



[THE ULTIMATE GUIDE]

Retaining Your Security Guards

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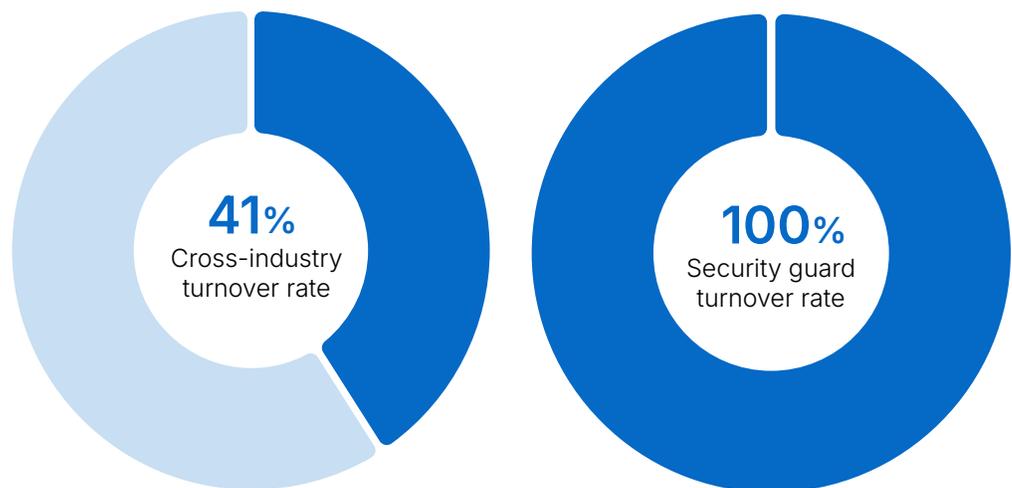
01

High Turnover and its Causes

High turnover for security guard positions creates direct and indirect challenges for organizations.

Across all industries, the turnover rate is 41%. But for security guards, it's even higher. Reports show that security guard turnover rates are as high as 100% annually. What's the impact of high turnover, and what can you do about it?

This guide is your comprehensive resource for understanding the reasons behind security guard turnover and the actionable steps you can take to retain your valuable security team.





One impact can be higher costs since replacing security guards can be expensive.

Costs include recruitment, background checks, drug testing, uniforms, training, and more.

Plus, indirect costs are associated with lost productivity, administrative time, and potential overtime pay for current guards to cover shifts.



High turnover can lead to an increased security risk.

Of course, frequent turnover means a constant stream of new and possibly inexperienced guards. This can lead to gaps in security coverage and a higher chance of breaches or incidents.

New guards may be less familiar with procedures, emergency protocols, and possible threats, making an organization vulnerable.



Security contracts often include service level agreement (SLAs) that outline detailed requirements for coverage, response times, and other performance metrics. **High turnover makes it difficult to consistently meet these SLAs**, potentially leading to penalties, loss of contracts, and damage to client relationships.

Addressing high turnover rates starts by understanding security guards' perspectives, helping improve the role and job satisfaction.

1

Pay and limited benefits

Entry-level security guard positions often come with low wages and minimal benefits, making it hard to stay afloat, especially in high-cost areas. As a result, many seek better-paying jobs, even outside the security industry.

2

Engagement level

Some security guard positions may have periods of inactivity or routine tasks, which can lead to a disconnect. Guards who feel underused may look for a more stimulating position.

3

Changes in the hospitality sector

Higher tips, tax-free earnings, changes in laws, and rising minimum wages give hospitality jobs higher earning potential than security, drawing applicants away. A bartender, for example, could make an extra \$750 in tips weekly.

4

Interactions with the public

Security guards often interact with upset or hostile people. Negative interactions can impact job satisfaction.

5

Training and development

Security guards need training to perform their jobs and handle difficult situations. Insufficient training can leave guards feeling unprepared, which may cause them to find employers who prioritize readiness.

the SOLUTION

02

Providing Security Guards with a Reason to Stay

While some turnover may be unavoidable, actively working to keep your top talent can create a stronger team. It's not just about wages. It means creating a supportive and rewarding workplace where guards feel valued and motivated to stay. Let's examine ways to improve retention by examining individual needs, culture, and incentives. With these approaches, you can better keep your security team satisfied.





Increase compensation

Offering competitive wages is needed to retain security guards. To ensure you're competitive, check current rates on sites like ZipRecruiter and the U.S. Bureau of Labor, because you know guards are also checking them. This way, you can see where your wages stack against the industry. Signing bonuses, raises given by the time served, and better benefits make a job more attractive.

This might not always work for your profit margin, so look at other ways to improve your compensation. Consider a basic group healthcare plan or secondary benefits, like a financial wellness package. Some workplaces allow employees to access part of their income before payday, which is also a nice perk.

Besides direct increases, consider offering commuter passes, flexible scheduling, and assigning guards near their homes to improve employee satisfaction and make your company a better workplace. These perks show you value your employees' well-being, which everyone wants in a workplace.

