Whether you’re just interested in a summer job, starting a new career, or transitioning from the competition, you’ll find that Alder provides the most successful, supportive team and the best pay in the business. With that kind of head start, your earning potential and the shape of your future are yours to determine.

From the beginning, our guiding principle has been to make sure the people building the business are the ones reaping the rewards. That might sound like common sense but it isn’t the way other sales organizations work. Our commitment to that principle keeps our team dedicated and loyal, and makes sure our business priorities are in the right place.

This brochure will give you more information about who we are, what we do, and how you can find success as a member of the Alder team. But we’d also like to talk face to face.

Call us at 1-844-ALDER
or email signmeup@alder.com
to get in touch with a recruiter right away.
YOUR STORY STARTS HERE
Alder was created to be a new model for door to door sales. Here we do things differently.

Our company was founded in 2011 by Adam Schanz, a veteran of nearly a decade of alarm sales. Adam had stacked up record-breaking sales numbers year after year, but he'd also learned a lot about the door to door sales business model that made him want to change the game.

Adam wanted the profits from the sales that he and his fellow reps were making to go to the guys building the business, not outside investors he'd never met. He wanted to work for a company that understood the values of trust, mutual respect, and commitment, and rewarded those values. He wanted to build real, lasting wealth for himself and his family, and he wanted other reps to be able to do the same.

So he created Alder to do just that.

**WHO WE ARE**

**AT ALDER, WE TALK A LOT ABOUT WHO WE ARE AND HOW WE'RE DIFFERENT.**

**THAT'S BECAUSE WE BELIEVE OUR SUCCESS DEPENDS ON IT.**
OTHERS SAY THAT, WE LIVE IT.
All of them work closely with reps out in the field to keep our team close, effective and inspired.

Alder’s sales reps are hand-picked recruits that bring together confidence, optimism, intelligence and a commitment to getting the job done right. They’re backed up by a team of trained technicians and customer support staff, all key players in providing great customer service.

We’re rooted in service. We make our customer’s lives better, easier and safer on a daily basis.

OUR LEADERSHIP IS MADE UP OF SOME OF THE MOST EXPERIENCED AND SUCCESSFUL SALES REPS IN THE GAME.
Alder has given me the knowledge and confidence to build a successful business through hard work and determination. I’ve learned the art of sacrifice and negotiation from great leaders in this company and I’m excited to learn more.

Most importantly, I’ve been able to take care of my family’s needs and continue to move towards our goals with the help of friends and family I’ve made here at Alder.

Most companies teach you how to follow.

At Alder you learn how to lead.

Before coming to Alder I worked for seven years at the two largest door-to-door alarm programs in the industry. I’ll always be grateful for the experiences that they gave me and the things I learned with each organization. I earned six figures multiple times, received lots of swag and prizes from competitions, went on several paid trips and was always paid everything I was promised.

But ignorance is bliss. I was ignorant and I was trained to be ignorant. Adam Schanz helped me see that the real wealth in this industry is in the equity and in building a residual income.

In the 18 months since I joined Alder I’ve built my yearly residual income to six figures. Now I don’t have to start over every year because I have an ongoing residual income and, most importantly, I have equity. The future is bright at Alder and it’s fun to be a part of a company that is experiencing explosive growth!
WHAT WE DO

OUR REPS GO DOOR TO DOOR IN NEIGHBORHOODS ACROSS THE COUNTRY TO PROVIDE THE BEST IN CONTEMPORARY HOME AUTOMATION, HOME SECURITY AND MEDICAL ALERT TECHNOLOGY.

We install the products and provide ongoing support throughout the life of a customer contract. Our customers trust us to keep their homes, their loved ones and themselves comfortable and safe.

Our technology partners—companies like 2GIG and Alarm.com—are at the cutting edge of home automation and security. Mobile apps give our customers the ability to use their phone or iPad to access their security cameras and image sensors, operate door locks and thermostats and much more. Alder products can be combined in a variety of ways to provide a tailor-made solution for any customer's home.
OUR PRODUCTS

01. Door/window contact  02. Motion detector  03. Siren  04. Door lock
05. Touch screen  06. Wireless doorbell  07. Panic remote  08. Control panel
17. Wireless smoke alarm  18. Wireless carbon monoxide detector
Most of our reps start out working with us for a summer while they’re still in school. It’s an ideal summer job that provides you with the training and experience to earn in the short run, while laying the foundation for a future career.

An Alder summer is four months of working hard, playing hard, and earning more money than many people make in an entire year.

