

Ralph Campochiaro Maximum Sound & Security



Ralph Campochiaro will tell you he owns an incredibly great security company. And he means every word of it. "We have a great staff," he says. "We're not corporate, we're like family. The monitoring company we use is the best in the business! I could find a cheaper monitoring company, but I don't. I use the best. Technically, we can do anything that needs to be done. Yes, it's true, we are an incredibly great security company."

For anyone who knows Ralph, you can picture him saying this with all the enthusiasm Ralph exhibits in everything he does. It's not surprising Ralph is a success but he's quick to add he could never have done it without his brother, Jim. Ralph and Jim are equal partners in Maximum Sound and Security and they've been in the business since they were 10 and 11. You see, their father owned Dynamic Security Systems and as children they were always tinkering with security devices; fixing alarms and motion detectors. They grew up watching their dad build a small empire and when the time came, they set off to build their own empire.

Ralph started Maximum Security in April of 1997. In those days, it was a basic alarm hard-wired to the doors and windows and connected to a monitoring compa-

ny. There weren't a lot of bells and whistles but Ralph was selling it. He made phone calls, attended network groups and used what he calls the 3-foot method. If you were within three feet of him, you got his business card. To help support the fledgling payroll of a new small business, Jim spent several years working a second job at night, installing alarms for a different company. Ralph is forever grateful for the sacrifice, without which, they would not have been able to stay afloat.

Ralph has a way of staying ahead of the trends and this has helped grow the company. Builders would ask, "As long as you guys are wiring the alarm do you mind wiring some speakers for the kitchen?" That led him to doing sound and theater systems. These were high-end customers who were spending a lot of money on their houses. They even changed their name to Maximum Sound and Security!

Today Maximum is selling full automation. There are intrusion alarms, motion detectors, fire alarms and CO₂ detectors. There's music in every room controlled by a single remote. Maximum is one of the largest dealers of camera systems in Connecticut. Ralph says, "We did more than 1,000 cameras last year. They're high quality and so affordable for both commercial and residential." This new automation can even control the shades on your windows. You can program your shades to open and close with the passing of the sun. Of course, everything is compatible across multiple personal devices. These are full home automation systems.

Ralph has a simple formula for success. "I love the human race," he says. "I treat everyone with respect. I treat people the way I want to be treated. At Maximum, we treat customers the way we want to be treated. We bill customers the way we would want to be billed. We never nickel and dime our customers. We service customers the way we would want to be serviced. We bring them the best products and services at the most affordable prices; then we take care of them." Put it all together and you have an incredibly great security company!



860.621.6850
800.881.4208

AUDIO — VIDEO — AUTOMATION