



OUR CUSTOMERS

At DEFENDER we focus on delivering quality products and services in your home

We start with being the best in customer acquisition for top brand name products and services that target homeowners. Whether on the phone or in the home, we pride ourselves on having specialists available to answer questions and create peace of mind.

DEFENDER's Customers

We are a leading dealer for top brands in the residential security products and satellite business. Our ability to deliver results for our partners has led us to develop our own home products and services and to work with B2B partners to help them reach higher sales goals.

We focus our business on three areas:

Authorized Dealer Partners

We believe our role for our partners is a brand lifter and a revenue generator for through our national marketing and sales efforts.



[Protect Your Home - ADT Authorized Dealer »](#)

DEFENDER is the top dealer in the nation for [ADT home security systems](#), the most trusted brand in home security, with 25 million customers worldwide and eight monitoring centers in North America. We have over 120 offices throughout the U.S. supporting and installing ADT monitored home security systems.



[Enjoy Better TV - DISH Network Authorized Retailer »](#)

DEFENDER is a top dealer for Dish Network, one of the largest [satellite TV](#) providers in the U.S. We market and sell Dish Network.

True Energy Smart Air Heating and Cooling

We also acquire customers for our DEFENDER brand: True Energy Smart Air, our home [heating and cooling](#) business.



[True Energy Smart Air - HVAC Products & Services »](#)

DEFENDER's home heating and cooling brand is a full-service residential HVAC product that offers 24/7 repair and replacement with Carrier furnaces and air conditioners - as well as other services such as tune-ups and maintenance.

Outsource Sales Center

DEFENDER also offers an Outsource Sales Center (OSC) business model. Our phone sales representatives are best in class which allows us to work on a pay-for-performance business model, creating a highly effective and low-risk tool for our B2B or B2C partners.



[DEFENDER Direct - B2B or B2C Services »](#)

DEFENDER leads the industry in their ability to close over the phone, which is why our partners rely on us to help them meet and beat their sales goals with the help of our phone sales force.