

# Business Connection



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## Business Spotlight

### National coverage with local ownership

**I** believe that our corporate structure gives us a competitive advantage over both smaller security integrators and the large, national behemoths that have resulted from recent industry consolidation.”

After founding and operating two technology companies in the past 20 years, Rob Chamberlin started Security 101 in March of 2019. “We are the fastest growing branch in our organization currently,” he said.

Security 101 offers a full range of commercial security professional services to business customers

in the Bay Area and Sacramento. They help to protect their client's people, property and profits with offerings like access control, video surveillance, and alarm monitoring. Security 101 specializes in installing and servicing these products for business customers.

Security 101 offers a nationwide service footprint with 53 offices across the U.S. Unlike other large security integrators, Security 101 is locally owned and operated. “This ownership structure helps to provide our customers the resources of a large company, but with a

small company look and feel,” said Chamberlin.

After starting two wireless service providers from scratch, Chamberlin thought that a franchise may be an interesting way to enter a new industry and leverage his experience in B2B (business to business) sales and marketing. Security 101 had several large corporate customers in the Bay Area, which made Security 101 a very interesting and unique opportunity for him to pursue.

“I started the business in Walnut Creek, but we quickly outgrew our facility there,” said Chamberlin. “We moved to Pleasanton at the end of 2021 and leased a location that gives us room to expand. We are here for the long run,” he said.



Rob Chamberlin and his team at Security 101 moved the office to Pleasanton at the end of 2021 and they are here to stay.

Security 101 clients range from small start-ups to large corporate clients like Johnson & Johnson, McKesson and American Airlines.



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Learn more at [www.security101.com/sanfrancisco](http://www.security101.com/sanfrancisco) or email Rob Chamberlin at [sanfrancisco-service@security101.com](mailto:sanfrancisco-service@security101.com).



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