

# Getting your customers to see the light

## Point out the benefits of outdoor lighting

by Chris Wakefield and Dexter Daigle, *The Outdoor Lights*

**Landscape lighting is becoming** a top priority for landscape architects and homeowners.

With outdoor lighting, your customer will:

- see the beauty and elegance of their landscape at night;
- extend their usage of the property as late as they like;
- create a more secure environment; and
- enhance the value of their home.



Moon lighting of the lawn with back architectural lighting reflected in pool.




Step lights provide safety on the stairway while an underwater light accents the water feature.

When talking with your clients about landscape lighting, **explain the benefits** that lighting can bring to their home. Have them look at their beautifully landscaped yards during the day, then ask them to remember how that beauty disappears at night. Landscape lighting can transform this black hole into a visually stimulating and safe landscape.

One great thing about landscape lighting is that it **uses very little energy**. With low-voltage and LED lighting, beautiful landscape lighting costs about the same as having two lamps on in the house.

Exact placement of fixtures and correct wattages is critical to **bring out the focal points and soft accents** on every property. Hiring a professional landscape lighting designer can help ensure the best results. These designers are artists who use the night as a canvas and paint with lights to achieve the perfect picture. Outdoor lighting can turn any home or garden into a masterpiece.

When hiring a lighting contractor, make sure that the contractor has a **low-voltage license**, required by the State of Georgia. This regulation is in place to protect the homeowner and their property. Even though landscape lighting is low voltage, it is still electricity, and could create future problems, and possibly fires, if not installed correctly.

Outdoor lighting helps bring everyone outside to enjoy Mother Nature in the evening. Let's all work together and make our clients' homes as beautiful at night as they are during the day! 

### About the authors

Chris Wakefield is president of The Outdoor Lights; Dexter Daigle is CFO and general manager. A member of UAC, The Outdoor Lights offers expert lighting consultation, design, installation, and service.

P: 770.844.1760

E: [info@theoutdoorlights.com](mailto:info@theoutdoorlights.com)

W: [www.theoutdoorlights.com](http://www.theoutdoorlights.com)



Low voltage up lighting accents the palm trees surrounding the pool, using two fixtures per tree to give the perfect balance of light when viewed from 360 degrees.

Lighting here provides the homeowners with a beautiful and safe outdoor living space to enjoy themselves and to entertain guests.



Can lights accent arbor, up lights accent fountain, and path lights accent pathways.

*All photos courtesy of The Outdoor Lights.*

## Expand your lighting vocabulary

### Up light

Ascending lights that have a 6 to 60-degree spread, used to accent upper architecture, trees, waterfalls, statues, etc.

### Wash light

Ascending lights that have a 180-degree spread, used to accent single-floor architecture, walls, shrubs, etc.

### Down light

Aerial lights that have a 60-degree spread, used to illuminate statues, patios, driveways, sitting areas, etc.

### Dock light

Lateral lights used to illuminate steps or walkways, installed on dock hand rails and side rails.

### Deck light

Lateral lights used to illuminate steps or walkways, mounted on decks, posts, stone, brick, etc.

### Bench light

Accent lights used under benches or chairs.

### Path light

Lateral lights that have up to a 14-foot light spread with different settings, used to accent walkways, stepping stones, stairs, etc.

### Moon light

Available in mercury vapor, metal halide, and halogen, these lights are mounted high in a tree to softly accent the tree and a wide area below, used for backyards, pools, security, and entertaining areas.