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THE PROFESSIONAL LOCKSMITH

The Official Publication of the
Greater Philadelphia Locksmiths Association

WWW.GPLA.ORG

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Please join us for our next meeting!

In-person or via Zoom (see Page 13)

Date: Monday, February 16, 2026
Meeting Time: 7:45 PM (No cost to attend)
Location:
Tiffany On The BLVD
9010 Roosevelt Blvd
Philadelphia, PA 19115
Dinner: Arrive at 6:30 PM for dinner
Cost: $5.00 per member / $25.00 per non-member
Program: Banner and Allegion present new products

Special Bonus:

In-person attendees will be entered for a chance to win a LAB .003 Color Passport Pinning Kit.



President's Message

Dear Members,

Our organization thrives because of the wide range of experiences, ideas, and perspectives each of you brings. Your enthusiasm and creativity enrich every discussion and help guide the direction of our work. When you attend and participate in our meetings, you play an active role in strengthening the foundation and future of our association.

Being present at meetings offers meaningful opportunities. You gain a deeper understanding of our traditions and values, build genuine connections with fellow members, and contribute insights that can spark new initiatives. Participation also helps you grow your leadership and collaboration skills in an encouraging environment, all while having a direct hand in shaping the decisions that move our group forward.

I encourage everyone to make meeting attendance a priority. Your involvement truly matters. Together, we can continue to learn, grow, and celebrate the accomplishments that make our association strong.

With warm regards,
Paul J. Kline
GPLA President

NEW Membership Benefit Added

We're excited to announce that IDN Hardware of Philadelphia has generously extended an exclusive offer to all GPLA members.

Members will now receive an additional 5% discount on top of IDN's already competitive pricing.

To take advantage of this benefit, simply provide your GPLA member number when placing your order.

Learn more about their Philadelphia location here:

https://www.idn-inc.com/locations/idn-philadelphia

Keep an eye on this section of the newsletter for more benefits to come.

Locksmith Humor

A locksmith puts a "help wanted" sign in his window and goes home. The next day the locksmith returns to his shop and sees a man inside. The locksmith says, "How did you get in there?", "When can you start?"



Art Meets Locksmithing

Founded in 1980, Greenwich Locksmiths has built a reputation for craftsmanship, but one service has captured widespread attention: the shop transforms ordinary house keys into intricate, fully functional "castle keys," each one hand-shaped and engraved on-site.

Despite operating in the same small West Village storefront for 45 years, the business has recently surged in visibility as creators on social media spotlight its unusual artistry.

Visit their site for more information.

https://www.greenwichlocksmiths.com/custom-designer-castle-keys-nyc/



Greenwich Locksmiths is actually Manhattan's smallest freestanding building.
greenwichlocksmiths/Instagram



Greenwichlocksmiths/Instagram

Business

Running a Locksmith Shop: What Actually Matters

🏪 1. Choose the Right Business Model

Most successful shops aren't *just* storefronts anymore. Common setups:

- Shop + mobile vans (best balance)
- Mobile-only (lower overhead, faster growth)
- Shop focused on commercial & automotive, mobile for emergencies

The key is flexibility. Customers want fast response *and* a trusted local place.

🛠️ 2. Offer More Than Basic Lockouts

Lockouts get calls, but they don't build long-term profit.

High-value services to focus on:

- Smart lock installation & support
- Automotive key programming & fobs
- Commercial access control & master key systems
- Rekeying contracts for property managers
- Fleet & dealership services

Think repeat customers, not one-time emergencies.

📱 3. Modern Tools Are Non-Negotiable

A competitive shop invests in:

- Advanced key programmers (Autel, Xhorse, etc.)
- Smart lock & access control software
- Inventory tracking
- Dispatch / scheduling software
- Secure payment systems (tap, online, invoices)

Old tools = slower jobs = lost customers.

👥 4. Hire for Trust, Train for Skill

Your reputation is everything.

Best practices:

- Background checks on all techs
- Clear uniforms & marked vehicles
- Ongoing training (auto, smart locks, access control)
- Clear pricing rules (no bait-and-switch)

Customers let locksmiths into their homes, cars, and businesses - trust wins jobs.

📈 5. Marketing That Actually Works

Forget gimmicks. Focus on:

- Google Business Profile (reviews matter a LOT)
- Local SEO ("locksmith near me")
- Clear website with pricing ranges
- Strong phone handling (fast, calm, honest)
- Partnerships with realtors, property managers, dealerships

Pro tip: Most bookings are won or lost on the **first phone call**.

💰 6. Know Your Numbers

Many shops fail not from lack of work, but poor math.

Track:

- Cost per service call
- Van operating costs
- Tool ROI
- Technician productivity
- Emergency vs scheduled profit margins

If you don't know your margins, you're guessing.

⚖️ 7. Stay Licensed, Insured, and Legit

This protects you and builds credibility:

- Proper locksmith licensing
- Liability & vehicle insurance
- Clear invoices & documentation
- Compliance with local regulations

Being legit lets you charge **professional prices**.

