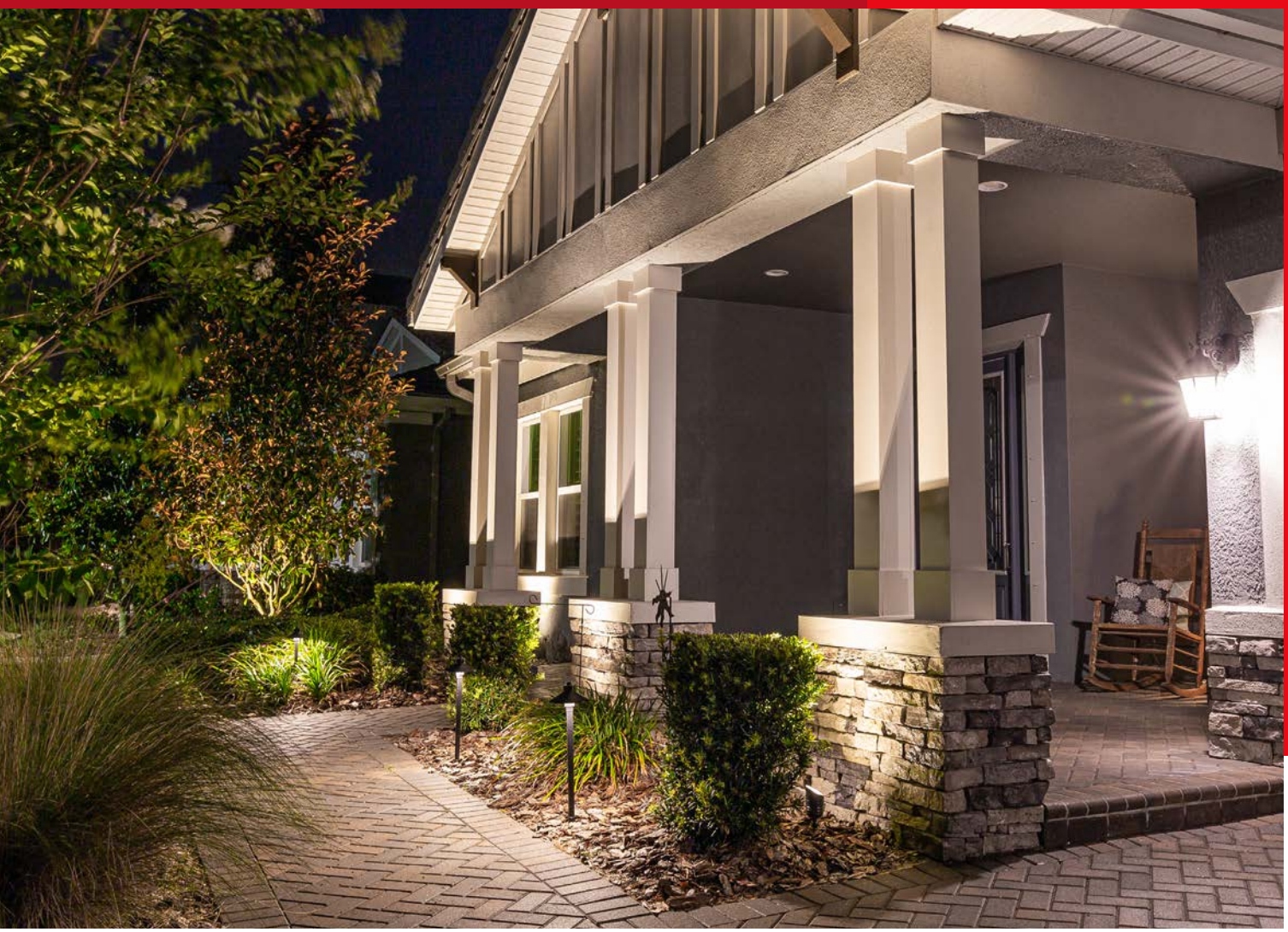


AMP®

LANDSCAPE LIGHTING
QUICK START GUIDE

A Complete Guide to Landscape Lighting

WEBSITE
AMPLIGHTING.COM

EMAIL
CUSTOMERSUPPORT@AMPLIGHTING.COM

PHONE
813.978.3900

ABOUT AMP

AMP® Lighting designs, manufactures, and distributes the most advanced and durable products on the market. Our focus is supporting the success of lighting professionals and their customers.

