

ADDING LANDSCAPE LIGHTING TO THE BUSINESS MIX CAN BE EASIER & MORE PROFITABLE THAN YOU THINK



For the past two decades, Scott Shorow of Landscape Concepts Inc. has specialized in landscape transformations that have greatly enhanced the outdoor beauty of homes and businesses throughout the local Frederick, Md. area. This includes meticulously working with owners to integrate patios, kitchens, fire pits, stairs, walks, plants and shrubbery with the grounds to not only create scenic artistry, but also living spaces that comfortably expand the flow of architectural elements and exterior aesthetics.

“Hardscaping has truly become an art-form,” says Shorow. “It’s so much more than just laying brick and pavers. The entire process from specification to design takes a real artistic touch to get it right with a look and feel that promotes livability, curb appeal and even better value in a competitive sales market.”

According to Shorow, these activities begin with the design of a functional

plan based on a combination of color, line, form, texture and scale. It then extends to choosing the materials that coincide best with the property’s existing features. For instance, freestanding retaining and landscape walls are often constructed with a variety of curb stone collections to complement driveways, decks, pools and gardens with textures and hues reminiscent of the rustic hand-laid look of Old English estates or time-honed appeal of classic European gardens.

As for lighting, that was another matter entirely. Up until recently, Shorow actually tried to resist requests for all forms of landscape lighting due to the various challenges associated with traditional products and installations. Only at the specific demands of customers did he even consider including them in his package of services.

“I dreaded lighting projects,” explains Shorow. “The wiring was bulky. The line voltage was difficult to anticipate and it always seemed like the first light was brighter than the fifth and all the other ensuing bulbs. Plus, the time and effort involved just wasn’t worth the return. I’d add lighting if the customer was adamant, but it wasn’t something I actively pitched or even made me money. It was an add-on service that I often avoided as much as possible.”

That was until Shorow learned about i-lighting in early 2012 from a colleague and the demonstration he received at a local home show. Immediately, he was intrigued with the company’s extensive line of exterior lighting products using the company’s proprietary **“LED Lighting Simplified”**

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connection technology. As a result, he found that installations utilizing i-lighting kits take nearly half the time of traditional outdoor lighting systems since users need to do little more than plug the system together to create customized deck, rail, stair, post, path, masonry and landscape solutions. Another benefit is that each LED installation only costs pennies a month to operate, which translates to customer energy savings and another valuable business selling point.

“Immediately, I realized this was the answer to my lighting problems,” continues Shorror. “It just seemed so easy to use. I couldn’t believe no one else had ever thought of this. All you have to do is plug it together and install. There are no excessive set up times. The wiring is thinner and as a result easier to hide and the LED bulbs emit a warm, yellow glow. I was sold the moment I started playing with the individual kits.”

“Over the past year, I’ve used i-lighting products in more than 50 jobs and I haven’t had a single challenge,” adds Shorror. “I now show the lighting on the first day and customers almost immediately ask me to include it in their projects. It’s such an easy upsell and it’s less expensive than the current low voltage lighting products in the marketplace. In fact, there are at least two jobs in the \$25,000 - \$30,000 range that resulted directly from our use of i-lighting and the referrals of satisfied customers.”

In one case, a previous customer was so impressed with the i-lighting aesthetics and its warm yellow hue that he instructed Shorror to replace the home’s existing landscape and masonry lighting with a complete system consisting of nearly 250 i-lighting masonry, path and uplights. “Lighting installations are now not only a profitable, but also pleasurable to perform,” adds Shorror. “In addition, i-lighting could-



n’t be a better partner. They answer questions immediately and in many cases will even put together custom solutions for overnight delivery. I never thought lighting would be an integral part of our business. But, i-lighting proved me wrong. Never say never.”

For more information on Landscape Concepts Inc. please call 301-662.1278 or visit www.landscapeconceptsinc.com.

For more information on i-lighting’s new iluma Under Cabinet and Rail Lighting or any of its existing Deck, Stair and Landscape Systems please visit www.ilightingLED.com or call 888-305-4232.