

“ I don't know who you are.
I don't know your company.
I don't know your company's services.
I don't know your company's reputation.

**Now – what was it you wanted
to talk to me about? ”**



AN Group



*This book is dedicated to all the
Security & AV Integrators who have had the
door slammed in their face.*

Here's the key ...

Who is AiN Group?



The technical answer is...

AiN (Authorized Integrators Network) was built by and is made up of consumer electronics dealers serving the residential and commercial building industries.

Jointly, we are a Buying Group: a world-class collection of similar independent businesses leveraging our combined purchasing power to receive better pricing and terms on the products we buy.

We offer some of the best volume discounts in the consumer electronics industry.

Our partners include some of the largest, most well-known consumer electronics brands—Page 21.

Our leverage gives you the power to command the best volume price points on some of the top product lines in the industry.

Better margins mean more profit in your pocket.

But the better answer is ...

We're really more of a "Buying Family".

That's what makes us different than any other buying group. Our nationwide network of dealers talk to one another and share best business practices to help everyone win. More business. More national accounts.

But don't take our word for it.

“Our association with AiN gives us the latest in innovative technology and allows for an open exchange of ideas with fellow members.”

—Clark Mulford, Phoenix Systems

Coincidence? You decide.



In 2002—the same year AiN Group changed the consumer electronics landscape—another humble but mighty introduction changed the tech industry.

Someone decided there had to be a better way than the floppy disc for people to exchange information.

Enter, the USB flash drive.

In a flash, information became more portable, rewritable, and accessible.

All it took was a belief that the current status quo needed to change, and the best and the brightest jumped on board.

Faster. Smarter. And a way to exchange information better than anything else that came before it.

And, hey, USB flash drives are pretty cool too.

“The USB I received last year contained thousands of dollars worth of sales, marketing, legal, and operations best practices that have worked for my fellow AiN dealers and are now working for my company!”

—Randall Duncan, Datasmart / Duncan Security





**There are NO FEES to
become a member!**

That's kind of a big deal. With over 275 dealers in 300 locations throughout the U.S., we're leaving a lot of money on the table by not charging a monthly membership fee. But that's just one more thing that makes us different. Really different.

When we decided to create a members-only, sales-driven, forward-thinking place for consumer electronics dealers serving the residential and commercial building industries—a place where members receive superior buying power from our manufacturing partnerships—we also decided we wanted it to be free. And we meant it.

What's the catch?

In the same way we only sell and install trusted, proven, well-recognized brands through an outstanding line-up of service partners—our members must also meet certain requirements to qualify to become part of AiN Group.

The fact that you are reading this right now means one thing.

You meet the criteria to be an AiN Member.

Your personal AiN dealer representative can answer all your questions right now.

Call 866.323.8000 or reach us on line at AiNGroup.com

A \$350 million status update



In 2014, self-driving cars went from a series of failed test runs to a true feature, with car manufacturers like Tesla and Audi implementing self-driving technologies in their high-end vehicles.

Not to be outdone, AiN hosted its first solo, standalone conference that same year—the 2014 Live & Learn Conference.

Both the car and the conference had similar outcomes—people were introduced to the biggest advances in the most up-to-date, cutting-edge technologies.

While the future necessity and demand for the self-driving car is still unclear ...

The future necessity, demand, and benefits of AiN's Live & Learn Conference are plain to see

“I have evangelized to dealers and prospective vendors alike, there is nothing like AiN's Live & Learn Conference.”

—Jack Rainey, General Manager, Chesapeake Systems Service, Inc.

“The amount of knowledge gained at the event plus the exposure to new products and industry trends combined with the comradery we feel by being there together is very worthwhile! We all came back inspired and our business is improving because of our attendance.”

—Jorgia McAfee, VP of Development, Crime Prevention Security Systems

**We do what no one else does—
you get results no one else can**



Unmatched buying power

We give you the leverage you need to command the best volume price points on some of the top product lines in the industry.

More than just products

Other buying groups are setup with a focus only on products. We've partnered with strategic service providers to help you complete the sales, service, satisfaction circle.

“ AiN Group exists to truly develop and improve on our industries best practices, product offerings and challenges.”

—Stuart Forchheimer, HS Technology Group

Nationwide Network

AiN Group boasts a large yet select network of dealers who come together offering support to one another, ensuring all dealers are successful.

“ These are highly successful companies that are there to help each other ... not just dealer to dealer but dealer to vendor.”

— Mark Sipe, Abacus Prime

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Amazing annual events

From industry veteran speakers to inspirational presentations, we create the fusion of education and entertainment to ultimately give you an experience you'll never forget!

“The depth of content and connections with other vendors and dealers are worth every penny. Even better, my flight and accommodations were almost fully covered thanks to AiN’s Flay & Stay Reward Incentive Program.”

— Beth Reid-Giles, Ranger Technology Solutions

Dedicated support team

In addition to the accessible and friendly team at the headquarters in Detroit, you will be assigned to a regional representative who will conduct regular visits to your office.

Tailored marketing programs

Customizable marketing materials tested by other integrators in the marketplace, such as showroom displays, event graphics, and vehicle decals—at 70% less than the cost of a high-end advertising agency.

“I’ve been in the security low voltage business for over 26 years but had never been given the opportunity to discuss marketing ideas on such an open basis with someone who knows my industry. Started using AiN marketing in 2008 and we’re still using them today!”

— Stuart Forchheimer, HS Technology Group

THERE IS SIMPLY NOT ANOTHER DEALER PROGRAM
THAT DOES WHAT WE DO ON A NATIONAL BASIS



The driving force behind leading sales



In 2004, Facebook CEO Mark Zuckerberg launched his free platform for members to talk, exchange ideas, and invite other members to do the same.

Now we're not here to brag. But, that is two years after AiN created their own no-fee membership platform for members to talk, exchange ideas, and invite other members to do the same.

Facebook went live in 2006 with 100,000 business pages. Today, it has over 350 million active users in the United States.

AiN Group was live in 2006 with [NUMBER] in installations. This year, our dealers will install over \$350 million of home technology products throughout the country.

Great minds think alike.

Just ask one of our 275+ members.

“At AiN, I am surrounded by the best and brightest business owners in the Low Voltage Industry.”

—Ali Babazadeh, HabiTech Systems Inc.

**The Top CE Pro100 and SDM100
Security & AV integrators
chose AiN Group.**



When you have proven product lines, superb field representation for technical and sales support, a proactive marketing posture within the new-construction segment, and top market position for brand recognition and share—it's easy to see.

**The best security and audio/video integrators want to work with
THE BEST NATIONAL LOW-VOLTAGE AUTHORIZED DEALER NETWORK IN THE UNITED STATES**

This alliance of electronic product dealers is comprised of market-dominating brands that assist you in attracting top builders and home buyers locally, regionally, and nationally.

You get your products in the majority of new homes. You get dealers that are trained to reverse consumer hesitation and get your products installed. You get trained, authorized, certified integrators that will make your current monthly sales numbers anything but average.

We are not average. We are AiN Group. And you can be too.

**If you're ready to partner with
the largest national low-voltage authorized dealer network in the US
—CALL TODAY.**

**Our growing list of manufactures,
distributors and service providers.**





Join AiN Group

AiN Group | 45459 Teal Court | Chesterfield | MI 48047 | Call: 866.323.8000 | aingroup.com

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Unmatched buying power. The industry's most cutting-edge, south-after products. Amazing annual events. A dedicated support team. Tailored marketing programs.

CALL TODAY.

[INSERT CONTACT INFO HERE]