Make the schedule work for your guards

Understanding and respecting your guards' shift preferences is important for job satisfaction and work-life balance.

The hours they work impact their personal time and ability to be with family and friends.

To improve retention, try to assign guards to shifts they want. Do they need help? Assist them in getting a substitute or switching shifts. By working with them on scheduling, you'll give them valuable control over their work experience. Flexibility in scheduling can be a huge factor in retaining good people.



Address individual work styles

Some people like group work, and others are more productive working independently. Consider each person's goals, skills, and interests when assigning tasks.

Don't know? Just ask. This way, you'll understand what people want and try to place them in roles that make their job more enjoyable. Feel free to ask about preferences like working alone or in a group, patrolling on foot, or being stationed at a guard booth or reception desk. Matching people to where they like helps them take pride and ownership in their work and shows how you value their input.

Invest in your team

Providing training that prepares security officers for real-life scenarios is useful not only for your own security but also for their success. Training should be interactive, relevant to their jobs, and, if possible, tailored to specific roles. Consider using a training provider for help with instruction. Your employees are your most valuable asset! Learning doesn't need to stop after initial orientation.

Continuous education, management classes, and advanced training are valuable for ongoing professional development.

These opportunities equip your team with skills and demonstrate your investment in your employees' growth and careers.



Build team members who care

Understanding your security guards' long-term career goals helps create a supportive work environment. Some people may want to move into supervisory roles, while others may enjoy their current role but need more stimulation. Take time to speak with your security team personnel about future plans. This allows you to create development plans, whether outlining a path to promotion, providing training for new skills, or offering roles that give different experiences. Committing to each person's growth creates a more engaged and motivated workforce.

Plus, recognizing and rewarding people is important. When people complete certifications, do well in training assignments, or go the extra mile, feel free to celebrate standout team members. Make their recognition very public so people can see what they can achieve. Employees who feel valued, see a clear career path, and are regularly recognized for their efforts are likelier to remain committed to the role.

Create a great work environment

Creating a positive work environment often doesn't require a huge gesture – the small things can also make a big difference. Of course, it's important people feel heard and valued. When you have a culture of open communication, it makes it easier to address questions, feedback, and concerns. It helps to have open dialogue with status meetings between upper management and supervisors. This sets a positive example and encourages managers to do the same with their officers.

Encourage regular and peer-to-peer check-ins to ensure everyone feels connected in their contribution to the company culture. As you get comfortable, you can create team-building activities that unite people in and outside work.



Creative incentives

Reward people to increase retention. Effective incentive programs usually combine a mix of ways to create incentives for great work, which helps keep security guards satisfied with their jobs.

With a bonus program, you can reward guards for each year of service. You can also offer performance-based bonuses, like for attendance and positive client feedback. Give guards with tenure their choice of shifts or location, and give new people a bonus for being on time daily. Offer a referral bonus when people bring you another qualified candidate or an immediate bonus when you see exceptional work.

Give support

Security guards are often in stressful situations, and firms are responsible for protecting their officers' physical and mental health. They encourage a healthy lifestyle through mental health support like counseling and stress management or physical health support like wellness programs.

