



# BUILDING SMART HOMES

Control4®



**Rather than sell devices,  
differentiate your communities by  
including Control4 Smart Home  
Experiences in every house.**



## SMART HOMES. SMART BUSINESS.

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It used to be granite countertops. Today, it is smart home technology. Your prospective homebuyers expect connected living amenities, particularly in the areas of home networking, climate control, safety and security, and entertainment.

Differentiate your community by including Control4 Smart Home Experiences in every house. With Control4, a press of a button dims the lights, sets the temperature, arms the security system, and locks the door. One app controls virtually all of the connected devices and systems in the house.

By marketing yourself as a Control4 Smart Home Builder, and offering Control4 solutions as a standard benefit, you're conveying to prospective homebuyers that you're stepping up to deliver an unmatched connected lifestyle.

**The Control4 Smart Home value proposition will help drive business and referrals.**

## WHAT MATTERS TO HOME BUYERS

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Smart home technology offers families comfort, convenience, and peace of mind. By partnering with Control4, you can market an experience that includes rock-solid networking, enhanced security, energy efficiency, automated temperature control, and the convenience and design aesthetic of smart lighting. We also offer a broad range of audio and video solutions to enable homeowners to enjoy their favorite entertainment—in every room in the house. Key differentiators include:



**Homeowner Personalization:** Control4 enables homeowners to adjust and experiment with the automation in their home after they've lived with it for a while, fine-tuning the system, until it's just right. No other automation company offers this top-requested feature.



**Voice Control for the Home:** “Alexa, turn on the kitchen lights.” With Control4 and Amazon Alexa, you can tell your house what to do—whether it's turning off all lights when it's bed time, setting the perfect mood for dinner, or adjusting the temperature just right.



**Always Connected to the Home:** View cameras, open or close the garage, unlock the front door, even turn the lights on or off from your mobile device, tablet, or smart watch.



**Music Throughout the Home:** Over 85% of Control4 homeowners insist on having music integrated as part of their smart home experience. Control4's award-winning Triad line delivers high-resolution audio in every room of the house.







## CONTROL4 SMART HOME PACKAGES

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We offer three standard packages to deliver different smart living experiences to your homeowners. You can also work with your Control4 Sales Manager and Dealer to custom design a specific package that's perfect for your community.



### **CONNECTED HOME PACKAGE**

**Be Connected**

Receive alerts and connect to lighting, climate control, and security.



### **SMART LIGHTING PACKAGE**

**Be Efficient**

Control lights and manage energy, ambiance, and scheduling.



### **SMART HOME PACKAGE**

**Tie It All Together**

Combine lighting, locks, climate control, and security for total smart home automation.



### **CUSTOMIZED PACKAGE**

**Make It Personalized**

Create a smart home that is personalized to any lifestyle.



CA-1 Controller



2 Wireless  
Switches



Thermostat



1 Year Free  
4Sight

## CONNECTED HOME PACKAGE

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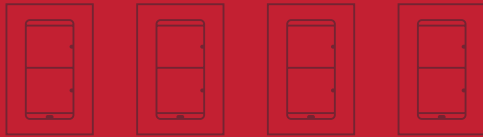
### THE CONNECTED HOME EXPERIENCE

- > Focused on staying connected to the house vs. individual devices
- > Get alerts, adjust thermostat, check lighting, arm security system, set outdoor lighting on a astronomical clock
- > Predefined programming/experiences
- > Predefined lifestyle scenes, schedules, etc.





CA-1 Controller



4 Wireless Switches



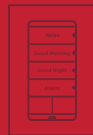
Thermostat



1 Year Free 4Sight



1 Keypad Dimmer



1 Keypad Engraving Set

## SMART LIGHTING PACKAGE

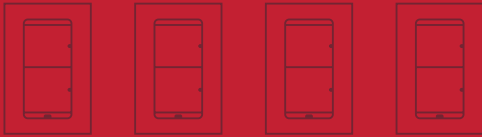
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### THE SMART LIGHTING EXPERIENCE

- > Focused on staying connected to the smart lighting in the house
- > Get alerts, check lighting, arm security system, set outdoor lighting on an astronomical clock, flash lights when the alarm is triggered, set ambience with single-button lighting scenes, never enter a dark home at night
- > Predefined programming/experiences
- > Predefined lifestyle scenes, schedules, etc.
- > Predetermined keypad button engravings



CA-1 Controller



4 Wireless Switches



Thermostat



1 Year Free 4Sight



1 Keypad Dimmer



1 Keypad Engraving Set



Door Lock

## SMART HOME PACKAGE

### THE SMART HOME EXPERIENCE

- > Focused on the smart home experience tying everything together
- > Get alerts; check lighting; arm security system; set outdoor lighting on an astronomical clock; flash lights when the alarm is triggered; set ambience with single-button lighting scenes; never enter a dark home at night; "Goodnight" scene locks door, arms security, and turns on the nighttime lighting scene
- > Predefined programming/experiences
- > Predefined lifestyle scenes, schedules, etc.
- > Predetermined keypad button engravings



CA-1 Controller



4 Wireless Switches



2 Keypad  
Dimmers

2 Keypad  
Engraving Sets



Ring  
Doorbell Camera



Nest  
Thermostat



1 Year  
Free 4Sight

## CUSTOMIZED PACKAGE

### THE CUSTOMIZED EXPERIENCE

- > The Control4 platform integrates with over 10,000 devices, so if you've already committed to a specific brand or product SKU for your community, Control4 can still be leveraged to deliver the magic of smart home technology and automation in every house you build.
- > Unlike simple devices like a thermostat or doorbell, the Control4 platform enables builders to create a variety of upgrade packages to drive meaningful revenue beyond your standard smart home offering.
- > Work with your Control4 representative to drive the standard and upgrade packages that are right for your community.



