



CEPro

**2023 CE Pro 100
Integrators
Forge Ahead**



2023 CE Pro 100 Integrators Forge Ahead

Top custom installation firms maintain momentum in the face of adversity to grow 4% in 2022 to median revenue of \$6.8 million. **By Jason Knott**

In Greek mythology, for eternity Sisyphus was doomed to push a giant boulder up a hill, only to have it roll back down the hill, forcing him to try again and again. In 2022, the members of the CE Pro 100 found themselves collectively pushing against their own symbolic boulders of inflation, supply chain shortages, rise in DIY systems, lack of skilled labor and a slowing housing market. But somehow these high-achieving integrators managed to maintain their upward revenue momentum in 2022.

According to the 24th annual CE Pro 100, the median revenues for the top-performing custom integration firms grew 3.6% to \$6.8 million last year... enough to make even poor old Sisyphus proud. While a 3.6% increase in revenues might not seem like much when compared to the past several years of double-digit pandemic-fed gains, it is nonetheless a solid rise given the numerous obstacles facing the market. To put it in even a broader perspective, no one (and I mean no one) could have anticipated in March 2020 when the world shut down that the smart home industry would have its greatest run of growth ever.

As usual, the CE Pro 100 list itself is unique and constantly evolving, with several new companies appearing on the list for the first time. For many years, the qualifying revenues were solely based on income derived during the installation process of various subsystems. Starting three years ago, *CE Pro* began including ALL revenue sources as the basis for the list as it reflects the growing diversity of companies in the commercial space, retail, online and especially recurring revenue.

For this year's list, *CE Pro* delineates for each company the number of residential and commercial installations, along with the percentage of revenue derived from recurring monthly revenue (RMR) sources. RMR and commercial projects are becoming more common sources of revenue for traditional residential-only integrators as the custom integration industry evolves from a niche that served only elite clientele to one that serves the mass market with smart home solutions.

That growing diverse client base is why the list itself is an amalgamation of high-volume mass market players, security companies, retailers with installation divisions, and commercial integration companies have migrated into the residential market. The list also includes several companies that have expanded through acquisition or merger, including Bravas, Wipliance, SimpleHome, and Oasis Luxury Smart Homes.

KEY BENCHMARK NUMBERS

\$7,730,721,630
(\$7.7 billion)

Total CE Pro 100 revenues in 2022

\$6.8 million

Median CE Pro 100 revenue in 2022

3.6%

Percentage increase in median CE Pro 100 revenue in 2022 vs. 2021

210

Median number of smart home installations in 2022

16

Median number of commercial installations in 2022

28

Median number of full-time employees

\$291,903

Median revenues per employee

23 years

Median number of years in business

99

Number of CE Pro 100 companies that did at least one commercial project in 2022

83

Number of CE Pro 100 companies that earned some form of RMR in 2022

3%

Median percent of revenue from RMR among CE Pro 100 companies

43

Number of CE Pro 100 companies with more than one business location

14

Number of CE Pro 100 companies based in California, the highest concentration of any state, followed by 10 in New York, 8 in Florida, 8 in Texas, and 7 in North Carolina, 6 in Pennsylvania, and 5 in Arizona.

\$6.39 billion

Revenues of ADT, the No. 1 CE Pro 100 company in 2021

Top 10 Oldest Firms

- 1. ADT** 148 years
- 2. Abt Electronics** 87 years
- 3. Nebraska Furniture Mart** 86 years
- 4. All Systems Audio & Video** 75 years
- 5. Guardian Protection** 73 years
- 6. TVS Pro** 70 years
- 7. Jamiesons Audio/Video** 69 years
- 8. Symspire** 55 years
- 9. Pair Electronics** 54 years
- 10. SimpleHome** 49 years

The median age of a CE Pro 100 company is 23 years.

Digging into the Data

The median number of installed residential systems in 2022 by the CE Pro 100 was 210, down 9% from last year's median of 230 installations. The median number of installed commercial systems by the CE Pro 100 was 16, up from 11 systems last year. The increase is a sure signal that the dip in commercial business caused by the pandemic was waned and more vertical markets such as offices, bars, restaurants, hotels, entertainment venues, houses of worship, schools, and even retail have all re-opened post COVID-19. The data does not filter down the either the residential market (by new construction vs. existing homes) or the commercial market (by the various aforementioned verticals). However, it is likely that many integrators are still experiencing a slowdown in corporate office projects as Work From Home has become one the lingering after-effects from the pandemic.

