



# DID YOU KNOW SALES TIPS

From

**DSC®**

## The Structuring Wiring Solution

Currently there is a boom within the new home construction where houses are being built at record volumes. Today's new homes and home renovation projects require the integration of audio, video, security, and other low voltage controls. Home owners and home builders don't know what integration is available and continue to build homes in the same way while offering the same basic integration. Working with a builder provides many benefits.

### How this opportunity Works:

- Step 1. Home Owner buys a house from a Home Builder.
- Step 2. Home Builder refers Home Owner to your office so Home Owner can provide locations for basic low voltage requirements (i.e. telephone jacks, video jacks etc.)
- Step 3. During this appointment, additional low voltage solutions are offered to the Home Owner (i.e. additional telephone & video outlets, network distribution, security, intercom, front door cameras, satellite, sound distribution, etc).  
*(Cost of equipment and installation is considered an "upgrade" to the house and is added to the price of the mortgage. The Home Owner does not pay upfront and incurs minimal mortgage payment increase.)*
- Step 5. After the house closes, Home builder pays you.

### Benefits:

- Customers are referred to you by home builder rather than spending resources finding perspective customers.
- Customers come to your office giving you the ability to up-sell them on more than just security (i.e. Intercom, CCTV, Audio Distribution, etc.)
- Product is purchased by customer at full price (no need to give free alarms).
- Installation time is decreased because installation takes place when the house is in the constructions phase.
- This allows for increased recurring monthly revenue because you become a "complete low voltage supplier" where a 24/7 service contract can be offered to the customer.