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**MyStudio[Pros] Announces Strategic Alliance with COPS Monitoring**

*Leading Silicon Valley Agency's MyStudio[Pros] Division Will Provide Marketing Services to Largest Professional Alarm Service Company in US.*

**San Jose, CA, April 20, 2017** – MyStudio[Pros], a division of The Stephenz Group, one of Silicon Valley's leading agencies, announced today they have formed a strategic alliance with



COPS Monitoring, the largest wholesale alarm monitoring provider in North America. MyStudio[Pros] will provide comprehensive marketing services and support to COPS 3000+ dealers across the United States. MyStudio[Pros] is the industry's first national agency dedicated to providing dealers of all sizes the personalized services and marketing tools they need to successfully grow their business in today's fast-changing security and smart home automation market. This will be a significant competitive advantage for COPS dealers.

Shortly after COPS acquired UCC in 2016, UCC began offering MyStudio[Pros] services to its dealers. The overwhelming success of the UCC dealer program prompted COPS to offer it to their dealers too. "COPS is dedicated to providing our dealers with industry-leading programs that help them succeed in all areas of their business. MyStudio[Pros] is a perfect fit," said Jim McMullen, President and COO of COPS Monitoring. "MyStudio[Pros] offers our dealers access to world-class strategic planning and marketing services that would normally not be available to

them and at an affordable price. Essentially, COPS dealers now have their own marketing department.”

“We’re excited about the opportunity to extend our offering to COPS Monitoring dealers,” said Barbara Zenz, CEO of MyStudio[Pros] and The Stephenz Group. “With competition growing rapidly in the home security industry, it is more important than ever for dealers to have the tools and support they need to promote their brand and expand their business.” MyStudio[Pros] is a marketing service offering that will give COPS dealers a clearly different competitive edge. “We look forward to working with each dealer to meet their needs from basic promotional materials to digital marketing, lead generation programs, website development and social media,” added Zenz. In addition, MyStudio[Pros] will offer COPS dealers “Hot Topic” podcasts, webinars, training workshops and special dealer events.

### **About COPS Monitoring**

COPS Monitoring – a Lydia Security Monitoring brand – is the largest wholesale alarm monitoring provider in North America. Started in 1978, the business was built on helping independent alarm dealers be successful by delivering the best alarm monitoring available. Today COPS is known for their highly-trained personnel, best-in-class technology and leading reliability. They currently support more than 3000+ dealers and provide monitoring for over 2,000,000 accounts from six load-sharing central stations in New Jersey, Florida, Arizona, Tennessee, Texas and Maryland.

For more information, visit [copsmonitoring.com](http://copsmonitoring.com)

### **About MyStudio[Pros]**

MyStudio[Pros], a division of The Stephenz Group, is the only national agency that offers world-class marketing services to independent security dealers of all sizes. It is endorsed by top Professional Monitoring companies and trade associations representing over 9,000 dealers nationwide. The Stephenz Group is one of the largest independently owned B2B branding and digital agencies in Silicon Valley. The agency has worked with some of the leading companies including Google, Polycom, Epson, HP, Icontrol, Infoblox, Qualcomm, and Samsung. It is ranked among the TOP 100 B2B agencies in the United States and TOP 25 High-Tech Agencies by Ad Age.

For more information, visit [stephenz.com](http://stephenz.com) or [mystudiopros.com](http://mystudiopros.com)

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