In terms of employees and productivity, the median number of employees is 28, up one from last year. The revenue per employee in 2022 is \$291,903, up slightly by 2.5% from 2021.

In terms of company age, the CE Pro 100 companies tend to be much more established than the rank-and-file of the industry, with a median 23 years in business.

RMR continues to grow as a revenue source among integrators. More than eight in 10 integration companies (83%) earn some sort

Top Traditional Residential Integrators

1. **Bravas** \$85 million
2. **Audio Command Systems** \$25.5 million
3. **AUDIOVISIONS** \$22.9 million
4. **Multimedia Solutions** \$19.2 million
5. **Audio Interiors** \$17.4 million
6. **Innovative Sight & Sound** \$13.7 million
7. **TriPhase Technologies** \$13.4 million
8. **Procom Entertainment** \$12.7 million
9. **Sound Effects** \$12.1 million
10. **ETC Palm Beach** \$12 million

These traditional AV specialists have the time-tested business model of doing a smaller number of residential projects with higher price points that entails working closely with homeowners, architects, interior designers and custom builders to fashion sophisticated integrated systems — one at a time.

Top 10 Custom Retailers/etailers

1. **Just One Touch / Video & Audio Center** \$146.8 million
2. **Abt Electronics** \$99 million
3. **World Wide Stereo** \$52.6 million
4. **Nebraska Furniture Mart** \$28.6 million
5. **Bekins** \$14.7 million
6. **HiFi Buys** \$13.2 million
7. **Bjorn's Audio Video** \$8.7 million
8. **Five Smooth Stones** \$7.9 million

These integrators earn a strong portion of their revenue from selling equipment over-the-counter and online in addition to custom installation. Many of those over-the-counter sales form relationships with customers that lead to installing the equipment.

Top 10 Volume Integrators by Number of Residential Projects

1. **Guardian Protection** 29,475
2. **Abt Electronics** 16,000
3. **Bravas** 15,150
4. **Nebraska Furniture Mart** 13,898
5. **KPS Alarms** 5,755
6. **HabiTech Systems** 4,318
7. **iWired** 4,131
8. **Republic Elite Integration** 3,200
9. **Five Smooth Stones** 2,900
10. **Bekins** 2,500

These integrators completed the most residential projects in 2022. This data does not include ADT, which does not detail out its specific number of smart home-only installations.

of recurring revenue, that is up slightly from 79% in 2021. The median percentage of revenue derived from recurring sources is still quite small, however, at just 3%.

Once again, the companies at the top of the list are both volume-based security firms (ADT and Guardian Protection) that have migrated their pure security businesses into the smart home by adding HVAC, lighting control and other amenities. ADT (NYSE: ADT) reports its data using its added RMR metric vs. the number of installations because its residential data includes mix of pure security, smart home and solar. ADT also includes installations done both at a corporate level and through its authorized dealer program. Lastly, ADT's information possibly will be even more difficult to narrow down next year with the debut of its new ADT+ DIY system that comes with professional monitoring. Not appearing in this year list is Vivint, which was recently acquired by massive utility company NRG. It remains to be seen if NRG will identify the number of smart home installations from its new Vivint division going forth.

Custom retailers Just One Touch/Video & Audio Center, Abt Electronics, World Wide Stereo and Nebraska Furniture Mart are near the top of the list, along with traditional custom AV installation firms Bravas, Audio Command Systems and AUDIOVISIONS among the top firms.

Top 10 Highest Average Revenue-Per-Customer

- 1. Haas Home Technologies** \$291,613
- 2. A Shade Above** \$233,006
- 3. AUDIOVISIONS** \$207,253
- 4. Residential Media Systems** \$165,628
- 5. Smart Home Systems** \$161,150
- 6. Atlantic Control Systems** \$141,232
- 7. Holm Electric** \$132,000
- 8. Signals Audio Video** \$129,402
- 9. Audio Images** \$127,173
- 10. Boca Tech and Automation** \$123,750

This list divides the total revenues (from installation and RMR) by the combined number of residential and commercial projects.