We serve professionals in many ways – easy ordering, fast shipping, hassle-free warranty protection, and providing them with uniquely effective sales and marketing tools. With AMP® Lighting, professionals can be more successful, more efficient, and have more freedom to paint the perfect picture with precision and control.

Homeowners benefit from hiring authorized AMP® Professionals; they create transformational lighting that satisfies all the safety, security, and beauty needs of nighttime illumination.

AMPLIGHTING.COM

TABLE OF CONTENTS

SECTION 1

SECTION 2

SECTION 3

SECTION 4

1 LANDSCAPE LIGHTING BASICS

INTRODUCTION TO LANDSCAPE LIGHTING

IDENTIFYING NEEDS & JOB SCOPE

IDENTIFYING OBSTACLES

MOUNTING & PLACEMENT


AMP

INTRODUCTION TO LANDSCAPE LIGHTING

WHY LANDSCAPE LIGHTING?

NEW SERVICE

· Allows you to expand the services offered with little overhead and large profit margins

· Easy to install and has little code and licensing requirements

ADD-ON SERVICE

· Enhances many of the services already being provided and can be worked into packages easily

· Skill set required to install falls in line with many other service industries

WHO IS THE CUSTOMER?

LIGHTING ONLY

· Customers who have reached out for lighting specifically

· Customers that are already interested in a lighting package and who would benefit from security and extended nighttime living space

EXISTING CUSTOMER

· Focus on working lighting packages into services you are already performing

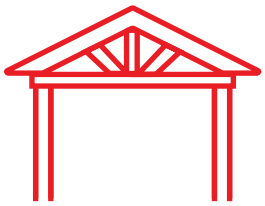
· Bake in lighting packages to existing builds and services helps the customer digest price

IDENTIFYING NEEDS & JOB SCOPE

THINGS TO IDENTIFY

SECURITY CONCERNS

Dark entrances and areas of the home that could pose risks

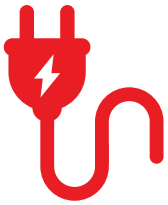


AREAS OF USABLE SPACE

Pool areas, gazebos, and seating areas that are dark at night

WALKWAYS

Paths and walkways that lead to entrances and exits



OUTDOOR OUTLET

Where the transformer will be placed, and wires run to and from it

OBSTACLES

Walkways, concrete pads, and paver areas that can cause difficulties running wire

DISTANCE EVALUATION

Measure out distances in your runs to determine how much wire is needed

IDENTIFYING NEEDS & JOB SCOPE

IDENTIFY YOUR SURROUNDINGS

OBSTACLES

· Are there walkways or sidewalks blocking wire runs?

· Are there isolated garden beds?

· Are there pools or patios blocking areas where lights are going?

OUTLETS

· Are you installing the transformer indoors or outdoors?

· Are there accessible outlets?

· Do you need an electrician to install outlets?

OBJECTS

· What are you lighting?

· Will you be able to get lights to that area?

· Are the lights being installed in high traffic areas or undisturbed?

TOOLS YOU MAY NEED

STAKE STOMPER

For easy installation of ground mounted fixtures

54" AUGER BIT

Used to run cables under obstacles such as sidewalks and to loosen hard soil for stakes

DIGITAL VOLTMETER

Measures and reads voltage outputs and used for troubleshooting

WIRE STRIPPERS

Cuts cable and strips insulation off cable

IDENTIFY WHAT TO LIGHT

FIND

Find the Center
Find the Balance
Find your Zones

FRAME

Frame the Home
Frame the Landscape

FILL

Fill the "Boxes"
Fill the Gaps

IDENTIFYING OBSTACLES

In many cases, an obstacle will prevent you from running wires to certain areas around the home. Locate and plan for these obstacles. Auger bits and other tools can be used to get across and under certain obstacles.

