

Customsecurity

Redondo Beach company provides personal attention

By Muhammed El-Hasan
DAILY BREEZE

Don Moore and longtime friend Steve Crane were riding the Metro rail line to a preseason Lakers game two years ago when Crane's cellular phone rang.

It was one of Crane's associates asking if he knew anyone familiar with the security systems industry. Crane said he did. The person he had in mind was sitting right next to him.

"Steve and I were having friendly conversations about it. But that's when it became more official," Moore recalled.

About a year later, Moore's industry know-how and Crane's financial connections led them to establish Moore Protection, a residential-security firm based in Redondo Beach. Moore is president of the company.

Crane is chairman and CEO of CorpHQ, a Redondo Beach holding company and business incubator that owns Moore Protection. CorpHQ and Moore Protection share the same Redondo Beach office space.

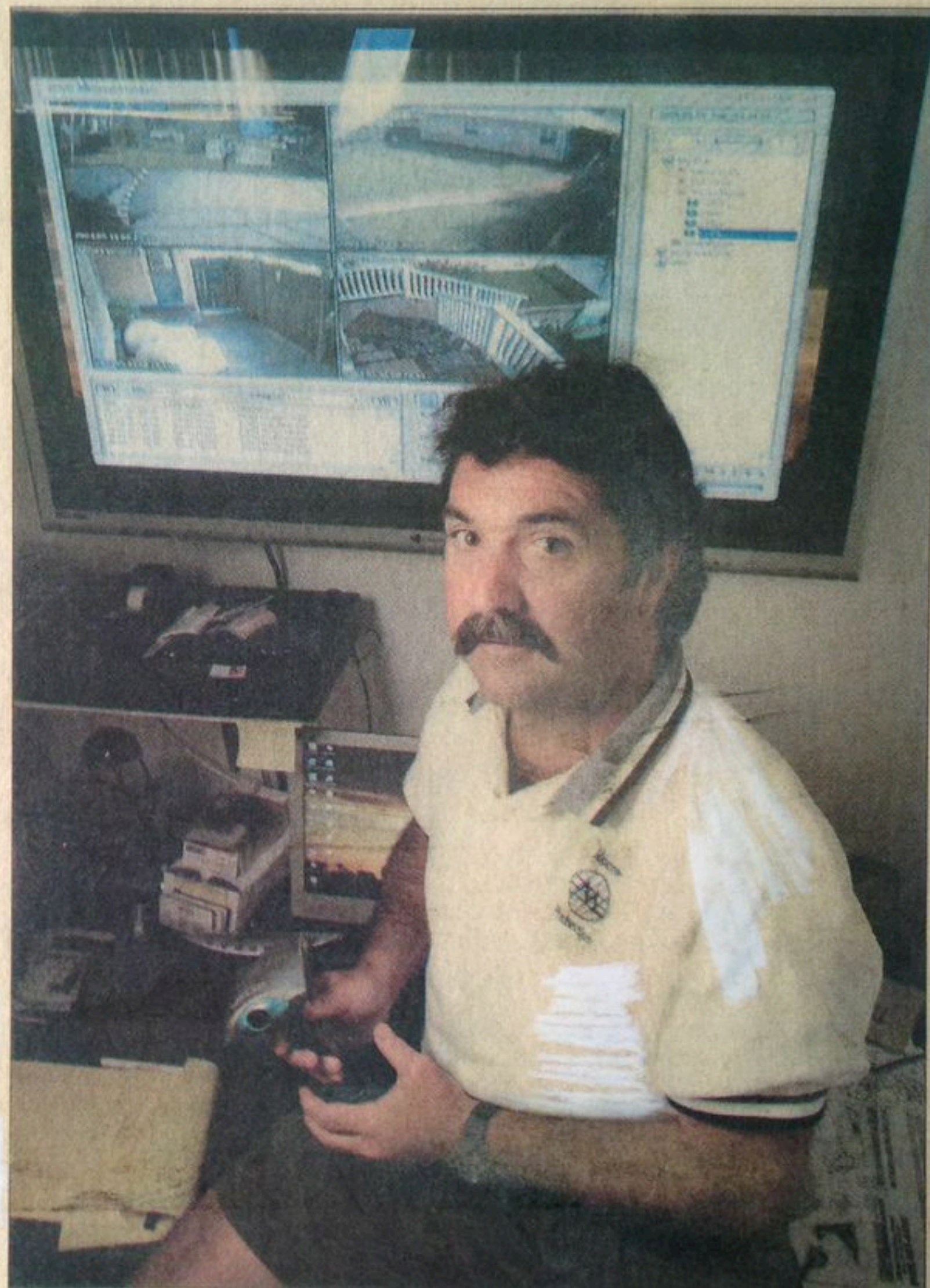
Appointing Moore as president coincided with CorpHQ's shift to the security business, Crane said.

