

Nexstar News/Offer Program
Electrical Article #9 – Nightscaping

Headline

Lights Beautiful, House Beautiful!

Subhead

When you combine landscaping with “lightscaping”, the result is a beautiful reflection on your home...any time of day or night.

Text

Who adds outdoor lighting to their home? Well, just about anyone concerned with safety, security, property value, or enhancing the beauty of their home.

Think, for example, how much more you’re attracted to a restaurant when it’s properly “night lit” lit to suit your mood.. *from dazzling and shimmering to calm and romantic*. So why shouldn’t you want the same thing for your home...for your own enjoyment, and as another way to say “welcome” to friends and family.

At (company name) **we treat *lightscaping* projects much as your landscaper approaches a new flower or shrubbery bed**. Early on, we determine focal points, use areas, traffic patterns, outdoor "rooms," and such personal considerations as the style and mood you’re hoping to create.

All of this, and more, is incorporated into our *lightscape* site map. It’s drawn to scale and shows you exactly what we’re recommending, and where it all goes. One thing **we don’t recommend is over-lighting**. Low levels of light help to create subtle shades of beauty and drama, and usually provide all the added drama and security you desire.

Once you approve our proposed *lightscape*, **we next design the electrical system to power it.** The key element is the transformer, which converts your household 120-volt system into a safe, efficient 12-volts outdoor system. From there, we install the right size and type of cables and connectors.

But is a professional lightscape design your best alternative? Consider the following:

- Most hardware stores and home improvement centers feature consumer-quality, landscape lighting fixtures. **They're relatively inexpensive, easy to install and geared toward the do-it-yourself market.** While these kinds of fixtures have their place in certain landscapes, they are less reliable, and are often made of plastic.
- **Traditional line voltage fixtures** – those that are wired directly into your home's electrical system – are a popular choice, but necessarily the best choice. These fixtures include everything from streetlights to security spotlights placed under the eaves of a garage. **Not terribly effective at creating subtle mood schemes,** plus they tend to be rather expensive and prone to "Dark Sky" or light pollution concerns.

But with a professionally designed lightscape system from (company name), you'll enjoy **minimal operating expense, longer life to the system itself, and a look and level of security truly your own.**

Today, why not give us a call to schedule your own customized *lightscape* design. **With the coupon below, you'll save \$50.**

Indoors or outdoors, (company name) is always at your service... "*Around the House.*"

Main Coupon

Nightscaping Services

Save \$50...

...off our regular price on a custom-developed "nightscape" design. This offer may not be combined with any other discounts or promotions.

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Teaser Copy

Inside This Issue of “Around the House”...

Anyone can hang a picture...but when and how to
“hang” outdoor lighting to enhance the beauty of
your home. Let's find out, shall we?

Plus...

3 Coupons You Can Use Now!