


# Top Reasons to Add Unique Lighting™ to Your Business



UNIQUE  
LIGHTING SYSTEMS®

Expanding your business can sometimes be a heavy lift. However, choosing opportunities that are adjacent to your existing offerings can make growth seem effortless. If you're an irrigation professional, outdoor lighting installation is an opportunity for natural expansion. Here's a look at the top reasons adding installation services with Unique Lighting Systems® makes sense.

## Enhancing Landscapes

You are already in the business of creating beautiful environments. As an irrigation professional, you know the importance of making outdoor spaces the best they can be. Lighting can add so much to any home or business. Becoming a professional outdoor lighting installer gives your customers one more reason to work with you and offers them the opportunity to enjoy their outdoor spaces longer, even long after dark.

## Installation Similarities

One of the best times to install outdoor lighting is during the irrigation installation process. The low voltage cable necessary to power any lighting system can be installed in the same areas as irrigation pipes.

In many cases this can be more efficient for your crew and less hassle for the homeowner. There are equipment similarities too. Chances are you may already have some of the tools you will need.



## Licensing

Regulations vary by state, but you may already have the licenses necessary to install low voltage lighting. Be sure to check what is required in your area.



## Top-Notch Training and Service

Unique Lighting Systems is here to help you grow your business. “For more than 25 years, we’ve helped contractors create beautiful, professional lighting landscapes for their customers,” says Alexis Deasy, marketing communications manager for Unique Lighting Systems. “Our on-site training, business seminars and customer support help elevate your business.” Pair that training and service with the highest quality fixtures, components and state-of-the-art technologies and you have the formula for success.



## You Don't Have to be a Designer

With Unique Lighting Systems you don't have to have a designer on staff. The company helps lighten your workload with its Specification & Design Support Program (SDSP). Their designers work with you to create a comprehensive landscape lighting design, complete with fixture layout plan, wiring design and transformer sizing recommendation. You'll receive a CAD drawing with complete details. Best of all, this design service is complimentary!

## Customers are Asking for Outdoor Lighting

One of the most important features of expanding your business is customer needs. As homeowners return to the office for work, more and more of their time outside is in the evenings. “The outdoor living trend saw rapid growth during the pandemic,” Deasy says. “That trend isn't going away. Homeowners are looking for ways to extend their time outdoors for dining, relaxing and entertaining. They're seeking outdoor lighting options.”

Don't forget about your commercial customers. Outdoor lighting can provide added safety, a warmer welcome and expanded hours for their customers too.

Adding outdoor lighting can bring a whole new level of professionalism to your business. Visit [UniqueLighting.com](http://UniqueLighting.com) to learn more.

