

HOW TO WIN MORE OUTDOOR LIGHTING JOBS

UNIQUE LIGHTING SYSTEMS' RESOURCES HELP CONTRACTS CLOSE MORE DEALS

UNIQUE
LIGHTING SYSTEMS®

You know – and we know – running a lighting business requires wearing many hats, from design, to install, to maintenance and more. Unique Lighting Systems has resources to help make things a bit easier for you to juggle everything and help you earn more business. What's the catch? There isn't one. Unique Lighting Systems is dedicated to providing continuing education and support for pros, so contractors can win more jobs, receive fewer callbacks and have more satisfied customers.

From robust trainings and design offerings to ready-to-access marketing collateral, Unique Lighting Systems provides what you need. Here are some of the tools ready and waiting for you.

UNIQUE UNIVERSITY

If you're newer to the field or considering adding lighting to your business portfolio – or if you're just looking for some fresh inspiration to improve your business – *Unique University* is an excellent place to start. This training is the most comprehensive, hands-on landscape lighting seminar in the industry and covers:

- Landscape lighting design principles
- How to achieve different levels of light with various products and lamp placements
- Tips for eliminating glare
- Best practices for demonstrating and selling jobs
- Details about Unique Lighting Systems' limited lifetime warranty and buyer protection plan

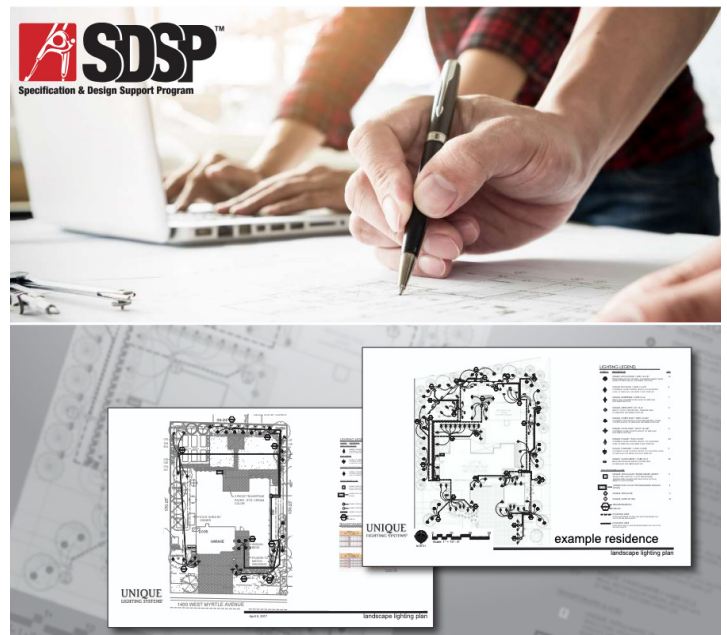
COMPLIMENTARY LANDSCAPE LIGHTING DESIGN ASSISTANCE PROGRAM

Unique Lighting Systems is here to help lighten the workload for landscape architects and contractors with the *Landscape Lighting Design Assistance Program*. This program offers complimentary

CAD drawing services to assist lighting pros in creating distinctive, attractive and intuitive landscape lighting plans on time and on budget. Projects of all sizes and types are welcome – no project is too small to submit. Sounds too good to be true? It's not. It's one of the many ways Unique Lighting Systems helps support and educate the landscape design community to create construction documents that help guide the installation process.

FREE CAD ILLUSTRATIONS & SPECS

Take the guess work out of your designs with Unique Lighting System's free *Designers Microsite*. A quick registration gives pros free access to unlimited 3D models, CAD drawings and specifications for Unique Lighting Systems products. In addition, you can instantly access videos, photos, brochures and more for each product.





FREE PRODUCT SHEETS & MARKETING MATERIALS

Product sheets and additional marketing materials can be also downloaded instantly, free of charge. Available as PDFs, you can save and share electronically, and the files are print-ready, if you prefer to have color copies on hand.

EXPERT ADVICE

In addition, *short articles for both contractors and homeowners* on a variety of topics are available online. For pros, there is advice and insights to maximize opportunities, learn about new offerings and elevate your business. For homeowners, there's content you can share to help them envision how outdoor lighting can fit into their landscape, answer frequently asked questions and provide learning opportunities.

As a contractor, you have the support of Unique Lighting Systems, and the team is here ready to help. To learn more about Unique Lighting Systems and all the resources that can help you elevate your business and win more jobs, [visit *uniquelighting.com*](http://visit.uniquelighting.com).

