

COMMUNICATING THE BENEFITS OF OUTDOOR LIGHTING TO YOUR CUSTOMERS

TOP REASONS EVERY HOME NEEDS OUTDOOR LIGHTING

UNIQUE LIGHTING SYSTEMS®

When a customer asks about outdoor lighting, chances are they're looking to elevate their curb appeal or increase security around their home. These are excellent reasons to consider an installation, but with custom-designed, professional outdoor lighting there are many more benefits. When talking with customers, be sure they understand the true value of lighting their outdoor space.

INCREASE HOME VALUE

Real estate experts estimate that outdoor lighting increases a home's value by up to 20%. At many price points, outdoor lighting is an expected feature. "Potential home buyers are visiting neighborhoods at night, and outdoor lighting makes an entry way so much more welcoming," says Alexis Deasy, marketing communications manager for Unique Lighting Systems. "It can even create the perception of increased square footage in a home because well-lit outdoor areas become active, livable space."

EXTEND TO USE OF OUTDOOR SPACE

Those outdoor spaces are one of the top home improvement projects homeowners are tackling this year. Studies show that spending more time outdoors

can lower stress and improve mood. Professional outdoor lighting makes time spent outside more functional and enjoyable. Help your customer imagine bright and beautiful outdoor dining areas, lingering on a patio later into the evening, or enjoying creative mood lighting around the fire pit. "At the end of a long workday, many of us are craving outdoor time," adds Deasy. "Working with a landscape lighting professional can help you extend your time outdoors and improve your quality of life."



CUSTOMIZE THE LOOK OF THEIR HOME

Recent innovations in outdoor lighting technology make it easier than ever to customize lighting design. New products offer more design styles, colors, and flexibility than ever before. *Flex Gold™* VIVID LED lamps enable mobile control of RGB and CCT light output.



Customers can change the look to show off their team spirit for a big game, adjust for different seasonal looks or create a unique holiday display. This flexibility can unlock creativity and add more fun for the homeowner.



Need more information on ways to energize your customers about outdoor lighting?

Visit www.uniquelighting.com to learn about new products and how our Landscape Lighting Design Assistance Program can help grow your business.