Each summer our sales teams spread out across the country to sell, earn money, and have fun.
CITIES

01 ALASKA
Anchorage

02 CALIFORNIA
Los Angeles

03 TEXAS
Dallas

04 TEXAS
San Antonio

05 TEXAS
Houston

06 ARKANSAS
Little Rock

07 MISSISSIPPI
Jackson

08 ALABAMA
Birmingham

09 ALABAMA
Huntsville

10 TENNESSEE
Nashville

11 KENTUCKY
Louisville

12 KANSAS
Liberal

13 UTAH
Salt Lake City
BEFORE YOU HIT THE DOORS YOU'LL BE TRAINED BY OUR VETERAN TEAM LEADERS, WHO KNOW WHAT IT TAKES TO GET THE JOB DONE. YOU'LL MEET DAILY WITH YOUR TEAM TO GET FOCUSED, GET PUMPED, AND START THE DAY OFF RIGHT.
This past summer was my first time selling for Alder and my first experience with summer sales.

Before the summer, I thoroughly investigated 7-8 companies across different industries like pest control, roofing, solar, and home security. The reasons I decided to go with Alder are simple: I trusted the leaders of the company, liked the pay structure and enjoyed the culture.

When I arrived in Houston for the summer I was hoping that the promises would hold true, especially considering all of the let-downs I had heard about in the past from other friends that had tried summer sales.

The training meetings every day from our managers were amazing. I got the hang of it fast, and by the end of the summer I had reached and exceeded the goals I had set.

The leadership, training and friendships I made have turned this experience from a summer job into a great career opportunity with Alder.

I chose to sell for Alder because I didn’t want to work an hourly job. I was working towards a larger goal: financial freedom. The residual pay is going to help me build my future rather than starting over again every summer.

The great culture at Alder kept me motivated. Working and spending time around fun, self-made people drove me to work harder and to be better, not just in work but in other aspects of life. We had a variety of pros that trained us daily, and went out of their way to help us even after knocking a full, hot summer day. The team meetings, competitions and incentives really motivated me and helped me earn success on the doors.

This company truly takes care of those that produce and I’ve been able to become a leader within a year of starting. At Alder you can work your way up toward your goal, all while building your experience in management.

My summer taught me that I’m worth much more than an hourly job, and that there really is no limit to what I can earn and accomplish.
YOUR CAREER WITH US

WHETHER YOU'RE THINKING ABOUT STARTING A CAREER OR ARE A VETERAN LOOKING FOR A BETTER WORK ENVIRONMENT AND BETTER PAY, ALDER IS THE TEAM FOR YOU.
Our company culture fosters growth and the structure of the business incentivizes cooperation and team-building, not cutthroat competitiveness. Each of us likes to go out there and compete for sales as much as the next guy, but we also believe that we can be stronger as a company if we work together.

Combine all of that with a pay scale unlike any other in the business and it starts to sound pretty good.
I'd sold for three different companies over five years, and at the end of it all I wasn't any better off than when I started.

I was stuck in the rat race of selling in the summer and getting by until the following spring or summer. I wasn't building anything, wasn't securing my future, wasn't getting any better at selling and was looking for other opportunities to make money.

Then I found Alder and knew it was the right fit for me. They had a quality program that would allow me to work throughout the entire year to sell more accounts. They also had guys selling two or three times what other top earners in the industry were selling.

Working with Alder, I knew my skills and sales would increase and they did. My sales doubled. But more important for me is the residual pay structure that Alder offers. It allows me to create and build something lasting, instead of starting over year after year.

Working as a regional manager for one of Alder’s competitors, I made some great money and had some great experiences but never felt like there was hope of a way out of the industry. With my family getting older, I didn’t want to just knock doors forever.

I came to Alder last year and wish I’d done it a long time ago. I left all that I had at my old company to build a residual income and equity. Now I have both, and I feel sorry for reps and their families that work hard all summer and don’t have either.

True wealth is measured by what you’d have if you stopped working today. I have more wealth after just one year at Alder than I did after 12 years at the other company.
Most door to door sales companies give their sales reps a small, one-time commission of a few hundred dollars for each sale. With home automation and security contracts representing an average value of several thousand dollars each, reps are getting a very small piece of the profit they generate.

So where's all the money going? Usually up the chain to middle and upper management, or to outside investors. We think there's a better way.

At Alder, every sales rep owns equity, a percentage of the actual contract they sell and the ongoing monthly revenue stream. That means you have guaranteed residual income flowing from each contract for every month of its life.

We're also self-sustaining and highly profitable without needing outside investors, and we've streamlined our corporate structure to eliminate unnecessary middlemen. That means you end up with a larger piece of the pie.

**Why do we do it this way?**

We used to work as reps for the other guys, and we saw where all the money was going. We know what it's like to watch most of the wealth generated by your work disappearing into the hands of a few guys at the very top.

We also saw how the commission structure incentivizes poor customer service. Giving each of our guys a stake in their contracts encourages all of us to build great customer relationships from the very start, and those relationships last longer and generate more revenue.