Top 10 Highest Revenue-Per-Full-Time Employee

- 1. Just One Touch/Video & Audio Center** \$1,529,781
- 2. Abt Electronics** \$685,314
- 3. Intech** \$594,713
- 4. World Wide Stereo** \$571,739
- 5. TVS Pro** \$558,636
- 6. ComwareAV** \$493,147
- 7. HIFI BUYS** \$489,121
- 8. Audio Video Crafts** \$486,000
- 9. Automation Integration** \$480,000
- 10. Nebraska Furniture Mart** \$441,138

This chart reflects the strength of the hybrid retail business model as the top companies in terms of productivity per employee are one with retail storefronts.

Top 10 Volume Experts by Commercial Projects

- 1. Guardian Protection** 2,911
- 2. Abt Electronics** 500
- 3. TVS Pro** 475
- 4. Pair Electronics** 465
- 5. Nebraska Furniture Mart** 350
- 6. Procom Enterprises** 229
- 7. Executive Electronics of Southwest Florida** 200
- 8. King Systems** 200
- 9. Casaplex** 161
- 10. Logic Integration** 122

These integrators have diversified with a solid number commercial projects. This chart does not include ADT, which does not detail out its commercial installation data.

How Companies Verify Their Data

Companies are asked to submit their financial data or have it verified by their accountant for the CE Pro 100. The verification is optional. Companies were required to sign a statement that says, “the information provided is accurate and truthful.”

CE Pro has selected gross revenue in multisystem residential and resimercial installations as the determining factor for the ranking, recurring monthly revenue from security monitoring and service agreements, as well as over-the-counter retail sales of electronics and that are installed. Keep your eyes peeled for the June issue of *CE Pro* that will include a brand analysis of vendors used by the CE Pro 100. All entrants in the CE Pro 100 are eligible to attend the CE Summit/Total Tech Summit as a hosted guest. It will be held this year in Las Vegas from November 13-15, 2023.

The *CE Pro* list is aggregated in several ways:

- A qualification form appeared in the magazine
- An online form was posted on cepro.com.
- A blast email sent to subscribers of *CE Pro*.
- Emails and phone calls to firms that appeared in previous CE Pro 100 listings.

The list is ranked by the volume of billed, not booked, business from custom installation systems that incorporate at least three of the following subsystems:

- Audio (sources, speakers, processors or multiroom distribution components)
- HVAC control/energy management systems
- Lighting controls
- Security systems (alarms, integrated fire, access control or video surveillance)
- Structured wiring
- Telecommunications
- Video (sources, monitors, projectors, screens, multiroom distribution components, gaming)
- Whole-house automation/integration
- Networking (PC/broadband routers, modems, WAPs, etc.)
- Window covering controls
- Energy storage systems
- Water leak detection
- Indoor air quality
- Lighting fixtures, including landscape lighting

- Other (cell phone signal boosters, voice control, central vacuum, surge protection, irrigation control, voice control, satellite, spa controls, acoustical panels, seating, furniture, etc.)

As always there are many large companies that choose not to participate in the listing. In some cases, they indicate that they do not want to be compared with high-volume, mass-market companies or retailers on any list. Is your company missing from the list? If so, email *CE Pro* at jason.knott@emeraldx.com, or please email any other comments about the 2023 CE Pro 100. ▲

