



20 January 2020

MEDIA RELEASE

## Major shareholder to invest over \$3.7 million into Smoke Alarm Solutions

Australia's largest smoke alarm service company, Smoke Alarm Solutions has today announced a significant step forward in the development of its "real time services" for its clients via a new significant investment in the business.

Chairman and CEO of Smoke Alarm Holdings, Cameron Davis, has today announced that board member, and major shareholder, Randall Deer has committed over \$3.7 million to the company by the end of January 2020 for the further development of the customer service aspects of the company.

Mr Deer, who recently sold the Australia and NZ divisions of the Ignite Travel Group to Flight Centre, said "the opportunity to invest further into Smoke Alarm Solutions was a very easy decision. The business is at the forefront of the Smoke Alarm Service Sector and with the impending legislation changes occurring in Queensland and Victoria it could not be a better time to launch the added client engagement platforms and work to take the company to a level well beyond the capabilities of all others in the industry." SAS is the perfect example of an already market leading business investing significantly in building next level foundations and market redefining technology. This capital injection will enable SAS to continue to unlock this incredible potential"

Mr Davis also spoke of his enthusiasm for the business as it enters its next phase. "Our new Client Engagement Platform has been in development for over the past 18 months. We have invested well over \$1 million in the platform to ensure we deliver our superior services to all our clients". "We are very proud of the fact that we are furthering the development of the business as Australia's leading smoke alarm service company. We are 100% focussed on our Clients and their needs and through this investment, we will be able to deliver services to customers never previously available in the Australian market – and that is what drives us. Our new platform is completely integrated with our Queensland Based call centre and we stand ready to respond to all enquires in real time."

When asked about the future Mr Davis was keen to emphasise that although we are the largest company of our type in the sector servicing over 180,000 properties across Australia, in many respects we feel Smoke Alarm



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Solutions is just starting out, the future of the company includes very exciting plans as we head to the next level in assisting Property Managers to deliver the services they need for their landlords. Our new platforms, and upgrades to our equipment options, coupled with our new staffing additions across Australia further positions Smoke Alarm Solutions as the preferred option for Property Managers and Landlords Australia wide.”

#### **SMOKE ALARM SOLUTIONS**

Smoke Alarms Solutions is a Queensland based national smoke alarm services company. Currently servicing over 180,000 properties through Property Agents Australia wide.

#### **Mr RANDALL DEER**

Mr Deer is a Gold Coast based investor in the Travel IT sector, former owner of The Ignite Travel Group he is now a senior Advisor to the Flight Centre Group as well as an Investor and Entrepreneur. Mr Deer is a Director of Smoke Alarm Solutions

#### **Mr CAMERON DAVIS**

Mr Davis is the Chief Executive officer of Smoke Alarm Solutions. Mr Davis is available for comment

#### **MEDIA CONTACT**

For further information or to arrange an interview with Cameron Davis, please contact:

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