



Making the most of your security services partner: Real-time solutions based on trusted relationships

May 11, 2009 - Owners Developers & Managers

Faced with shrinking budgets and tighter margins, commercial and residential real estate owners may be tempted to trim security service expenses or look for more affordable alternatives.

However, owners may want to rethink the strategy.

"When the economy goes sour, property crime tends to rise," said Robert Goldstein, senior vice president for Murdoch Security Services. "Residential properties become prime targets for break-ins, and industrial and manufacturing plants are at greater risk for increased theft of precious metals, recyclables and even equipment."

He also cautions against the urge to save money by changing security contracts because the price is right. "If a security company is low-balling prices to garner new business, or keep the clients they have, chances are they are cutting corners elsewhere to keep their own bottom line profitable."

To discount services, companies hire less-qualified guards, reduce hours of patrol, or both. The difference in the hourly rate of lower-level guards and seasoned officers with police, military or executive-protection training can be significant, but lower costs bring less-experienced people.

Choose Experience over Price

Chris Zibrosky, a former detective with the New York Police Department and managing partner for Murdoch's Special Services Division, agrees. His clients, which include power plants, jewelers and high-profile businesses and individuals, benefit from a team of officers who average more than 20 years of experience with law enforcement agencies, including the NYPD, corrections departments, the military and the New York State Police.

"Our strength lies in our armed security officers who are law enforcement officers, rather than security officers who carry guns," said Zibrosky.

Personal client contact has always been a major factor among Murdoch partner firms. "They know that they can rely on us to handle any situation, which is one of the major reasons our volume has stayed strong, despite the challenging economy," he said.

The Special Services division, which serves New York, New Jersey and Connecticut, puts a supervisor at each client location to handle daily issues. Zibrosky himself also contacts customers weekly and makes monthly one-on-one visits to client companies to discuss specific security needs and issues.

"We're always in touch with them, and they know that. That's why our clients stay with us, many for more than 20 years," he said. "They even have my cell phone number, if they need to contact me directly."

"Our unique business model allows each firm to have on-the-ground, local managers who know their clients, understand their needs and limitations, and make the best security decisions based on trusted relationships," Goldstein said.

By providing corporate office-based services to its partners, including ongoing training, supervision, integrity screening, management liaison and quality assurance, local managers concentrate on maintaining their relationships with clients and create mutually beneficial "marriages" based on individual customer needs.

"The owner/operators of Murdoch's partner firms are experienced, highly credentialed and, through their previous professional careers, have established relationships with high-level contacts throughout the law enforcement sector," Goldstein said.

"As a result, Murdoch is primed for further expansion in the New York area," he continues, adding that the recent transfer of Murdoch accounts in Boston and the Bronx allows the company to enhance its ability to provide superior service through owner-operated divisions.

William Vassell is chairman and CEO of Murdoch Security Group, New York, N.Y.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540