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**RAPID FIRE SAFETY & SECURITY ACQUIRES WILL ELECTRONICS**

**St. Louis, MO. (July 18, 2023)** – Rapid Fire Safety & Security (“RapidFire”), a multi-regional “Buy & Build” strategy in the fire safety and security industries launched by founders Mike McLeod and Colin Harrold in partnership with Concentric Equity Partners (“CEP”), announced the acquisition of the business of Will Electronics (“Will” or the “Company”), a St. Louis, MO-based provider of commercial security alarm, video surveillance, perimeter security, and emergency communication systems and services. RapidFire is acquiring Will from owner and CEO Kurt Will, who will be retiring after an interim period. Will represents the fifth acquisition for the RapidFire platform since its founding in March 2022 expanding the platform into the Midwest region.

Will Electronics boasts a 68-year history of providing security systems and services to commercial customers in the St Louis market. Offering a comprehensive suite of security, video and access control systems and services including design, installation, maintenance, monitoring, test, inspection, as well managed and hosted services, Will has operated as a market leader with a trusted brand name and large team of experience technicians. Founded in 1955 by Carl Will, the Company has been operated since its inception by the Will family and will make an excellent addition to the RapidFire platform. It is anticipated that all Will Electronics employees will join RapidFire post-close and establish a foundational presence for RapidFire in the St. Louis market.

“As a 2nd generation owner of a 68-year-old family business, the decision to sell was not easy. The more I got to know Mike McLeod and the RapidFire team the easier the decision became. I’m very excited about what this means for all my team members. RapidFire will be investing in my people and the business in ways that I was not able to do. They will be well positioned to build on the reputation in the industry and community we have all worked so hard to create.” said Kurt Will.

“From its beginning in 1955, founder Carl Will operated the business with the guiding principle of, “treat your customer the way you’d like to be treated” and that philosophy still is part of the fabric of the company today,” said RapidFire CEO Mike McLeod. “The long tradition that Will Electronics has for delivering outstanding security systems and services, along with their people-first culture, makes them an ideal fit for us”.

RapidFire Chief Operating Officer Brian Modglin added, “Will Electronics’ reputation for professionalism, state of the art solutions, best in class customer service and customer loyalty is legendary in this marketplace. We are honored and committed to carry forward that tradition.”

"We’re thrilled to add the Will Electronics business, with its advanced design capabilities and commitment to customer service, to the RapidFire platform,” adds Adam Lucas of Concentric Equity Partners. “Will offers RapidFire expansion into the St. Louis market through a proven longstanding platform with an excellent leadership team and proven history of success.”

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**About Will Electronics:**
Will Electronics is a security integrator in St. Louis, MO, specializing in the design, sales, installation and service of security systems. Will Electronics offers solutions for video surveillance, access control, perimeter security, burglar alarms and emergency phones.

We are a proud Genetec Elite Partner and have been a Vendor Partner of PSA Security Network for over 25 years. Will Electronics was founded in 1955 and is a longstanding provider of design and installation, testing, inspection, maintenance, monitoring, and repair services for security alarm and access control systems. Operating in the St Louis market, Will electronics prides itself upon its commitment to customer service. The Company offers security solutions for commercial applications, including utility companies, sports stadiums, financial institutions and healthcare facilities (hospitals and clinics). We also provide video surveillance for municipalities and law enforcement agencies.

Sandra Jones and Company acted as Financial Advisor to Will Electronics. [www.sjandco.com](http://www.sjandco.com)

For more information about Will Electronics, visit [www.willelectronics.com](http://www.willelectronics.com).

**About Rapid Fire Safety & Security:**
Rapid Fire Safety & Security is a multi-regional fire safety and security provider that offers the commercial sector comprehensive expertise in life safety and security services. Our mission is to build relationships for life by anticipating ever-changing needs and exceeding the highest expectations. We are committed to delivering an excellent experience by putting people first and fostering teamwork and personal growth. When we excel in taking care of our team members, they excel in taking care of our customers.

For more information about RapidFire, visit [www.rapidfiress.com](http://www.rapidfiress.com).

**About Concentric Equity Partners:**
Concentric Equity Partners is a private investment firm that partners with leading middle market companies by providing capital and strategic advisory to accelerate long term value creation. Concentric’s approach is simple: support entrepreneurs and operators by providing the resources required to achieve extraordinary results. The firm’s investment team is made up of individuals with distinguished track records as operators and professional investors across a variety of growth oriented middle market companies.

Concentric Equity Partners is the direct investing arm of Financial Investments Corporation, a private asset management firm and family office with over $2 billion in investment commitments under management. Financial Investments Corporation was founded in 1994 by father and daughter Harrison and Jennifer Steans and has been partnering with private companies for more than 25 years.

For more information about Concentric, visit [www.ficcep.com](http://www.ficcep.com).