INDUSTRY
CE Pro 100 **1-20**



RANK	Company	City, State	CE Pro 100 Revenues	Number of Residential Installs (2022)	Number of Commercial Installs (2022)	Number of Full-Time Employees (avg. 2022)	% of Revenue from RMR	2023 Business Outlook	Years in Business
1	ADT Security Services	Boca Raton, Fla.	\$6,395,000,000	\$54.7M New RMR*	\$5.1M New RMR	22,000	72%	Up 3%-7%	148
2	Guardian Protection	Warrendale, Pa.	\$181,780,721	29,475	2,911	670	76%	Flat	73
3	Just One Touch / Video & Audio Center	Santa Monica, Calif.	\$146,859,000	2,395	115	96	0%	Up 15%	42
4	Abt Electronics	Glenview, Ill.	\$98,000,000	16,000	500	143	22%	Up 8%-10%	87
5	Bravas	Overland Park, Kan.	\$85,000,000	15,150	110	312	5%	Up 5%	3
6	World Wide Stereo	Hatfield, Pa.	\$52,600,000	1,676	5	92	0%	Up 8%	44
7	Nebraska Furniture Mart	Omaha, Neb.	\$28,673,994	13,898	350	65	0%	Up 12%	86
8	Audio Command Systems	Westbury, N.Y.	\$25,500,000	330	30	95	10%	Up 6%-7%	47
9	AUDIOVISIONS	Irvine, Calif.	\$22,797,894	102	8	94	4%	Up 5%	33
10	Multimedia Solutions	Farmers Branch, Texas	\$19,200,000	1,200	20	110	1%	Up 10%	40
11	Audio Interiors	Hauppauge, N.Y.	\$17,453,073	250	0	50	9%	Up 2%	41
12	iWired	Scottsdale, Ariz.	\$17,405,212	4,131	6	62	14%	Down 10%	23
13	TVS Pro	Salt Lake City, Utah	\$16,759,099	25	475	30	1%	Flat	70
14	Bekins	Cooperville, Mich.	\$14,750,000	2,500	0	130	1%	Up 10%	48
15	HabiTech Systems	Ormond Beach, Fla.	\$14,406,000	4,318	18	50	8%	Down 5%	22
16	KPS Alarms / KPS PowerHome	Ontario, Calif.	\$14,189,460	5,755	65	85	7%	Down 25%-35%	33
17	Innovative Sight & Sound	Santa Rosa Beach, Ala.	\$13,750,000	500	20	70	5%	Flat	17
18	TriPhase Technologies	Zionsville, Ind.	\$13,456,178	294	7	53	0%	Up 12%	26
19	HIFI BUYS	Nashville, Tenn.	\$13,206,287	1,000	31	27	1%	Up 10%	46
20	Procom Enterprises	Elk Grove Village, Ill.	\$12,772,986	1,992	229	72	10%	Up 10%	30

* ADT residential installation numbers include mix of pure security, smart home and solar.

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CE Pro 100 **21-40**



RANK	Company	City, State	CE Pro 100 Revenues	Number of Residential Installs (2022)	Number of Commercial Installs (2022)	Number of Full-Time Employees (avg. 2022)	% of Revenue from RMR	2023 Business Outlook	Years in Business
21	Sound Effects	Mesa, Ariz.	\$12,104,496	200	15	44	0%	Up 15%	17
22	King Systems	Golden, Colo.	\$12,058,000	150	200	40	3%	Up 12%	21
23 (tie)	EOC Audio	Lisle, Ill.	\$12,000,000	1,100	35	35	3%	Up by 10%	16
23 (tie)	ETC Palm Beach	West Palm Beach, Fla.	\$12,000,000	297	10	54	0%	Up 5%	37
25	Signals Audio/Video	El Segundo, Calif.	\$11,905,069	89	3	55	1%	Up 15%	29
26	Republic Elite Integration	Sacramento, Calif.	\$11,782,208	3,200	0	65	10%	Down 15%	10
27	Audio Images	Tustin, Calif.	\$11,700,000	90	2	46	2%	Up	31
28	MAXICON	Miami, Fla.	\$11,601,013	136	14	47	1%	Up 5%	18
29	AAMI	Naples, Fla.	\$11,359,000	150	25	52	1%	Up 10%	27
30	Wipliance	Bellevue, Wash.	\$11,315,010	178	47	48	3%	Up 10%	17
31	Fusion Audio + Video	Greenville, S.C.	\$11,000,000	205	116	45	3%	Up 10%	20
32	Fuzion3	Irvine, Calif.	\$10,100,000	165	6	42	25%	Up 20%	14
33	Holm Electric	Incline Village, Nev.	\$9,900,000	60	15	63	1%	Up 5%	24
34	Audio Video Crafts	Long Island City, N.Y.	\$9,720,000	105	0	20	0%	Flat	36
35	simpleHome	Westwood, Mass.	\$9,200,000	165	15	35	2%	Up 15%	49
36	Executive Electronics of Southwest Florida	Naples, Fla.	\$9,065,413	800	200	46	20%	Up 25%	23
37	Sound Concepts	Jonesboro, Ark.	\$8,969,504	325	5	30	1%	Up 10%	21
38	BJORN'S AUDIO VIDEO	San Antonio, Texas	\$8,700,000	1,000	15	42	1%	Flat	48
39	SoundVision	Novato, Calif.	\$8,431,592	155	4	24	0%	Up 10%	25
40	Sympire	Nashville, Tenn.	\$8,232,000	1,911	74	53	37%	Flat	55