We believe the path to true wealth needs to be predictable and self-sustaining. Stringing together commission after commission can feel great in the moment, but your future stays as unpredictable as your next sale. Owning a percentage of an ongoing revenue stream not only lets you more comfortably plan for the future, it also leads to much greater wealth over the long term.
OWN A PIECE OF THE PIE

Alder’s revenue-sharing compensation structure helps our reps earn more than any other in the industry. Choose the earning option that works best for you.
OPTION #1 - HYBRID MODEL

THIS OPTION PAYS OUT MORE UP-FRONT AND IN THE SHORT RUN, AND IS BEST FOR THOSE JUST LOOKING FOR A SUMMER JOB.

For each contract you sell, you receive a commission and an additional $5 for each monthly payment for the life of the account — that’s approximately 10% of the monthly revenue stream from your accounts.

For 91 contracts in just 5 months:

$400 commission + $5 residual per monthly payment as long as the account is paying

Total earnings per account over time

RESULTS OF A SUMMER’S WORK

In 2014, the average summer rep sold 91 contracts in just 5 months.

91 contracts x $400 commission = $36,400
91 contracts x $5 monthly residual = $455 / month
$455 in residuals x 12 months = $5,460 / year

91 contracts x 1 year = $41,860
OPTION #2 - RESIDUAL MODEL

THIS OPTION PAYS OUT MORE IN THE LONG RUN, AND IS BEST FOR THOSE READY TO START BUILDING LASTING WEALTH.

For each contract you sell, you get a percentage of the monthly payments made on that account throughout its life. The minimum percentage of equity that our sales reps own on their accounts is 40% and can range up to 50%—that’s up to $25 a month on a $50 monthly payment.

PER ACCOUNT

At Alder, accounts you sell continue to generate value for you throughout their life. You can easily earn more through a residual payment system than you can from a one-time commission.

TOTAL EARNINGS PER ACCOUNT OVER TIME

EXPONENTIAL GROWTH

As you sell more contracts over time, and new accounts get added to your monthly residuals payment, your income grows exponentially. The average Alder rep sells 225 contracts a year, with some selling much more.

POTENTIAL RESIDUALS FROM AVERAGE SALES

Year One $54,000
Year Two $108,000
Year Three $162,000
Year Four $216,000
I’ve been in the alarm industry for almost 11 years, working with Firstline Security, APX Alarm (now Vivint), Northstar Alarm, Stone Security and Vision before coming to Alder. No matter how much upfront money I was making with those companies, I never felt like I was building a future for myself. At the end of every year I had money in the bank but didn’t feel secure about the future. I wanted to create something that would last, that would change the lives of me and my family forever. Now I’m doing that with Alder.

The Alder model is set up to reward hard work and personal accountability, and to reward them well. It’s a new approach for the industry, one that empowers the rep to build a business and, more importantly, a future. With Alder, I’m building something every day.

With Alder, I have more control over when and how I sell, which helped me sell more in the last three years than I did in the previous eight working for other companies. My residual income is growing all the time and my future stake in my accounts is worth millions. Now I have a future.

At most companies, the revenue from a single contract is going into a lot of pockets, with only a small commission for the rep. At Alder, we’ve cut out the middlemen, which means more revenue passes directly to the rep who made the sale, for the full life of the contract.

**JAKE'S ANNUAL SALES**

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<tr>
<th>Year</th>
<th>PRIOR TO ALDER</th>
<th>ALDER</th>
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<tbody>
<tr>
<td>2007</td>
<td>210</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>220</td>
<td></td>
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<tr>
<td>2009</td>
<td>260</td>
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**FIRST THREE YEARS AT ALDER**

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<th>Year</th>
<th>Amount</th>
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<td>690</td>
</tr>
<tr>
<td>2012</td>
<td>644</td>
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<td>2013</td>
<td>705</td>
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**JAKE'S MONTHLY RESIDUAL PAYMENTS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Rep</th>
<th>Investor</th>
<th>Buyer</th>
<th>Owner</th>
<th>Executive team</th>
<th>Divisional VP</th>
<th>Regional mgr.</th>
<th>Super regional mgr.</th>
<th>Manager</th>
<th>Recruiter</th>
<th>Rep</th>
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<tbody>
<tr>
<td>After year one</td>
<td>$15,519</td>
<td>50% Alder</td>
<td>50% Rep</td>
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<td>After year two</td>
<td>$29,486</td>
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<td>After year three</td>
<td>$42,396</td>
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<td>After year four</td>
<td>$54,293</td>
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Assumes residual payment of $24.99 per month per account, with 10% annual attrition.
DO YOU HAVE WHAT IT TAKES?
START WRITING YOUR STORY

ARE YOU READY TO GO?
DO YOU HAVE WHAT IT TAKES?

Reach out to one of our recruiters today to learn more about Alder.

Call us at 1-844-ALDER
or email signmeup@alder.com
to get in touch with a recruiter right away.

JOIN.ALDER.COM