



Local Response | National Support

DRAW THE LINE
ON SECURITY
OFFICER WAGES.



THE IMPACT OF COSTS

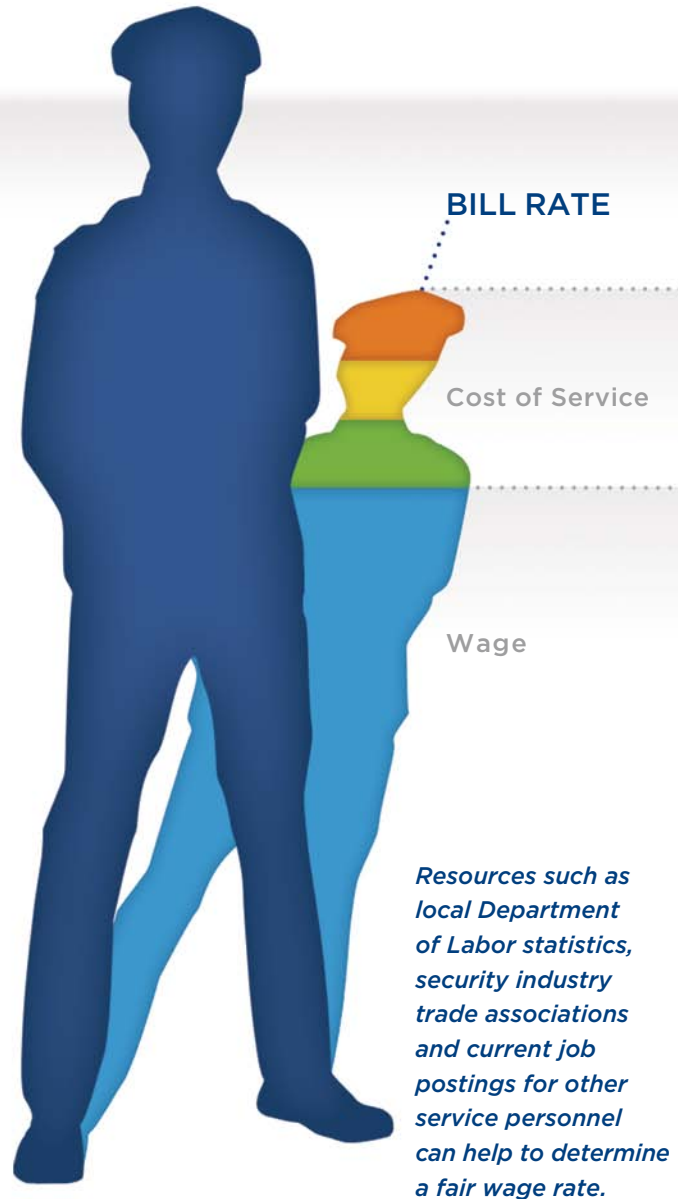
In today's economy, price weighs heavily on the decision to buy any product or service – including security contracts. Unfortunately, in an effort to capture market share, some security service companies sacrifice quality by driving down the wage rate – leaving the customer with a lower cost, but also lower quality security personnel.

THE COST COMPONENTS OF QUALITY SECURITY PROGRAMS

Selecting a security services provider is, in many ways, like making any other purchase. As you narrow your choices, it comes down to value. *'Do I feel good about what I'm getting based on what I'm paying?'* To make an informed buying decision, you need to research your options, consider the value and ask the right questions.

To consider the overall value of a security program, it is important to consider the following factors and costs – including personnel wages, training and management resources. Understanding how security dollars will be spent allows for an apples-to-apples comparison.

The best way to fairly compare one vendor with another is to specify a wage rate.



THE WAGE RATE SCENARIO

CHART 1

Even though the bids appear to be the same or lower, what hides beneath the surface of Bid A is a hidden wage rate far below the industry standard. This can translate into lower paid, lower quality security officers which results in hidden costs for the client.

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CHART 2

By specifying a wage rate, you set the bar for a certain level of security officer, experience and skill, and get a more accurate picture of the actual costs beyond the personnel wages. The more efficient company provides a better value.