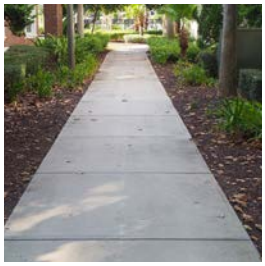
In situations where tools and other options cannot be used, placing additional transformers is best practice.

TYPES OF OBSTACLES

DRIVEWAYS

Run wires through expansion gaps in the driveway if available. Wires can be run around the home depending on the distance. Placing an additional transformer to avoid driveway runs could be an option.

SIDEWALKS



Run wires through expansion gaps in the walkway if available. Auger bits can get under and across standard-size walkways. Water-jetting and irrigation moles can also help get under and across these obstacles.

PAVERS

Pulling up pavers to run wires underneath is an option when the pavers are not sealed. Auger bits can get under and across smaller size paver areas and walkways.

POOLS & PATIOS

Pool areas typically have a French drain to shed access water; use these to run wires across pool areas when other options are not available. Patios may prevent running wires to certain areas; you can core drill entrances and exits for your wires to be fed through.

MOUNTING & PLACEMENT

UNDERSTANDING PLACEMENT

The placement of the fixtures are generally close to the object they are illuminating.

Try to place the fixtures inside of beds, if possible, to prevent damage from lawn maintenance and to prevent tripping hazards.

The farther away from an object you are illuminating the more direct you will have to point the fixture.

The closer to an object you are illuminating the less direct you will have to point the fixture.

When the fixture is directed at an object it tends to create a “hot spot” which is not a desired look.

When the fixture is close to the object but directed up, it creates a soft and balanced illumination on the object.

MOUNTING & PLACEMENT

PLACEMENT OF FIXTURES

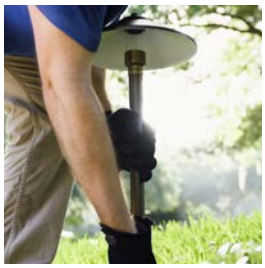
UP LIGHTS

· Placement is normally within 1ft-3ft of objects or the home; try to place fixtures inside of garden beds.

· We create texture by placing fixtures closer to objects and aiming upwards.

· To create a flat look, place the fixtures farther away and aiming more directly.

PATH LIGHTS

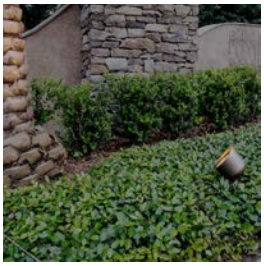


· Placement should be far enough away from the path so they do not protrude into the walking areas.

· Three or more path lights are more esthetically pleasing. For smaller walkways, use Mini Path Lights.

· Path Lights can be used to light areas within garden beds.

TREE LIGHTS



· When placing fixtures to up-light trees, we want to make sure you have a light at every viewpoint.

· More than one fixture is typically placed to illuminate most trees.

· Place fixtures inside of beds surrounding trees and not in grass or yard areas.

FLOOD LIGHTS

· Flood lights can be used in similar applications to spotlights but are better suited to illuminate shorter and wider areas.

· Flood lights are ideal to use on smaller plants, topiaries, or hedges where a spotlight wouldn't work best.

DOWN LIGHTS

· Downlights can create some of the most natural light in a landscape lighting system and can be used frequently.

· Downlights require a fixture to be placed up high and illuminate in a downward orientation.

HUBS

· When placing hubs within a system, make sure that they are centrally located to the group of fixtures they will be connected to.

· It is also ideal to hide the hub(s) within the landscape (e.g. behind plants, in a bush, behind a tree).

MOUNTING & PLACEMENT

MOUNTING FIXTURES

The stake stomper is a great tool to use when placing stake-mounted fixtures in the ground. This tool can help accelerate the installation process.

Fixtures will mount in soil using a ground spike in many cases but can be mounted to hard surfaces like decks, as well as gutters for upper architectural lighting.

