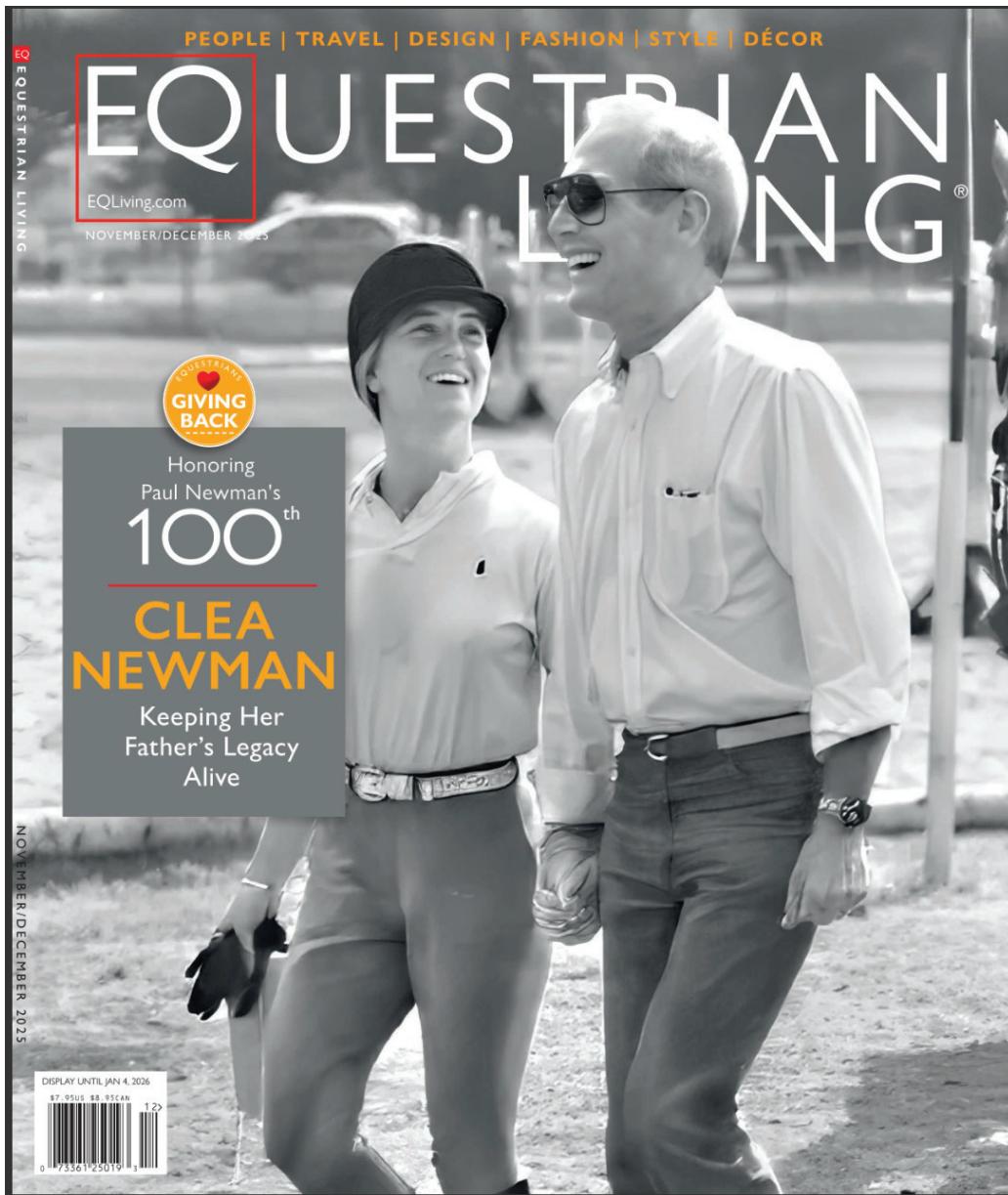


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RETHINKING SECURITY





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RETHINKING SECURITY

\$125,000 can buy you **PEACE OF MIND**—and a best friend.

BY **JILL NOVOTNY**

Security dogs are often thought of as loud, ferocious, snarling, and fearsome. On her Montana ranch, Kim Greene has quietly reinvented the idea of protection dogs, with a focus on family integration, keen awareness, and deep attunement. As founder of Svalinn Dogs, Greene has cultivated a lineage of dogs that are so carefully bred and trained that they are coveted by those in search of personal protection, from CEOs to celebrities, politicians, and more.

Greene, a powerful female presence in the traditionally male-dominated field,



Kim Greene of Svalinn Dogs.

developed the concept for Svalinn out of necessity. While living in Africa and the Middle East, she sought protection for her two twin boys but preferred not to carry a gun. Her intuition and expertise led her to found Svalinn and to bring up dogs that are as refined and grounded as they are protective. Greene is crafting a new kind of dog—a true partner and guardian—that proves protection doesn't have to be brutal or loud; it can be intuitive, soulful, and responsive. The dogs are not just trained to defend; they are also trained to become quiet companions attuned to the family, assessing the risks around them.



The shepherd mixes that she breeds on her 167-acre ranch are given the canine equivalent of an Ivy League education, with thousands of hours of specialized training in their first two years. While physical training is intense, the program's distinguishing feature is the psychological training, which hones the dog's ability to discern human intent. Greene and her team focus on developing the dog's skill to read biological rhythms and hormone spikes that signal anger, allowing the dog to help avert danger before violence occurs.

"Aggression is the least important part," Greene explained in an interview with *Robb Report*. "You can train any dog

in the universe to bite, if necessary, but that is not the appeal of what we do." Instead, she likens her dogs to a certain kind of special forces operator. "You know the guy. He's lovable, and volunteers at church, and has perfect manners, but he also has a very deeply ingrained skillset."

Svalinn dogs are hand-delivered, with Greene's team of a dozen or so trainers spending several days instructing clients on handling what she calls a "new operating system." Buyers must commit to annual refresher courses to maintain their handling skills. With a hefty price tag of about \$125,000, the cost of a

Svalinn dog is on par with some of the highest-end custom home security systems on the market. Greene notes, "At the end of the day, technology can fail, but our four-legged security goes with you everywhere. It can sleep in your daughter's room at night, or travel on your jet with you."

The company's clients are diverse, with dogs living everywhere from a 37th-floor high-rise to a houseboat. While there are rules for owners, she admits that the family bond often prevails, noting that about 50 percent of owners ultimately allow their companions to sleep on the bed.