Draw the line by specifying a wage rate and you'll have a better understanding of what you're getting for your money. The end result is a fair process and better information.

CHART 1 Unequal Wages = Apples-to-Oranges Comparison

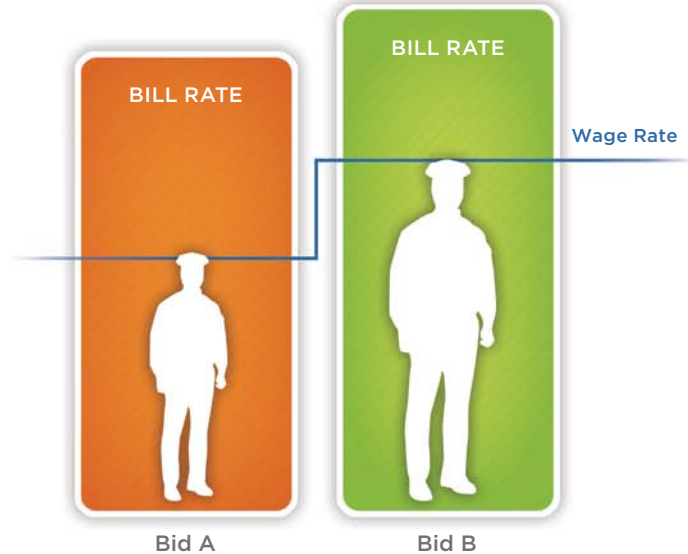
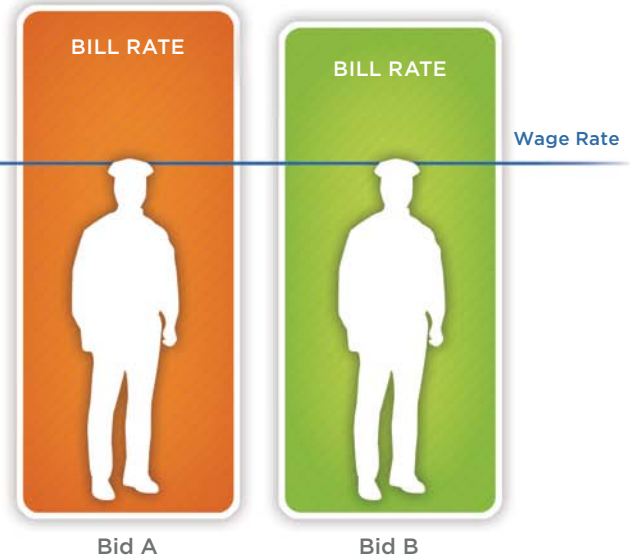


CHART 2 Equal Wages = Apples-to-Apples Comparison



THE BENEFITS OF SPECIFYING A WAGE

While every buyer wants a fair price, the quality and value they receive for their investment is at the core of their buying decision. The only way to accurately compare pricing is to level the playing field by specifying wages or using a sample wage, often referred to as a “wage marker.” Because wages are the most significant cost factor in the overall bill rate, leveling the labor cost allows for a better assessment of the balance of price, quality and value represented in the bid. When wages are held steady, and an accurate comparison can be made, the cost of service becomes the competitive price point, rather than the bill rate.



GO BEYOND THE WAGE

Digging deeper during the review process can only improve the end product. While assessing wages, it is also important to shine a light on the overall effectiveness of a security program by determining what resources the security company brings to the table. Screening and training, for example, add to the value and success of a security program.

Making an informed buying decision allows you to:

- **Better understand how security costs are allocated and who runs their business most effectively**
- **Know what your security officers are going to be paid**
- **Control the effectiveness of your security program by getting the right security officers at the right price**

For more information on contracting security services, including specifying wages, visit AlliedBarton.com/ContractingResources

For more than 50 years, AlliedBarton has been providing security officer solutions where our customers live and work. We operate through over 100 regional and district offices to deliver the highest level of security services. Our local response allows us to meet the specific needs of customers. Our national support enables us to create and consistently deliver these programs with expertise.



Local Response | *National Support*

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