## MARKETING YOUR SMART HOME COMMUNITY

Don't miss the opportunity to differentiate your community by marketing that it features Control4 Smart Home solutions!

Once registered, we will send you a marketing kit featuring the following assets:



**Control4 Smart Home Builder Badge:** Leverage it in your own marketing materials, website, email signatures, social media, and advertising.



**Control4 Smart Home Builder Plaque:** Hang proudly in your model home or office.



**Video:** Download video files to present in your model home or office.



**Tri-fold Brochure:** Download files to co-brand literature for easy production and distribution.



**Home Smart Home:** This biannual magazine features the benefits of smart home living. Feel free to distribute to homeowners.

## SALES OPPORTUNITY AND TRAINING

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Control4 will work with your design and sales teams to build proficiency in selling the benefits of smart home technology to prospective home buyers. We work with builders to strategize with their assigned dealers to create “upsell” opportunities beyond the standard package, encouraging homebuyers to add more to their home before move-in.

## UPGRADE PACKAGES TO DRIVE REVENUE

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Audio



Additional  
Lighting



Peace of Mind



Networking



## MODEL HOME ACCOMODATIONS

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**Model Home Program:** There is no better way to market the Control4 difference than by boldly conveying the benefits of a standardized Control4 system in your model home! We're pleased to offer the following pricing accommodations for model homes:

- > **If you commit to 50+ homes per year with a standardized package,** the defined standardized package will be provided FREE for a single model home.
- > **If you commit to 30+ homes per year with a standardized package,** the defined standardized package will be provided at 50% off MSPB for a single model home.
- > **If you commit to less than 30 homes per year with a standardized package,** the defined standardized package will be provided at 15% off MSPB for a single model home .
- > **If you want more equipment in the model home than a standardized package,** you will qualify for 15% off MSBP.



## REQUIRED BUILDER “MUSTS”

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In order for builders to receive special hardware discounting and rebates, we ask our partners the following:

- > Promote yourself and your projects as a Control4 Smart Home Builder.
- > Control4 should be your primary automation vendor (excluding security).
- > You must offer Control4 as a standard in a minimum of 20 homes per year.
- > Builder must engage with a Control4 Sales Manager and Dealer up front to determine the community’s standard package and register as a Control4 Smart Home Builder.
- > Customer contact information is required for pre-move-in orientation, system registration, training, and welcome kit delivery.

## WORKING DIRECTLY WITH CONTROL4

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Control4 is involved every step of the way. We help specify the packages that are right for your community, train your sales team on selling the benefits of smart home technology, design the right marketing assets to help you build visibility, and work with your dealer to ensure your homeowners are taken care of throughout the move-in process.

We will help identify the right Control4 Dealer in your area or train your selected low-voltage contractor to manage your project.

Your dealer will manage the ordering of all Control4 equipment, the installation of every system, and direct support for your project. We simplify the process by pre-programming the equipment to reduce installation time.

**THAT'S THE CONTROL4 DIFFERENCE.**

## WORKING WITH CONTROL4 OFFERS MANY ADVANTAGES

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- > **Direct Sales Support and Management:** We have a direct sales force available to assist with your project throughout every stage.
- > **Standard Smart Home Packages:** You can select a package that best fits your development and budget, or you can create a customized standard package with your dealer and Control4 Sales Manager.
- > **Pre-defined Experiences:** Standard packages feature pre-defined experiences, which include delivered price plus installation fees. Exception is in a customized standard package.
- > **Rebate Program:** We offer a manufacturer's rebate upon installation of Control4 equipment in each house.
- > **Trained and Certified Dealer Network:** We identify the right installation partner in your market. Control4 technical field personnel provide dealer support to ensure timely and exceptional installations.
- > **Sales and Marketing Support:** We provide sales training for your staff, technical field support to assist with installation, customizable collateral and video, and a Control4 Smart Home Builder badge for online marketing.
- > **Builder-Friendly Business Model:** In addition to hardware discounts, builders receive rebate payment per house upon move-in.



# THE CONTROL4 DIFFERENCE

Control4 is a leading provider of smart home solutions, with a dedicated sales and support team focused on ensuring your projects get installed smoothly, on time, and on budget. We have an award-winning training organization to ensure technical proficiency amongst our more than 5,000 trained and certified dealers—all designed to ensure exceptional homeowner experience and satisfaction.

**To ensure your success as a Control4 Smart Home Builder, we are at your service!**



CEPro Brand Leader



5,000 Trained and Certified Dealers



Worldwide Sales and Support Team



300,000 Control4 Smart Homes



Proven Relationships



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