

2032

STRATEGIC PLAN

*Leading the future of professional
monitoring and response*

Our North Star

Represent 100% of monitored alarm customers in North America.

Build a scalable, diversified revenue engine that fuels TMA's long-term growth and impact.



Serve as the central authority that convenes the professional monitoring and response industry.

Be the trusted partner public safety depends on when response matters most.

Five Pillars for Success

1



Increase Focused Membership.

Remain the industry's leading voice by representing the companies shaping its future.

2



Diversify Revenue.

Provide the resources needed to scale TMA's impact and leadership.

3



Strengthen TMA's Visibility.

Elevate TMA's visibility and reinforce its role as the authoritative voice.

4



Refine the Targeted Advocacy Strategy.

Concentrate TMA's influence on the most critical policy and regulatory issues.

5



Deepen Our Public Safety Connection.

Strengthen collaboration, improve response outcomes, and reinforce the value of professional monitoring.

TMA Will Lead, Train, Anchor, and Build.

Lead

Own the professional monitoring and response space.

Train

Lead in training, certification, and networking opportunities.

Anchor

Anchor public safety relationships with the security industry.

Build

Establish a stable, long-term financial position.

<https://tma.us/>

JULY 2026

