

COMPETITIVE INTELLIGENCE REPORT

Fire Protection Systems Market Analysis
Greater Dayton/Cincinnati, Ohio

\$130M

Total Market

8

Competitors

400%

ROI Potential

RootLine Ember & Ridge Solutions LLC

Strategic Intelligence • Market Analysis • Competitive Advantage

Confidential Business Intelligence | Report ID: RL-2025-FA-001





Executive Summary & Market Analysis

🎯 Strategic Market Overview

The Greater Dayton/Cincinnati fire protection market represents a **\$130M annual opportunity** with an underserved SMB segment worth **\$28M**, offering **200-400% ROI potential** through strategic market entry.

\$28M

SMB Gap

23%

Growth Rate

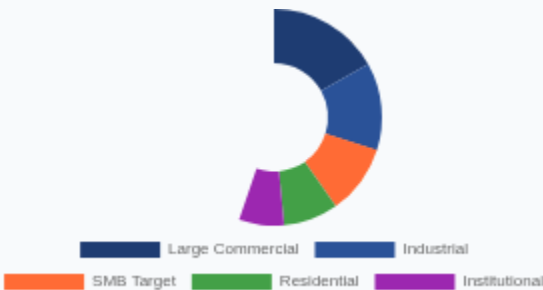
65%

Tech Gap

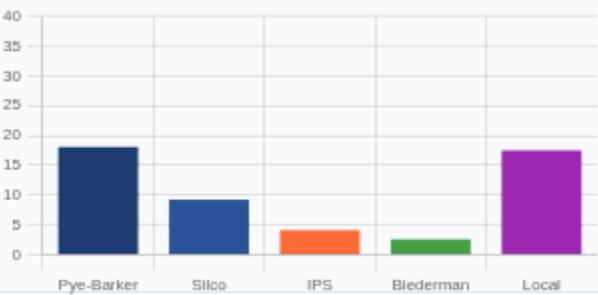
18 Mo

Break-even

Market Segmentation (\$130M)



Competitor Market Share



Key Findings

Primary Opportunity: SMB segment (22% of market, \$28M) shows highest growth (8-12% annually) with minimal competitive focus, creating clear first-mover advantage for targeted market entry.



Competitive Intelligence & Opportunities

Competitor Profiles

Pye-Barker (Leader)

35%
Market Share

\$55M
Revenue

Mixed
Satisfaction

National
Scale

Silco (Regional)

18%
Market Share

\$32M
Revenue

4.9/5
Rating

Ohio
Focus

Specialists

12%
Combined

\$18M
Revenue

Tech
Focus

Commercial
Market

Local Players

35%
Combined

\$45M
Revenue

Variable
Quality

Fragmented
Position

Strategic Opportunities

\$28M

SMB Market Gap

12%

SMB Growth

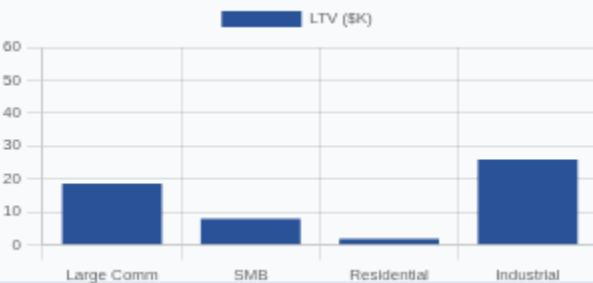
65%

Technology Gap

Revenue Projections



Customer Economics





Strategic Recommendations & Implementation

Investment Strategy Analysis

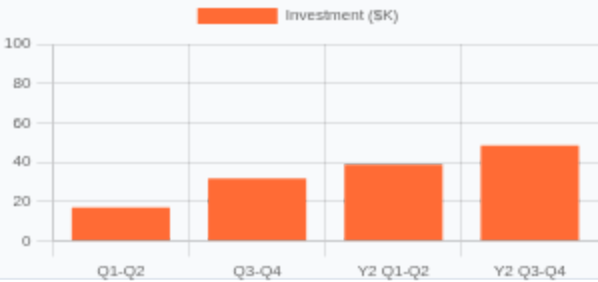
Strategy	Investment	Timeline	ROI	Risk
SMB Focus (Primary)	\$75-100K	6-12 months	200-300%	Moderate
Technology Leadership	\$150-200K	12-18 months	250-400%	Medium-High
Geographic Expansion	\$100-150K	9-15 months	180-250%	Low-Medium



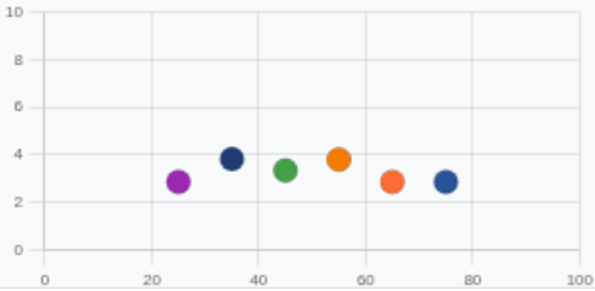
Strategic Recommendations

- ▶ Target SMB segment with simplified, cost-effective solutions
- ▶ Leverage IoT and cloud technologies for differentiation
- ▶ Establish local contractor partnerships
- ▶ Focus on exceptional customer service and transparency
- ▶ Develop subscription-based maintenance models

Implementation Timeline



Risk Assessment



Success Metrics

Metric	Year 1	Year 2	Year 3	Success Criteria
SMB Market Share	3-5%	8-12%	15-20%	>10% by Year 2
Annual Revenue	\$0.8-1.2M	\$2.1-3.4M	\$3.8-6.2M	>\$2M by Year 2
Customer Satisfaction	4.5+/5.0	4.7+/5.0	4.8+/5.0	Consistently >4.5

Executive Decision: The fire protection market presents a compelling investment opportunity with clear market gaps, substantial ROI potential (200-400%), and strategic entry points through SMB focus and technology leadership.

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