



## CASE STUDY

Dallas Shopping Center  
Increases Its Value By  
\$1.2 Million With  
Stealth Monitoring



## Introduction

Crimes were a daily occurrence at the Forest Audelia shopping center in Dallas, Texas. To help deter theft, property damage and other unwanted activity, property managers were spending roughly \$14,000 a month on security guards to watch the shopping center around the clock. Stealth Monitoring presented a more cost-effective solution.

## About Forest Audelia Shopping Center

The Audelia Road/Forest Lane area is a densely populated urban neighborhood, primarily made up of small- to medium-sized apartment buildings. According to [Neighborhoodscout.com](http://Neighborhoodscout.com), this area ranks as one of the lowest income locations in America, a level lower than 87.8% of other U.S. neighborhoods. In 2011, The *Dallas Morning News* published a graphic on the city's crime hot spots. The Forest Lane-Audelia Road intersection was number 2 out of 27.



## The Challenges

A senior portfolio manager was frustrated with the high criminal activity at the shopping center. They were experiencing glass breakage, vandalism, illegal dumping and loitering, which cost over \$800 a month in damage. Our five HVAC units were also hit, totaling \$35,000 in stolen copper.”

To combat the problem, on-site security guards were hired to monitor the property, 24/7. The cost: \$14,000 a month.

## The Solution

Stealth Monitoring installed approximately \$30,000 worth of equipment, in addition to a \$2,000 monthly monitoring fee. Initially, the client was able to eliminate the need and expense for a 24/7 guard service. In subsequent years, the shopping center has incorporated a hybrid service, combining live video remote surveillance with a part-time, on-site guard.



## The Results

In the months immediately following installation, Stealth's proactive security solution helped deter crime and lessen liability at the shopping center numerous times, including the following cases:

### Donut Shop Theft Attempt

Our operators watched two suspects enter the store and rob it. They contacted the local police BEFORE the incident occurred due to suspicious activity and shared the fact that the incident was IN PROGRESS, giving the police opportunity to catch them red-handed.

### Car Flips Man and Rams Building

We captured video as a car plowed forward and hit a man on the sidewalk, then rammed into the building. There was certainly more to this story and Stealth was able to get an immediate response by Emergency Response Vehicles.

The long-term impact to this team-approach to monitoring has resulted in an 80% decrease in property damage and has helped reduce major risks. The property has seen an increase in its Net Operating Income (NOI) of \$120,000 through guard expense and property damage savings, which has added over \$1.2 million of value.