WeSuite
Growing Sales Strong

Advanced Security Systems

Chuck Petrusha: CEO and President *(photo)*
Connor Petrusha: Fire and Security Systems
Logan Petrusha: Residential and Commercial Security
Michele Blagrave: System Administrator & Marketing Director

Location: Northern California and Southern Oregon

Description: Family-owned and operated professional security and alarm monitoring company and winner of SDM's 2021 Dealer of the Year.

ADVANCED SECURITY SYSTEMS
"Delivering Peace of Mind"

QuoteAnywhere Helps Advanced Security Streamline Selling!

For more than five decades, Advanced Security Systems has protected homes and businesses across Northern California and Southern Oregon. The family-run company is proud of its deep roots within the community, but it's just as focused on growing upward. To that end, the company replaced Salesforce with QuoteAnywhere, WeSuite's cloud-based, lead-to-close sales management platform, in 2024.

"WeSuite aligns with what we do – it's built for the security industry," says Michele Blagrave, WeSuite Administrator and Marketing Director. **"Plus, our sales team is often out in the field, and QuoteAnywhere's ability to help our team get work done from anywhere has been a big benefit."**

Advanced Security Systems Needed:

Software designed to support the unique challenges of quoting security solutions	A mobile platform to maximize productivity of salespeople while in the field	A seamless lead-to-close solution, including electronic signing

Built for the Next Generation of Sales

When Connor and Logan Petrusha recently joined the family business, they stepped into a modern sales environment already running on QuoteAnywhere. As sales consultants focused on residential, commercial, and fire alarm systems, they've never struggled with outdated tools or clunky workflows. "With WeSuite's robust functionality, we've given our security sales consultants the tools they need to be fully prepared and deliver customized solutions to our clients," says Chuck Petrusha, CEO and President of Advanced Security Systems.

"We use QuoteAnywhere almost exclusively in the field," says Connor. "It streamlines everything for us – from collecting customer information to building quotes and getting signatures."

Logan agrees. "It's super user-friendly. I usually enter a lead before I even arrive at the site. Then, after walking the property, I can build the quote there, present it, and if the customer is ready, use QuoteAnywhere's integration with DocuSign to obtain a signature on the spot. That's made a big difference – it's definitely increased my close ratio because I can act while the customer is engaged and the solution is fresh in their mind. It also helps a lot with older residential customers who don't use email or aren't comfortable with technology. I can show them everything in person, walk them through the quote, and get the paperwork done digitally without needing them to log in or follow up online later."

Even new hires catch on fast. "We hired a new sales consultant with no prior security experience," Logan says. "He was quoting within a week." And because Michele has configured QuoteAnywhere with pre-built packages, like standard residential camera systems, the software didn't just teach him how to quote – it gave him a solid framework for what to include. "Things like backup batteries or communicators – he could see what's typically needed and not miss a step."

Conner adds, "I showed him how to use the favorites feature to bookmark his most-used parts. That alone makes quoting in the field way faster."

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Proposals that Build Confidence

One of the key advantages of QuoteAnywhere is how easily it generates polished, detailed proposals tailored to each customer. For Logan and Connor, that flexibility makes a real difference in both residential and commercial security sales.

"For new customers, I include everything – our company background, services, and all the project details," says Logan. "Returning clients usually just want the quote, so I keep it simple. Being able to toggle what's shown with just a few clicks makes it really efficient."

QuoteAnywhere provides Connor with similar flexibility when quoting fire alarm systems. "When building a fire alarm proposal, I take out all the default inclusions and assumptions section and write up my own scope of work," he explains. "That way, I can make the proposal look exactly how I want it."

That control over the presentation has become a competitive differentiator for Advanced Security. "I've seen the quotes other security companies give customers," says Logan. "Ours are way cleaner. They show exactly what's being installed, labor, taxes, monthly charges – everything. That transparency builds trust." The team also uses folders within QuoteAnywhere to organize complex estimates, separating out separate systems. "It's not just one big list of parts," Logan adds. "The way we structure the quote makes it easy for the customer to understand what they're getting."

Keeping the Team Connected

QuoteAnywhere doesn't just support sales in the field; it keeps the entire team aligned behind the scenes. Once a signed proposal is received, the handoff to operations is seamless. "Our scheduler can see all our notes and get the install on the calendar," says Logan.

On the backend, QuoteAnywhere integrates with SedonaOffice, Advanced Security's accounting and inventory system, ensuring real-time access to current parts and pricing. "It's one of the primary reasons we chose WeSuite," says Chuck Petrusha, the company's CEO and President. "As we rolled it out, we quickly saw the benefits of having our entire sales process on one unified platform."

Michelle explains, "If our operations manager updates a part or a cost, it shows up in QuoteAnywhere right away. That keeps our quotes accurate and reduces errors."

As the system administrator, she also finds QuoteAnywhere easy to manage and customize. "It's simple to go in and make corrections, adjust settings, or update user permissions," she says. "I also generate monthly sales reports for our leadership team, and whenever I've encountered an issue I can't solve on my own, the WeSuite staff has been quick to respond and guide us through a fix."

Looking Ahead with QuoteAnywhere

While QuoteAnywhere handles the bulk of day-to-day sales activity, Advanced Security currently relies on WeEstimate for specific tasks requiring deeper back-end visibility, like reviewing margins, calculating commissions, and finalizing more complex quotes.

"For now, I use QuoteAnywhere for everything customer-facing," says Connor. "But when I return to the office, I'll open WeEstimate to look at profit margins and run through the numbers in more detail."

With a growing sales force of seven consultants and locations in Eureka, Crescent City, and Santa Rosa, and a fourth on the way, Advanced Security needs tools that scale. Michele appreciates how the two systems complement each other, but she's more excited about what's coming. "WeSuite continues to invest in enhancing its solutions, and with the future being in cloud platforms, we know we'll soon be able to do everything we need directly within QuoteAnywhere."

Asked whether she'd recommend it to others, Michele doesn't hesitate. "Absolutely. For a company in the security space looking to modernize its sales process, this is the platform you want."

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