INDUSTRY
CE Pro 100 **41-60**



RANK	Company	City, State	CE Pro 100 Revenues	Number of Residential Installs (2022)	Number of Commercial Installs (2022)	Number of Full-Time Employees (avg. 2022)	% of Revenue from RMR	2023 Business Outlook	Years in Business
41	Five Smooth Stones Smart Home Solutions	Jacksonville, Fla.	\$7,908,976	2,900	15	48	8%	Up 10%	21
42	Sage AVT	New York City, N.Y.	\$7,800,000	60	4	35	4%	Up 20%	12
43	The Premier Group	Carmel, Ind.	\$7,449,748	151	19	35	5%	Flat	23
44	ComwareAV	Southlake, Texas	\$7,397,209	81	6	15	3%	Up 15%	22
45	Automation Integration	Celina, Texas	\$7,200,000	70	50	15	15%	Flat	23
46	Logic Integration	Lone Tree, Colo.	\$7,121,429	68	122	29	6%	Up 10%	19
47	Precision Media Solutions	Lakewood, Colo.	\$7,062,886	150	20	35	1%	Up 5%	19
48	ARCHITECH DESIGNS	Farmingdale, N.Y.	\$6,875,000	125	20	24	3%	Up 36 %	8
49	Argenta	Sandy, Utah	\$6,828,460	105	3	18	0%	Up 3%-5%	10
50 (tie)	Mountain Heritage Systems	Newland, N.C.	\$6,800,000	215	72	33	6%	Up 5%	46
50 (tie)	DeVance AV Design	Carrollton, Texas	\$6,800,000	n/a	15	23	1%	Flat	20
52	Audio Breakthroughs	Manhasset, N.Y.	\$6,780,500	950	5	23	0%	Flat	48
53	Lewis Audio Video	Newberg, Ore.	\$6,500,000	550	80	28	2%	Flat	42
54	Haas Home Technologies	Austin, Texas	\$6,415,486	20	2	28	1%	Up 5%	8
55	Technology Design Associates	New River, Ariz.	\$6,374,233	96	6	37	1%	Up 20%	12
56	Casaplex	Kensington, Md.	\$6,206,418	146	161	25	4%	Up 10%	20
57	Kraus Hi-Tech Home Automation	Long Island City, N.Y.	\$6,126,896	126	2	18	0%	Up 20%	19
58	Audio Video Specialties	Charlotte, N.C.	\$6,011,947	400	10	25	5%	Down 10%	30
59	Oasis Luxury Smart Homes	Scottsdale, Ariz.	\$5,980,000	345	20	35	2%	Up 20%	12
60	Stereo East Home Theater/Frisco Home Theater	Frisco, Texas	\$5,751,146	351	6	20	0%	Flat	30

