



# SHINE SOME LIGHT ON GROWING YOUR BUSINESS

PUT YOUR CUSTOMER'S HOME IN  
THE BEST LIGHT WHILE INCREASING  
THEIR PROPERTY VALUE

*Making money by adding lighting is electrifying.*

You have the tools, the skills, and the opportunity to increase your business's profitability by adding lighting installations to your services. SiteOne® has everything you need to get started.



# SPOTLIGHT ON GETTING STARTED

The good news is you likely have all the tools needed to complete your first lighting installation successfully. The better news is that it's not hard to get into lighting in the first place. The best news is you can find out a lot more on what you'll need to get started by visiting us online. With your new knowledge, it's time to review past projects and customers, who might benefit from lighting. Once you have your prospects, the steps to make money with lighting are easy.



***Scan this QR Code  
and let's get started.***

## ILLUMINATING QUESTIONS

*Establish credibility and trust with your customer by understanding how they will benefit best from landscape lighting.*

*This is a partnership between you and your customer. Answering questions builds trust in the partnership.*

***What do customers want in their lighting project?***

The most common goals include illuminating an outdoor seating area, spotlighting unique features in the landscape, lighting pathways or adding nighttime curb appeal. Discussions between you and your customer solidifies these goals.

***What is the budget?***

Putting together two versions of the proposal is a good idea. One should be the simpler route, the other is the full coverage version.

***Does the community have any lighting restrictions?***

Check local codes and permit requirements before starting a lighting project. Some locations require a certified electrician.



# ***LIGHT READING ON PRODUCTS FOR ALL NEEDS AND BUDGETS***

With every job, you're going to need essential products: a transformer to deliver power, wire and connectors for solid connections, and fixtures to deliver the desired lighting effects. There are many different options to explore within each of these categories, delivering everything from a basic illumination set-up to a high-end experience complete with Wi-Fi control, dimming, color changes, and more. To find the best products for your job, consult your local SiteOne® branch.

**For lighting installations, there are many products available and various ways to position them with customers.**

**Low voltage outdoor lighting is typically segmented into *good*, *better* and *premium* categories.**



## ***GOOD***

For your modest installations and budget conscious clients.

- Fixtures are typically aluminum construction
- LED lamps have standard lumens-per-watt and 20,000-hour to 30,000-hour average rate of life
- 3 to 5-year warranty

## ***BETTER***

This category offers a longer life and greater peace of mind for clients.

- These fixtures are usually more durable aluminum or mid-grade brass
- LED lamps have standard lumens-per-watt and 35,000-hour to 50,000-hour average rate of life
- Typically offer a 10 to 15-year warranty

## ***PREMIUM***

Products in this category last and meet the standards of your most quality-focused clients.

- Typically made with premium copper or premium brass
- LED lamps and/or fixtures may include RGB color changing or color temperature changing technologies
- Fixtures are usually backed by lifetime warranties

Products in the *better* and *premium* categories often can be controlled remotely via Wi-Fi, and some can be integrated into a smart home system. Remote control capabilities may include dimming control and color changing capabilities to create themes or schedules.

# HOW TO CREATE DESIGNS IN A **DIFFERENT** LIGHT

Get creative with lighting designs. Choose a warm or cool temperature or select the ideal beam angle from 10 to 120 degrees. Explore grazing or mirror lighting techniques. Look for lighting ideas in the Lighting Techniques Guide on SiteOne.com. Outdoor lighting is as much art as it is science. Learn by practicing and get feedback from your clients about what they like — and don't like — through a demo process. Think about the design and concepts beyond path lights and spotlights.



***Scan this QR Code  
for the complete  
Design Guide.***



## WHY A DEMO HELPS THEM SEE THE LIGHT

Most homeowners often won't know the value of a well-designed, properly installed lighting system until they see it. A demo kit helps secure more jobs, as well as more lights per project. Seeing it in action helps clients understand the beauty and value of outdoor lighting. With just a few hours invested in engaging homeowners and performing a demo, there's an opportunity to close any-sized lighting project.



***Scan this QR Code  
to watch the video.***

FXLuminaire

KICHLER

 PRO-TRADE

UNIQUE  
LIGHTING SYSTEMS®

 VISTA  
PROFESSIONAL  
OUTDOOR LIGHTING

***Let SiteOne® get your customers out of the dark  
and your business into the black.***

You have the tools to install lighting. We have the resources and products to support you. See how our selection and your know-how will grow your business with the flip of a switch.

***SiteOne.com/EquippedForLighting***

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LANDSCAPE SUPPLY