

# HOW CONTRACTORS CAN GROW SALES WITH OUTDOOR LIVING PRODUCTS



**CENTRAL**  
TURF & IRRIGATION SUPPLY

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In  
the last  
decade, sales  
of professionally-  
installed landscape lighting and  
sound systems have grown by over

**300%**

The growth of this market  
has just begun to  
**accelerate.**



**Whether you're an expert**  
in outdoor living products,  
**or if you're just curious**

about how your company might get more involved,  
the team at Central has prepared this report to  
point out the latest trends and how you can profit  
from them.



In upper-income  
neighborhoods,  
lighted houses often  
outnumber  
un-lighted ones.



Now is a great time to invest more  
effort into selling these services.  
They offer some of the best returns on  
your investment of time and resources.







## 1 QUOTE LANDSCAPE LIGHTING WITH EVERY OUTDOOR PROJECT

Landscape lighting has gone mainstream. But some contractors still think of it only as a sideline or specialty.

National consumer studies show homeowners are more familiar with the benefits of outdoor lighting than ever before. They want it in their new landscapes. And they will buy it when a professional proposes it as part of their overall project. It's an important "finishing touch" that transforms plants and hardscapes into a useful living space.

Many contractors think too narrowly about selling lighting. Every customer wants lighting. Why are you not offering it to all of them? If you find yourself agonizing over fixture selection and lamp options or overthinking system design, fixture placement and installation, you're missing the bigger picture.

**"Keep it simple." said one industry expert. "Customers just love great lighting from good looking fixtures. Don't get too elaborate with your designs. It gets in the way of making your customer happy and running a profitable business."**

Smart contractors have learned to offer a basic package of fixtures with every landscape project they quote, usually a combination of accent lights and path lights. They aim to offer a basic lighting package at a price to which every homeowner will say "yes". It's an easy add on sale that dramatically enhances the customer's enjoyment of the landscape.

If the property offers additional opportunities for creativity, and if the client's budget might allow, additional options can be added to the main package for lighting of other landscape features. Offer every client the "basic package" and then tailor it from there.



## 2 EMBRACE SMART PHONE TECHNOLOGY FOR MORE SALES OPPORTUNITIES

Remember when your coffee table used to be cluttered with multiple remote control devices? Traditional remotes for landscape lighting never caught on because they were just "one more clunky handheld".

Now customers can have the most powerful outdoor living control system in their pocket via the familiar smart phone. New app-based interfaces for landscape lighting and outdoor sound systems are bringing sophisticated capabilities that give contractors and their customer's powerful levels of control.

With a smart phone app, your customer can manage her landscape lighting system from anywhere in the home and can set timing functions using friendly graphical interfaces.

Many apps allow individual fixtures to be individually controlled and dimmed. Each fixture can be assigned to groups to create different lighting "scenes" based on the customer's use of the property. For example, pathway lighting can be separated from decorative lighting. Fixtures over cooking or areas can be switched on only when needed and then dimmed once food is served. By grouping fixtures, different levels of light can be created for entertaining, security and outdoor activities.

Tap into sales opportunities by actively marketing smart-phone controls to your clients. On new installations, offer a menu of different options and upgrades. You will be surprised how control convenience makes the whole system more appealing, leading to a bigger sale for you.

# 3 STAND OUT FROM OTHER CONTRACTORS BY OFFERING OUTDOOR SOUND

What's the hottest new add-on for outdoor entertaining areas?

((( SOUND )))



Music adds enjoyment and ambiance to outdoor spaces. It sets the mood—from energetic to relaxing.

Be the first contractor in your market area to market the benefits of outdoor sound systems. Include a sound system option on every backyard or pool landscape quote. Promote audio as an add-on for existing landscapes.

The TruAudio system can be scaled to any outdoor space with compact components that deliver an ear-pleasing result. Systems are easy to estimate and easy to install. You don't need to be an audio enthusiast or expert, but you will find the technology will impress even the most finicky customers.

For customers that desire a convincing in-landscape demonstration, TruAudio offers an outdoor sound demonstration kit that can be set-up in minutes. Once the customer experiences sound in her landscape, she's going to want the TruAudio system. Invest in a demo kit to sell even more.

# 4 DON'T IGNORE PROFITS IN LANDSCAPE LIGHTING RETROFITS

Just a few years ago, landscape lighting meant old-school fixtures with incandescent lamps, giant transformers and clunky timer controls. With the introduction of LED technology and better controls, customers can enjoy more reliable landscape lighting that uses up to 80% less energy.



Even if your company is not doing a lot of new landscape lighting installations, you should be upgrading your existing customers to energy saving technology.

**Changing from halogen to LED lamps reduces energy use by up to 80% and eliminates the frequent bulb burn-outs and changes.**

(LED lamps have 10x the life of their halogen equivalents.) Central offers the widest selection of retrofit lamps for nearly every type of outdoor fixture. Lighting retrofits are easiest to sell during the months when lighting is used the most—and those are often the months when your other work is slow.

Forward-thinking contractors are marketing control system upgrades too. Swap out old timers and photocells with app-based controls in minutes with Unique's Light Logic system.

**TAKE ACTION**

*Accelerate your company's profitability by getting more involved in outdoor lighting and sound systems. Stand out from other professionals as a true leader in your marketplace. The Central team can guide you to marketing tools, training resources, installation guides and proven ways to close more sales. Take the first step by contacting us today.*



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