INDUSTRY
CE Pro 100 **61-80**



RANK	Company	City, State	CE Pro 100 Revenues	Number of Residential Installs (2022)	Number of Commercial Installs (2022)	Number of Full-Time Employees (avg. 2022)	% of Revenue from RMR	2023 Business Outlook	Years in Business
61	Lelch Audio Video	St. Louis Park, Minn.	\$5,732,656	222	71	30	2%	Up 15%	12
62	Millennium Systems Design	Orlando, Fla.	\$5,700,000	120	5	28	0%	Down 3%	23
63	Sound & Vision	Cuyahoga Falls, Ohio	\$5,692,064	250	10	18	0%	Flat	22
64	Fusion Media Systems	St. Louis, Mo.	\$5,680,982	73	10	18	0%	Up 10%	15
65	Atlantic Control Technologies	Annapolis, Md.	\$5,649,300	40	0	23	1%	Up 10%	16
66	A Shade Above	Morgan Hill, Calif.	\$5,359,152	23	0	18	0%	Flat	10
67	Smart Home Systems	Bozeman, Mont.	\$5,317,978	31	2	20	3%	Up 8%	22
68	Audio Video Intelligence	North Easton, Mass.	\$5,276,868	296	65	25	5%	Up 15 %	27
69	Audio Video Design (AVDinc)	Mission Viejo, Calif.	\$5,255,594	55	0	23	1%	Flat	31
70	Acadian Home Theater & Automation	Baton Rouge, La.	\$5,229,024	345	28	18	10%	Flat	20
71	JM Resources	King of Prussia, Pa.	\$5,177,022	312	18	22	20%	Flat	41
72 (tie)	Sunbelt Technology	Atlanta, Ga.	\$5,100,000	130	12	14	7%	Up 10%	16
72 (tie)	InnerSpace Electronics	Mount Kisco, N.Y.	\$5,100,000	87	2	20	0%	Up 20%	34
74	Theater Advice	Plano, Texas	\$4,959,667	400	2	12	1%	Flat	16
75	Pair Electronics Company	Greenville, N.C.	\$4,952,000	1,980	465	21	7%	Up 10%	53
76	Boca Tech and Automation	Boca Raton, Fla.	\$4,950,000	40	0	18	0%	Up 20%	20
77	Digital Installers	Long Beach, Calif.	\$4,799,334	350	12	20	1%	Up 20%	21
78	Intech	Hicksville, N.Y.	\$4,757,705	45	0	8	0%	Flat	30
79	Brilliant AV	Costa Mesa, Calif.	\$4,739,714	271	87	30	5%	Up 20%	9
80	JDL (SoundWaves Custom Home Integration)	Gladwyne, Pa.	\$4,599,385	100	6	12	2%	Up 5%	17

INDUSTRY
CE Pro 100 **81-100**



RANK	Company	City, State	CE Pro 100 Revenues	Number of Residential Installs (2022)	Number of Commercial Installs (2022)	Number of Full-Time Employees (avg. 2022)	% of Revenue from RMR	% of Revenue from OTC Sales	Years in Business
81	Technology Interiors	Fishers, Ind.	\$4,543,455	1,300	50	12	1%	Up 5%	26
82	Infinite Home Theater	Meridian, Idaho	\$4,500,379	255	17	22	18%	Up 20%-25%	13
83	Residential Media Systems	Lancaster, Pa.	\$4,306,335	21	5	19	7%	Up 25%	21
84	AV Design Consultants	Tontitown, Ark.	\$4,255,805	305	31	23	4%	Up 10%	16
85	ACE-HTI	Winston-Salem, N.C.	\$4,248,310	416	98	23	20%	Up 10%-20%	5
86	The Integrated Home	Charlotte, N.C.	\$4,159,490	56	2	14	2%	Flat	15
87	OneButton	Brooklyn, N.Y.	\$4,100,000	60	5	13	2%	Flat	13
88	SoundVision	Mooresville, N.C.	\$4,017,312	134	13	22	3%	Up 20%	13
89	Creative Sound & Integration	Scottsdale, Ariz.	\$3,970,328	75	10	20	5%	Up 10%	22
90	Sawyers Control Systems	Hampton, N.J.	\$3,938,000	26	43	13	15%	Up 10 %	36
91	Jamiesons Audio/Video	Toledo, Ohio	\$3,900,000	225	35	19	0%	Up 10%-15%	69
92	Advanced Integrated Controls	Bluffton, S.C.	\$3,725,000	30	1	10	1%	Up 2%-3%	17
93	SoundCheck	Southfield, Mich.	\$3,667,498	70	0	19	0%	Up 10%	15
94	Maxsystems	Van Nuys, Calif.	\$3,600,000	45	5	15	20%	Up 10%	40
95	Arizona Sound & Light	Tucson, Ariz.	\$3,581,516	40	75	21	1%	Flat	34
96	World of Sound & Vision	Walnut Creek, Calif.	\$3,464,208	60	1	17	0%	Flat	20
97	All Systems Audio & Video	Hatboro, Pa.	\$3,297,809	300	100	16	0%	Up 10%	74
98	Horner Networks	Mentor, Ohio	\$3,294,994	166	21	10	14%	Up 15%	19
99	Electronic Services & Concierge	Lakewood, Colo.	\$3,079,203	73	5	12	0%	Up 20%-25%	10
100	Electronic Solutions of Greenville	Winterville, N.C.	\$2,950,000	88	110	4	6%	Up 15%	16



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