"We spent quite a bit of money with a different CEO looking to develop some technologies, and we found that the technologies were out there and they needed to be brought together," Crane said. "Initially, we were on the search for the Holy Grail of disruptive technology."

Don Moore has spent 23 years in the field of security systems, starting out as a system installer for commercial and industrial sites. He spent the past 15 years working in the West Los Angeles area for large security firms.

Moore and Crane said that Moore Protection, which officially launched in October of last year, won't end up as just another security firm. They hope to gain customers unhappy with large security companies that are swallowing smaller firms as the industry consolidates.

"We decided to launch Moore Protection to serve all the dissatisfied clients of larger companies," said Moore, 46, of



BRAD GRAVERSON/DAILY BREEZE

Don Moore, president of Moore Protection Inc., displays a high-tech surveillance device his Redondo Beach company offers that allows residents to check views via the Internet.

Redondo Beach. "A lot of other people are looking for a small boutique firm and want a lot of hand-holding. ... We pride ourselves on one-on-one customer service."

They decided to use Moore's name for the business because of his name recognition in the industry.

"We believe in Don Moore. We bet the

jockey, and not the horse," said Crane, 45, of Redondo Beach.

Moore at first pitched his company's services to business management firms and high-end custom-home builders.

"The first people I went to were the people who could get the word out quickest,"

SECURITY: Personal service is goal of company

FROM PAGE D1

Moore said. "It's really the business managers who have a lot of these celebrity clients."

Moore's clients are mostly in upscale areas such as the Hollywood Hills, Beverly Hills and Brentwood, he said.

Crane and Moore predicted that the security firm would make a profit starting this month.

They project first-year revenue of about \$1 million.

Moore spends much of his time out of the office, making business pitches, conducting threat assessments for clients, overseeing system installation and teaching clients how to use the new devices.

Their products range from house alarms to cameras that allow clients to view their home and surrounding area through the Internet.

Their office dress code is

casual. Moore and Crane usually wear shorts and a T-shirt. Crane's office walls are filled with sports memorabilia, including autographed post-

ers of the Showtime Lakers stars and Jerry West in his prime.

"We don't have customers coming to the office (and) we work long hours," Crane

Business Watch

■ **Name:** Moore Protection.

■ **Location:** Redondo Beach.

■ **Founded:** October 2003.

■ **Owner:** Moore Protection is a unit of Safeguard Technology, which is majority owned by CorpHQ, a publicly traded company.

■ **Products and services:** Security systems and services.

■ **Key executives:** Don Moore,

president of Moore Protection; Steve Crane, chairman and CEO of holding company CorpHQ; Gregg Davis, president of Safeguard Technology, which owns Moore Protection.

■ **Projected annual revenue:** \$1 million.

■ **Employees:** Four.

■ **Information:** www.MooreProtection.net; 310-463-7631.



Don Moore of Moore Protection and Gregg Davis of Safeguard Technology talk as Theresa Holmes listens.

BRAD GRAVERSON/
DAILY BREEZE