🔁 8. Diversify or Get Squeezed

Competition is real. Smart shops:

- Target commercial clients
- Offer maintenance contracts
- Bundle services (locks + access control)
- Sell hardware, not just labor

Price wars kill shops. **Specialization saves them.**

🧠 Bottom Line

A successful locksmith shop today is:

- **Tech-savvy**
- **Customer-first**
- **Operationally tight**
- **Focused on repeat and commercial work**

Locksmithing is still a great business — but it rewards owners who run it like a **modern service company**, not a side hustle.

Fellow Locksmith Associations

South Jersey Locksmiths Association:

https://sjla-inc.org/

The next South Jersey Locksmiths Association (SJLA) membership meeting:

Date: Tuesday, February 24, 2026

Time: Dinner 6:00PM / Meeting Begins 7:00 PM

Location:

Seven Star Diner
1890 Hurffville Road
Deptford, NJ 08080

Program: HPC

See the next page for SJLA's flyer for NJ mandatory CEU class.

New York Masters Locksmiths Association

In the January 2026 Issue of Key Ring (NYMLA newsletter) GPLA was mentioned.

Back on November 10 1949, Philadelphia Locksmith's formed the Philadelphia Locksmith's Association. It would be later renamed the Greater Philadelphia Locksmith's Association. Members of the New York Locksmith Association were in attendance.



Attention

All New Jersey Locksmith Licensee's

SJLA is sponsoring the Mandatory CEU Classes. These classes will give you 10 CEU credits towards your 2028 license renewal. You will receive 2 certificates.

When: Wednesday, April 29th, 2026
Time: 09:00am – 4:00pm

Location: Wesco
7884 Browning Rd
Pennsauken, NJ 08109
**Class is limited to 20 people

Instructor: Tom Demont

Price: Members SJLA/GPLA $375.00 Non members $425.00

For Class Info Contact: Bob Cornine @ 609-879-9845

Payment must be made by April 15th to ensure receipt of your CEU certificate*
Class Starts Promptly at 9:00am. No one will be admitted after 9:00am. No Exceptions!!
Must Bring ID and NJ State License to insure CEU Credits

Cut along Line and send bottom portion with check Made Payable to: SJLA

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New Jersey License #: _____

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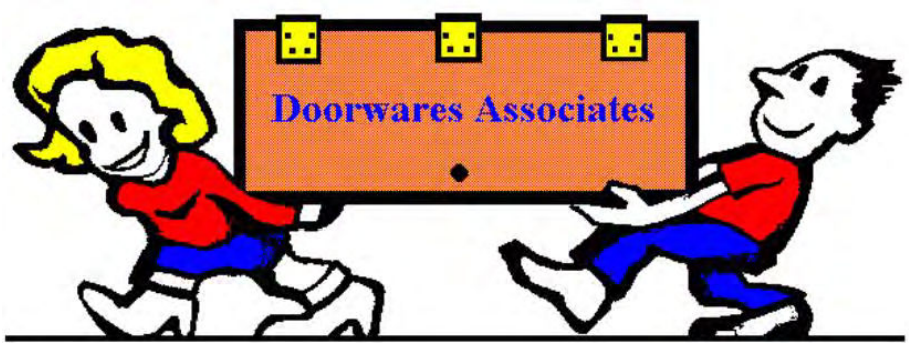
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We would be honored to include your company as a valued GPLA supporter by becoming a Web Advertiser on our professionally managed website, GPLA.org. Your advertisement will be prominently displayed and linked directly to your company's website, giving you increased visibility among our engaged and growing audience.

In addition to appearing on our website, your advertisement will also be featured in our monthly GPLA newsletter, further expanding your reach within the locksmith and security professional community.

The annual cost for this advertising opportunity is $300.00.

If you have any questions or would like to learn more about the benefits of becoming a sponsor, please contact John at: newsletter.gpla@gmail.com

How to Apply

To become a GPLA Web Advertiser, please provide the following information along with a high-quality company logo or advertisement image:

- Company Name:
- Contact Person:
- Phone:
- Email:
- Web URL:

Please send your completed request to:
John D. DePew, Newsletter Editor
newsletter.gpla@gmail.com

Why Join GPLA Meetings on Zoom?

Although we always enjoy seeing members in person, we understand that it isn't always practical. **No problem—Zoom makes it easy to stay involved** without the drive, traffic, or scheduling stress.

Joining GPLA meetings via Zoom lets you participate from your shop, home, or anywhere using a computer, tablet, or smartphone. You're still counted for attendance, can ask questions, join discussions, and vote when required—just like being there in person.

Zoom makes meetings more convenient and comfortable. No rushing, no late-night drives, and no missing important updates. It's **free, easy to use**, and you don't even need a Zoom account—just click a link or scan a QR code and you're in.

Most importantly, Zoom keeps **your voice part of the conversation**, so you don't miss out when decisions are made.

To help, we've created the **"GPLA Zoom Meeting Access & Participation Guide,"** which will be emailed with the GPLA Newsletter starting this month.

We look forward to seeing you **in person or on Zoom** for the February 16th meeting—and throughout 2026 and beyond.

If you have any questions or comments about the Zoom meetings, email meeting.gpla@gmail.com.