



**ARROW
SECURITY**

First Impressions Count:



Optimizing your Building Security Services

As a property manager and/or owner, you and your facilities team manage a variety of services that keep your building operations running smoothly. In turn, having smooth operations helps protect the tangible value of your real estate assets.

While it's important to maintain the physical appearance and functional aspects of your building, there's another aspect which can be equally if not more important – the safety and security of your tenants and their guests.

For many buildings especially those in metropolitan areas, security personnel are the “first impression” that tenants and their visiting guests come in contact with.

Therefore, having the right security team is an important operational aspect of ensuring your property – and your brand – retain its highest value.

This report outlines 5 key areas that we believe can improve the value of a commercial property. We also explore ways that property and facility managers across verticals – from Class A to smaller building facilities – can optimize the services they rely on to ensure a “first class” experience for guests who frequent your places of business.



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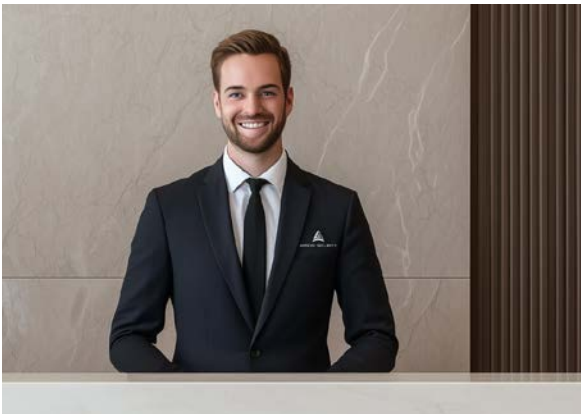
1 Identify the “intangible” value of your operational services

Most commercial properties possess the same physical characteristics: Corporation signage, beautiful glass/external façade, sprawling marble or granite flooring, some have spectacular water features, a garden, and many have the ubiquitous coffee shop in the main lobby, and in most a visitors’ desk with security personnel.

Sound about right?



But while all of these features comprise the tangible value of the property, there’s an intangible asset which often gets overlooked – the human factor. There’s a value in the engagement that tenants and guests receive from your physical security team.



Are they presentable? Are they greeting guests with a smile or are they always on their phone? Are they courteous when checking people in? Do they know what to do in the event of a medical emergency? Lastly, are they embracing technology to ensure they’re conducting proper patrols and safety/security checks?

Below we offer the following considerations that every property manager should be asking to ensure their “intangibles” are meeting their satisfaction:

- ☐ Put in place security personnel training that ensures they know how to engage with tenants and guests professionally
- ☐ Strict uniform and appearance standards
- ☐ Set strict patrol mandates and time checks, with technological protocols
- ☐ Encourage good-citizen behaviors by offering awards and recognizing “above and beyond” acts

To get started, we suggest a tenant survey to see what the status of your security program is; there’s no better baseline than candor. And from there, consider if your existing program checks all of the boxes listed above. If not, consider a different security program provider.

2 The holistic value of concierge, fire/ life safety, and emergency response services

Depending on your building's specific safety and security program, your needs will vary. Your budget may also vary as larger Class A buildings will have much different regulations to adhere to versus smaller buildings; for example, in New York City, any commercial building meeting certain requirements must have a licensed, onsite Fire & Life Safety Director (FLSD).

Managing all of these services can be daunting, even for smaller buildings or commercial properties where local requirements may not be that exhaustive.

That is why having the right security program (which can offer all of these specialty security services) can not only save you time, but it can also save you money.

How?

- ☐ Scale up or down security personnel for special events, conferences, or community events
- ☐ It costs money to recruit/vet/hire new officers. Contract security companies allow you to reliably select the right security personnel for your specific building security needs
- ☐ Oversight through a centralized command center and state-of-the-art technology for tracking and communicating with all security guard personnel – we do the management for you
- ☐ Comprehensive fire/life and emergency preparedness programs backed by decades of experience and regulation expertise – all rigorously monitored to ensure state/local compliance
- ☐ Solid union harmony and non-union workforce expertise

If you have in-house security and feel that a full transition to outsourced security may not be worth the time and resources, consider a hybrid approach. That's right, you can plug-and-play elements of your security program (like FLSD) where it makes sense and evaluate the quality of the new services.

With Arrow, most clients find either/both a qualitative benefit and cost savings by utilizing our expansive range of security services, which is why we have a 16-plus-year average client tenure.

3 High-quality physical security: It doesn't cost – it pays

It's a simple reality; building operations almost always come down to cost.

The price you pay matters, and nobody wants to pay a fortune for security services. That is why many commercial properties either change their physical security services every few years (or re-evaluate their in-house services), or, they look to implement security technology as a way to offset their human resource capital expenditures.

But, what if there was a way to put a price on quality security, and stay within budget – or, better yet, save money and get a higher-quality security program?