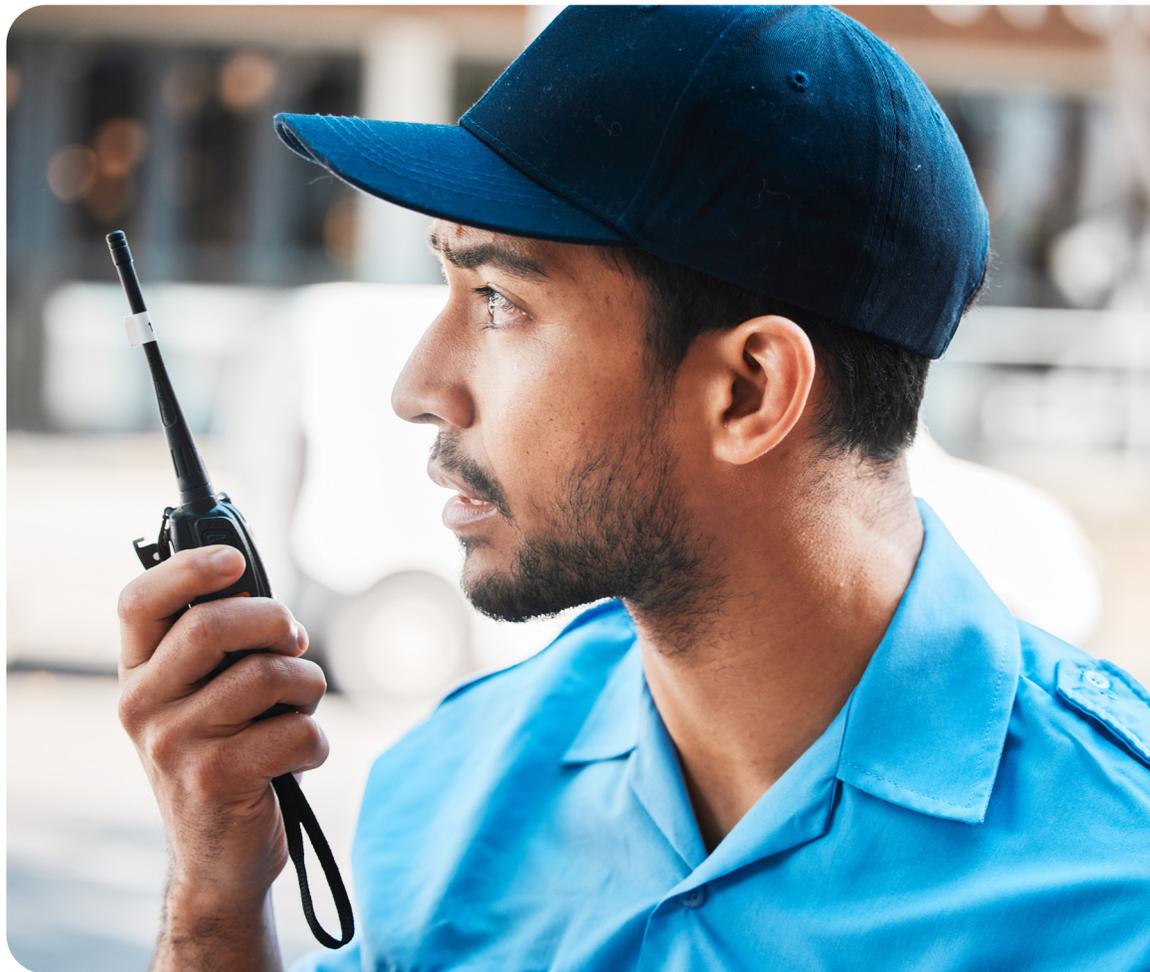
It's also important to create a workplace where guards will address their mental and physical health concerns without fear of stigma. Train supervisors to recognize signs of stressors and burnout in their team members and how to offer appropriate support. Both employees and clients value these services, and they can help security guards feel supported at their workplace.



Keep communication lines open

Staying connected with your security guards helps with engagement and satisfaction. Use a system that allows field supervisors to send important information directly to individual guards or designated groups, such as site-specific instructions or updates.

But — also leave the door open for communication to flow upward. When security guards feel connected to their job, informed about current events, and part of the bigger picture, they are more likely to remain committed to their roles and the company.



03

the **RESULT**

Revolutionize Security Workforce Management with Trackforce and TrackTik

You can use security workforce management technology to help retain security guards. The TrackTik solution from Trackforce offers features that help reduce turnover and create a more involved and loyal workforce.



Ashlee Cervantes

CEO of Guardian Protection Force Inc.

" We're maintaining an impressive **80% employee retention rate**, thanks in part to enhanced insights into workforce trends that TrackTik offers."

+ Increase efficiency

TrackTik security workforce management tools automate scheduling, payroll, and billing processes, so you don't need manual spreadsheets and time-consuming follow-ups. This frees up time for managers and security officers, allowing them to focus on more involved, strategic tasks, like team development and client relationship building.

+ Training and development

TrackTik simplifies the management of training programs, making it easy to track certifications, schedule training sessions, and help with compliance. Investing in your guards' professional development demonstrates your commitment to their growth. A well-trained and confident security team is more effective and likely to stay with your company.

+ Communication and engagement

Our app connects management, guards, and clients. Guards can easily manage their schedules, access timesheets, view paystubs, and update personal information in one easy-to-use location. This reduces confusion, increases transparency, and ensures everyone stays connected and informed. Improved communication contributes to higher retention rates.

+ Decision-making

TrackTik provides real-time data on guard scheduling, overtime costs, and client service performance. This allows you to identify potential issues and areas for improvement. Having the data to make these decisions can improve your operations, reduce costs, and improve client satisfaction. And of course — a well-managed company is more attractive to employees and contributes to a better stable work environment.

TRACKTIK helps security companies

Cut down on administrative burdens and improve operations.

Invest in training and development to improve guard skills and job satisfaction.

Improve communication and create a more engaged workforce.

Make data-supported decisions to improve performance and profitability.

By addressing the causes of turnover and **creating a more supportive and rewarding work environment**, Trackforce solutions like TrackTik help companies retain their guards, improve client relationships, and achieve long-term profitability.

04

get a DEMO

On Your Way to Higher Retention Rates

By following this guide, you're on your way to creating a more stable, engaging work environment for security guards.

Let us show you how
Trackforce can help.

GET A DEMO



[THANKS!]

550 Reserve
Street Suite 190
Southlake, TX 76092
+1 845-474-0033

www.trackforce.com

