



Technology boosts executive home security but fences, gates and guards remain

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Security expert **Al Corbi** believes the old adage, “Money can’t buy happiness” simply isn’t true.

“Once you have been able to identify the things in life that truly threaten your life and happiness – (and) then you are capable of writing a check that removes those threats – you become a much happier person,” said Corbi, president and founder of **SAFE** (Strategically Armored and Fortified Environments), a security systems company in McLean, Va. “That is the case with most of my clients. Though I will say, being able to spend \$100 million plus to secure one of your many homes must come with its own very special degree of happiness.”

Corbi, who has made a career making government offices and personal homes secure, fortified Atlanta’s Rice House. Located on the Chattahoochee River in Country Club of the South, the Rice House includes a 15,000-square-foot bunker with command center and concealed entrances/exits, safe rooms in the master and guest bedrooms; and remote-operated ballistic doors and walls, which are designed to be impenetrable, according to a 2018 auction company listing.

For clients who don’t require quite that many security features, Corbi can scale down his security and privacy offerings.

“For example, if your idea of security is protection against a home invasion, that will cost significantly less than someone’s requirement for security being protection from an electromagnetic pulse (EMP), which is the current gold standard in concerns and protection, and a more likely occurrence than a home invasion,” Corbi said. “Or, does privacy mean you don’t want someone passing by your property to be able to see you from the public space surrounding your home, or does privacy mean protection from cyber ... surveillance and ransom threats?”

According to Corbi, despite their income level or net worth, almost all of his clients start a conversation with him by saying, “I want to protect my family.”

He said, “As a general rule, security systems typically cost between seven to 10% of the cost of an estate, home or superyacht for a family not at risk. An at-risk family can cause that amount to increase exponentially.”

According to a representative of **ADT Security Services**, which was the leading security alarm company in metro Atlanta in 2017 according to Atlanta Business Chronicle’s Book of Lists, the latest trends in security continue to be driven by consumer demand for all things video. ADT’s metro Atlanta office is located in Norcross.

“The portability of the video, to a person’s smart phone/tablet so as to monitor remotely, is still very hot,” said **Tim McKinney**, vice president of ADT’s custom home services, which serves the high-end residential market.

The doorbell camera is one of ADT’s best-selling products. “Along with that at the front door, customers are opting for interior/exterior motion-activated camera technology. Strong levels of encryption are essential here. ... It’s not stand-alone security any longer, but smart security and automation working in tandem with professional monitoring teams trained in how best to respond,” McKinney said.

Smart home security and automation technology needs to be intuitive and synergistic, McKinney said, put together in a well-thought-out application design.

“No longer is it just monitored fire protection, but rather a sequence of smart automations, that enhance the overall life safety and security for the client,” he said.

Michael Rogers, president of **Dorsey Alston Realtors**, works with C-level executives and CEOs who are looking

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for specific security measures when purchasing a new home.

“Our executive level clients are deploying a combination of private, semi-private, and public home security tactics,” Rogers said. “Gating driveways and installing interior and exterior cameras coordinated with a home automation system – timer lighting, motion detectors and security system – and an in-home safe are very popular first steps.”

Home invasion and burglary are the top concerns of Rogers’ executive clients, prompting some to choose to live in gated communities or high-rise buildings with 24-hour security, gated secure parking and even elevators that open directly into their homes.

“We have known of clients that have proactively worked with the Atlanta Police Department to install 24-hour-monitored neighborhood cameras and have subsidized the cost of the installation and monitoring,” Rogers said. “Some clients have hired private security guards to watch their homes 24 hours per day. Others share guards with one or two neighbors.”



Michael
Rogers

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