Below are 3 key considerations to evaluate whether your property or facilities could potentially find real value in changing security services:

1. Liability: How much do you pay for security service insurance? Especially for armed, protective services, and full-time staff? Contract security may help offload the cost and the headaches of insurance liability.

2. Cost vs Price: When going through the bidding process, most customers focus on the final and best price of the security program proposal. Of course, there's nothing wrong with wanting value from your services, but believe it or not, sometimes not all the devils are in the numbers. There's the "cost" of a quality and reliable security program which isn't always reflected in some provider's final price.

How a company supports its officers, trains their officers, and the operational expertise behind each officer can often make up the difference of pennies on a dollar when comparing one company's service to another.

For large-scale enterprises, there can be material savings by switching to the right physical security provider. That is why it pays to do the due diligence across several security service providers every now and again.

3. Location. Location. Location: While most security programs bear the heaviest cost burden with their physical security operating budget, many commercial properties can find savings by working with a comprehensive security service company to provide their security needs. However, having local familiarity and service expertise is key. So consider a company that's large enough to provide the services you need, but can also provide the responsiveness to take your call should something require immediate attention.

The last point we would offer is the operational efficacy of your security programs, specifically managing officer attendance, tracking, and pay. At Arrow, our technology platform uses a variety of methods to optimize officer attendance, shift and assignment changes, and reduce unnecessary overtime costs. Does your existing security program do that?

4 Craft a systematic framework to evaluate and improve such services

A key component of property management is the oversight of security services, which has a direct impact on a property's operations and profitability. With security playing such a vital role in a property's bottom line, how do you measure the effectiveness of your security program? One of the best ways to ensure your security provider performs effectively is by establishing clear, systematic performance goals. Performance goals set expectations and provide a roadmap to gauge how well the security services align with your specific needs.

Why performance goals are essential:

- ❑ **Accountability:** Setting clear goals helps you track the effectiveness of security measures, ensuring your provider delivers on their promises – whether that's reducing theft or improving response times, for example.
- ❑ **Alignment With Business Objectives:** Security is about more than just guards and cameras. It's about protecting what's crucial to your business. Performance goals ensure that security efforts align with your broader objectives, like safeguarding sensitive data, minimizing operational disruptions, and keeping your tenants and their guests happy.
- ❑ **Resource Optimization:** By outlining specific benchmarks, you can allocate manpower and technology more effectively, ensuring you're getting the most from your security investments. For instance, the clearer your objectives are when customizing your security training program and assigning security staff, the better the result will be.

To optimize your security provider's role, establish Key Performance Indicators (KPIs) tailored to your organization's needs:

1. Incident response time measures how quickly your team reacts to breaches.
2. Incident reporting accuracy includes creating detailed reports for better tracking and help prevent future incidents. Ongoing training ensures security personnel are equipped to handle the latest challenges.
3. Incorporating advanced technologies is a powerful way to ensure that your security provider meets performance goals and acts as force multipliers for your security team.

Once performance goals are set, continuous measurement is critical. Regularly review KPIs to ensure your provider is aligned with your expectations.

Are response times meeting set benchmarks? Are security incidents decreasing? Is compliance with safety protocols being maintained? Clear performance goals are crucial to building an effective security strategy. Whether you rely on an in-house team or a contracted provider, setting, monitoring, and adjusting these goals ensures your security efforts align with your broader organizational needs. By using both human expertise and cutting-edge technology, you can optimize the security and safety of your tenants, as well as the operational efficiency of your property.

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Property management security considerations for all enterprises

This last section offers security service tips for building facilities in enterprises across verticals, and of all sizes. After all, your physical property reflects one of your enterprises' most valuable assets.

Access & Egress



How visitors enter and leave a property is an overlooked but important aspect of your commercial property. Having the right security personnel manning key entrance points, and guarding exit points, matters. For schools, hospitals, and essential service facilities, having an access/egress security plan is paramount. For warehouses and factory facilities, having part-time armed security can be a cost-effective way to keep your property and business assets safe during peak shifts.

Patrol



Even buildings which are outfitted with state-of-the-art surveillance and threat detection systems can have vulnerabilities that physical security can augment – and sometimes outperform. The right physical security detail can help identify “blind spots” which exist at most commercial properties: whether it be a propped-open door, faulty alarm system, broken window, or obscure access points.

Consider the following – do you know where your blind spots are? If the answer is “I don’t have any” chances are, you may have blind spots. Arrow works with many clients to conduct discreet physical (and virtual) threat assessments.

Customized armed and protective security



There’s an expansive range of specialized protective services needed for today’s commercial property and the businesses which operate within. For example, some places of business prefer discreet armed security (both plain-clothed and uniformed), others want the “optics” of an armed security detail – as we like call it, “appearance security.”

In addition, protective services are being requested across industries and corporate needs, including threat assessment, hostile work/terminations, labor disputes, executive protection, and diplomatic travel, among others. Having a company provide these specialized services on an “as-needed” basis can be highly advantageous from a cost perspective.



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AND SAFETY PROGRAM AT YOUR PROPERTY.**

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