



XXX

MARK THE SPOT

BY BOB DOLPH, SCOTT GOLDFINE AND STEVE PAYNE

SPOT



SSI's technology treasure map leads to innovative riches as our authorities dig deep to unearth 2008's Top 30 selections. This year's game-changing, moneymaking and timesaving product picks will no doubt have installing security contractors shouting, "Shiver me timbers!"

Xspot Wire location System, Winner – Top 30 technologies of 2008

Reasons to start using Xspot in every project – Labor is your largest single cost, make it count.
www.xspotproducts.com watch the video and be an expert in less than 2 minutes!

1. Xspot locks in a location, no more sheet rockers or insulators moving your wires.
 - a. Labor saved not using toner and stud finder 15 minutes to 2 hrs (before you run a new wire)
2. Xspot confirms you are within a ¼ inch every time by using the reverse polarity of a magnet
 - a. Xspot lets you know that you have found the correct location and not a nail or steel stud.
3. Xspot has no moving parts to wear out or batteries to lose power, how much time does it take to go to the store for batteries because you left your toner on?
4. Xspot is a reusable tool so it qualifies as "Green" made from 65% recycled materials. Everyone time you reuse an Xspot you increase your profit by more than double.
5. Every installer is an expert, if one side pulls and one side pushes you found the correct location.
6. Should an installer cut a hole in the wrong place and the surface had a custom finish you just paid for all the Xspots in that project and maybe the next two or three.
7. The best time to place a speaker, keypad or anything else is when the sheetrock isn't up yet. The bare walls allow an installer to see the

framing, electrical and anything else to avoid. Using a stud finder after sheetrock could take 30 minutes or more per location, Xspot takes just a few minutes.

8. Customer can't decide between 6" or 8" speakers use and Xspot to lock in the location and not have to cut out the bracket (labor costs).
9. Accurate to 1/4" through an inch of wood, when was the last time you were that accurate with a toner?
10. Universal, fits almost any speaker, security device, keypad, touch panel, thermostat, temperature sensor, just about anything you can think of so you don't have to carry around multiple brackets for all the different things you install. How many pre-wires aren't finished because of the lack of a bracket or box and a tech has to go back (waste of labor) to finish the job?
11. Stop leaving a road map for your competition by leaving holes, blank wall plates or wires hanging out of the wall.
12. How much does it cost to fix sheet rockers or insulators moving or burying your wires? Why put your business in the hands of other trades?
13. Cut a 1" hole and then be able to pull the wire out with pulling out half the insulation or getting hooked on some other wire.