud to have with our clientele.

We also specialize in custom installations. We have a lot of unique, modern technology and we integrate that with the least-invasive type of installations we possibly can. Our long standing knowledge of installation techniques have allowed us to become very experienced in crafting the install to fit the customer's needs, whether they be aesthetically driven, driven by a desire for close access, etc. In fact, we've worked recently on a custom job with another Broadview Heights company, XTend Technologies!



The old Treeworth Plaza, home to Securi-com from 1988-2006

Q: How did your business come to Broadview Heights?

A, Rob: Well, Jim was in Strongsville and Tom was in Canton. In late 1984 Jim and Dennis, along with Tom Dowd, formed Ohio Built-In Products and picked Broadview Heights for the close proximity to I-77, as kind of a mid-way point. In 1985, Nuway became Securi-Com under the Ohio Built-in Products banner.

During our time in Broadview Heights we have changed names and moved locations a few times! First, we were on Broadview

Road at Wallings between Martha's Bar and Eddy Fuerst's Garage as Ohio Built-In Products.

In 1988, we moved to our second location at Route 82 and I-77 in the old Treeworth Plaza, where the current Get-Go location is. In 2006 or so we moved to our current location, on Avery Road near the intersection with Broadview Road, next door to Rosa's Pizza.

Q: So Margie, how did you enter the picture with Securi-com and what expertise did you lend to the business?

A, Margie: I've been in this industry since I came out of college. I ran the central dispatch center in Independence where all of these alarm systems call in to. That meant I worked with all of the alarm vendors in the nation. Many companies can install alarms but they don't have the actual computers and monitoring systems in-house; they outsource that to the dispatch center in Independence. For many companies, it's more cost effective to handle things that way. However, all of those companies, in a way, were transferring their clients to me in a crisis and in many way, those other company's customers became my customers. I met Securi-com through that relationship and they thought I would be a good fit.

Since I have joined Securi-com the fit has been phenomenal. Dennis is selling the business to Rob and me, and together we are partnering to bring the business into the modern day. My focus is to work on the business's goals and on the business relationships, to build upon the outstanding reputation Securi-com has made for itself. We want to maintain a personal relationship with our customers but take our product to the next level so we can continue to give our customers what they are looking for (i.e., keeping up with technology).



Honeywell Lynx Home Security System

Q: What kinds of products does Securi-Com offer? *photo of Honeywell, other products

A, Margie: We are a Honeywell dealer, and that's what most of our customers use, although we also offer an array of specialty products. We are also licensed by the Ohio Burglars Association and the Ohio Builders Association. All of our technicians are certified and trained. We do a lot of retro-fitting of older intercoms we put

in years ago. We also offer wireless technology, for our customers who are technology-friendly and want extra services. All thru an App, customers are able to control their home remotely, from lighting, to temperature, to the curtains, to water systems, control their cameras, their locks, their alarm system, etc.,

Q: What range of services does Securi-Com offer?

A, Margie: We are a complete in-house security company. If customer inquiries of us, we are able to listen to their needs, recommend an array of options and products, we install and then carry over the monitoring of the service. We also design with our customers where they want a call to go and what actions they want taken in the event an alarm is triggered.

Q: How has your business grown over time? *pic of home with app

A, Rob: Well, our product sale focus grew over time to meet the market demand. We really started because our clientele focus was with local builders who were asking us to come in and install in new homes. For example, a list of our local builders include Dutch Valley, Charles Morgan, Pastel, Case Development, and Valore Builders, just to name a few.

Now we have a residential base of those original customers, who we still monitor, and continue to gain referrals from them. At this point, we are looking to grow our business even further by adding new customers, while still maintaining the quality of our product and our personalized service.

A, Margie: Our business has mostly grown through both maintaining integral relationships and gaining from them referrals, which is the biggest compliment! We are entering a new chapter in our business life and with that are looking to grow our customer base. We are trying to establish relationships with local organizations and with the community, to get the word out there. We have a strong relationship with the Broadview Heights Chamber of Commerce and enjoy the many strategic relationships we have with a lot of our other community colleagues.



M&S DMC1 Intercom & Music System

Q: How do you retain customers who move out of their homes and perhaps don't have your products anymore?

A, Margie: First, none of our customers have contracts. We don't believe in that. That's part of providing a service that is desirable and earning business. We try to encourage customers to let us help them in their new space, and also ask them to leave our information behind for new homeowners. There might be a new need or a new system upgrade that people need help with, and we are here to help them with that. Our customers really like us though and we usually don't have issues.

Q: What's the one thing Securi-com is known for, over your competitors?

A, Margie: We provide a personal, local touch to our clients that can't be matched by large distributors. A lot of larger companies are about the number and their value is in having more volume, not about providing service. Where our competitors might sign you up for a low rate, their installations

are sloppy and it's hard to get in touch with someone who cares about correcting it right, or they don't follow up. We provide the total opposite of that and really take pride in making a customer happy, in standing by our work product.

A, Rob: We aren't competing with those large volume companies. We stand by our service and the quality of installation we can provide, because of that customized expertise we have historically been associated, with is unmatched to other vendors. Recently we had a client who had previously referred their son to us, and their son now referred his son, so we're now on three generations of referrals, which was a record for us!

Q: Tell me about your biggest achievement as business owners.

A, Margie: We are most excited and proud about what is going on now. We are growing. We are bringing on new employees who have knowledge of newer products and technologies, and they are teaching us, where perhaps we share with them our institutional knowledge of the industry. It's a mixture of the fine points – we won't throw away what's been done for 40 years at this organization, but we are building off of the solid foundation we have set. We are looking at new concepts, technologies, ideas – you have to rejuvenate your company. You have to keep bringing in new people and showing them what you have done, while feeding off of their new ideas.

Q: What would you like to see for the future of Broadview Heights?

A, Margie: We would like to see more subdivisions that we can service, ha ha!

A, Rob: Is there any way we can make Avery Road's speed limit 35 miles per hour, ha ha!

You can find Securi-Com at:



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