



# How To Start A Security Company

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Congratulations! You have decided to join the ranks of the more notable security guard and investigation companies in the industry. Enclosed in this eBook, you will find relevant information that will enhance your ability to succeed in the fastest growing industry in the world to date. In order to fully understand every concept and strategy in starting and *more importantly*, maintaining your company, you will need some basic business knowledge that the corporate officers of [startasecuritycompany.com](http://startasecuritycompany.com) have used to catapult our security firms clients into the minds of the most prestigious clientele, including celebrities and governmental administrations.

## **Licensing**

The first task that you must accomplish is getting your license (if required) on its way. In other words, you may have a test to take, or an application to file. There may be a lag time in processing the paperwork, so get that in progress while you're building your infrastructure. Please visit our [License Resource Page](#) to determine if you qualify to operate a security company. Generally, most jurisdictions require some relevant law enforcement, security officer or military experience to qualify for business licensure.

## **Choosing a Name**

The next 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 okay 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.

## **Register Your Business**

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 method. Our company has had great success with an internet company MYCorporation.com. 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 Identification Number) and register your business with your state. You can easily obtain your own EIN in minutes for free. Follow the steps below:

1. [Click here](#);
2. Click on **Begin Application**;
3. Choose your **legal structure**;
4. Choose your **legal substructure**
5. Click **Continue**
6. Click **Started New Business**
7. Choose **Individual**
8. Enter the Pedigree **Info for the Principal of Business**
9. **Enter the Business Address**
10. Enter **Business Relevant Info**
11. Confirm the Info and Select, **Online EIN Letter**
12. **Save the Letter** in Adobe PDF
13. **You're Done**

**Incorporate your company by [clicking here](#).**

## **Insurance & Bonding**

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. Ask for **Patricia Schnell**. For your convenience, we have included the application link below:

Mechanic Group

Att: Pat Schnell

One Blue Hill Plaza, Suite 530

Pearl River, NY 10965

(800) 214-0207

Click here for the [Mechanic Group Website](#)

[Click here for Insurance and Bond Applications](#)

### **UK Security Companies call:**

Richard Weston Limited

PO Box 168, London SW20 8LE

Tel: 020 8543 6166

Visit them online, [click here](#)

## **Obtaining a Business Location**

The next step involves obtaining a business office. Many small companies use a Post Office Box as their address. That is the number one guarantee that you will not be contacted by the larger or more established businesses. You may already have an office location picked out, but as a start up business, we recommend that you use a virtual office. A reputable company that we recommend for this service is [www.HQ.com](http://www.HQ.com). They have 750 business locations that are available to you when you *need* them. The best part is that you have a mail forwarding system in place and a corporate address. They also offer professional phone answering and other excellent services. A virtual office will save you thousands every month and we definitely recommend that you start off with one.

## Toll Free Number Set Up

Once you have established your name and location, you'll need to obtain a phone line. We recommend that you **NEVER** use a cell phone or personal house phone for your business. The first impression that your potential clientele get of your company, is always when they call you. We recommend that you use an affordable service for your phone answering. One of the more notable companies in the industry that has been with us since our inception is [www.connectmevoice.com](http://www.connectmevoice.com) . They offer an interactive phone answering system with voice talents etc... With this system, **you will not need to obtain a phone number or additional phone line**. They will provide you with a phone number and the tools to professionally answer and screen the calls before finally forwarding the calls to you at any location in the world. Ask for David. Tell him that you want the \$29 per month business plan (connectbiz plan) with the toll free phone number and fax line. **Never use a household answering machine.** [Listen to a Sample](#) of What I'm talking about. Here is the contact info for connectmevoice.com. Simply tell him that you were referred by [startasecuritycompany.com](http://startasecuritycompany.com)

(800) 743-1208 Ext 3 (ask for David)  
Connectmevoice.com  
90 Bridge Plaza Drive  
Manalapan, NJ 07726  
[www.connectmevoice.com](http://www.connectmevoice.com)

## Standard Operating Procedures

In order to project your company as an established business, you'll need your in-house rules and procedures. ALL governmental clientele will review your rules and procedures PRIOR to selecting your firm for security or investigative services. We offer a complete comprehensive rules and procedures manual ([Standard Operating Procedures](#)) on our website. If you choose to write them yourself, we recommend that you consult with both a security consulting expert and an attorney prior to finalization. There are many, many ways your firm can be susceptible to civil suits and we strongly recommend that you do not cut corners in this area. You'll need a sexual harassment policy, general orders, and the "how to's" of every conceivable situation from patrol to arrests. Our SOP cost is \$24 and I strongly

recommend that you have them in place before you operate. If you choose to do them on your own, be sure that they include:

- Proper Use of Force
- Arrest/Unarrest Procedure
- Aided Cases
- Patrol Orders
- Meals/Breaks
- Code of Ethics
- Alcohol/Drug Policy
- Sexual Harassment Policy
- Uniform Policies
- Radios/Radio Codes/Call Signs
- Badges/ID Cards
- Request for Service
- Side Impact Air Bags/Slim Jim
- Field/Investigative Reports
- Property Invoicing/Evidence Collection
- Hazmats
- Missing Person(s)
- Civilian Complaints
- Maritime Patrol
- Executive Protection Unit
- Firearms Use/Control/Retention
- Concentrated Patrol
- Crime in Progress
- Bloodborne Pathogens
- Performance Evaluations
- Goals & Objectives

Once you have established your basic business methodologies, you'll need some operational knowledge to help you along. Marketing your security or investigation firm will be among your most important tasks in the beginning. Through extensive experience in the security industry, we have successfully been able to identify, through trial and error, the marketing and advertising strategies that work in order to increase sales. Before you can successfully target your potential buyers through advertising techniques, it is important that your firm has a good grasp on who needs security throughout all market sectors. We have compiled a list of target buyers based on real time

experience and ongoing efforts. Below is an example of just a few key markets that use security professionals on an everyday basis:

***Defining target markets for the security industry:***

**Insurance mandated target markets –**

In order for all businesses to open their doors, they must purchase insurance in order to comply with state law and furthermore, to provide liability coverage for their products and employees. Many businesses sell or possess high priced items that must be protected financially against theft and damage from outside threats. As such, these businesses are mandated to provide security guard coverage at all times during non-operational hours and at times 24 hrs a day. These businesses are a security firm's primary target market because they have no choice but to hire you, the security provider.

The businesses that are mandated to provide security coverage via insurance company regulations are listed below:

- *Car dealerships*
- *Jewelry stores*
- *Parking lots*
- *Jewelry manufactures*
- *High rise apartment complexes / workplaces*

**Private sector clients –**

Security Guard firms have a large drawing pool when it comes to private sector clients that could potentially use security services. Since we cannot target every market/business type in our advertising campaigns it is vital that you understand the major players and definite users of security services in the private sector. USPA has sustained a high level of success with the following client types:

- *Relocation companies*
- *Clothing stores*
- *Art galleries*
- *Museums*
- *Hotels*