ALTERNATIVE MOUNTING OPTIONS

IN-GROUND MOUNTING

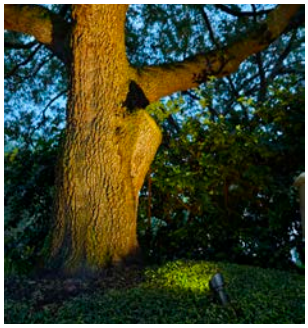
TREE & GUTTER MOUNTING

SURFACE MOUNTING

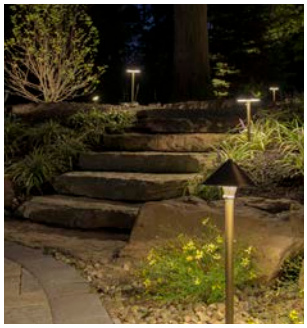
MOUNTING & PLACEMENT

PLACEMENT EXAMPLES

SPOTLIGHTS

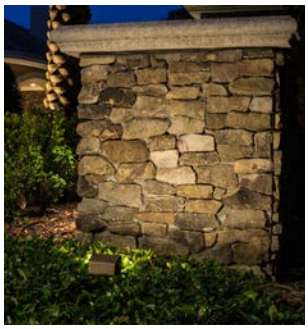

PATH LIGHTS



HARDSCAPE LIGHTS



FLOOD LIGHTS


2 LANDSCAPE LIGHTING TERMS

UNDERSTANDING COLOR TEMPERATURE

UNDERSTANDING BEAM ANGLES

UNDERSTANDING WATTAGE

SELECTING A TRANSFORMER


AMP

UNDERSTANDING COLOR TEMPERATURE

Color Temperature refers to a light's warmth or coolness. The subtle difference in these hues determines the overall mood of the light.

2200K COLOR TEMP.

· Very warm white
· Amber hue
· Used in dining settings or to create an intimate feel

2700K COLOR TEMP.

· Most popular
· Warm white (subtle amber hue)
· Widely used for landscape lighting
· Better for warmer colored plants & foliage

3000K COLOR TEMP.

· Most popular
· Cool white
· Widely used
· Better for cooler colored plants and foliage

4000K COLOR TEMP.

· Bright white appearance
· Great for moon lighting with downlights
· Widely used in commercial and security lighting

UNDERSTANDING COLOR TEMPERATURE

COLOR TEMPERATURE EFFECTS

Different color temperatures can have different effects on how a home or landscape will look when light is added to it. Color temperature ranges from warm (2200K) which has an orange or amber hue, to cool (4000K) which has a bluish hue.

2200K COLOR TEMP.

2700K COLOR TEMP.

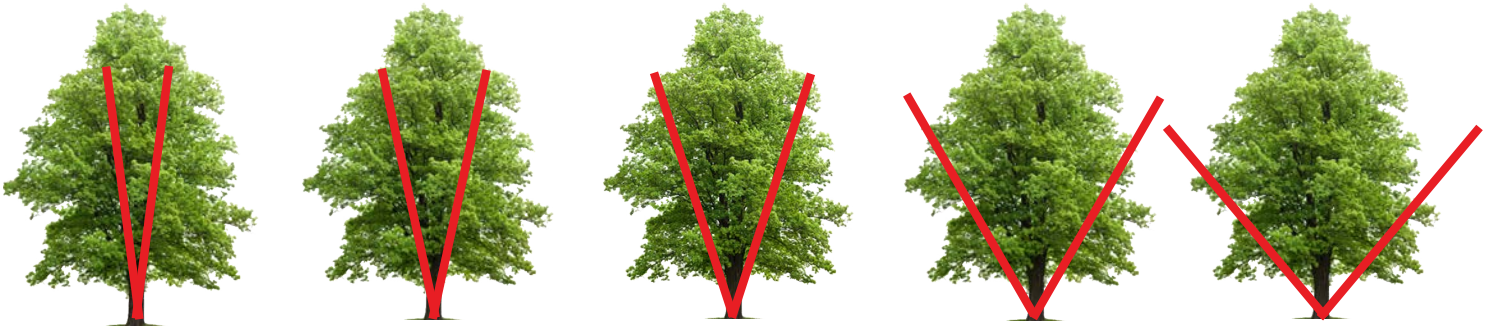
3000K COLOR TEMP.

4000K COLOR TEMP.

UNDERSTANDING BEAM ANGLES

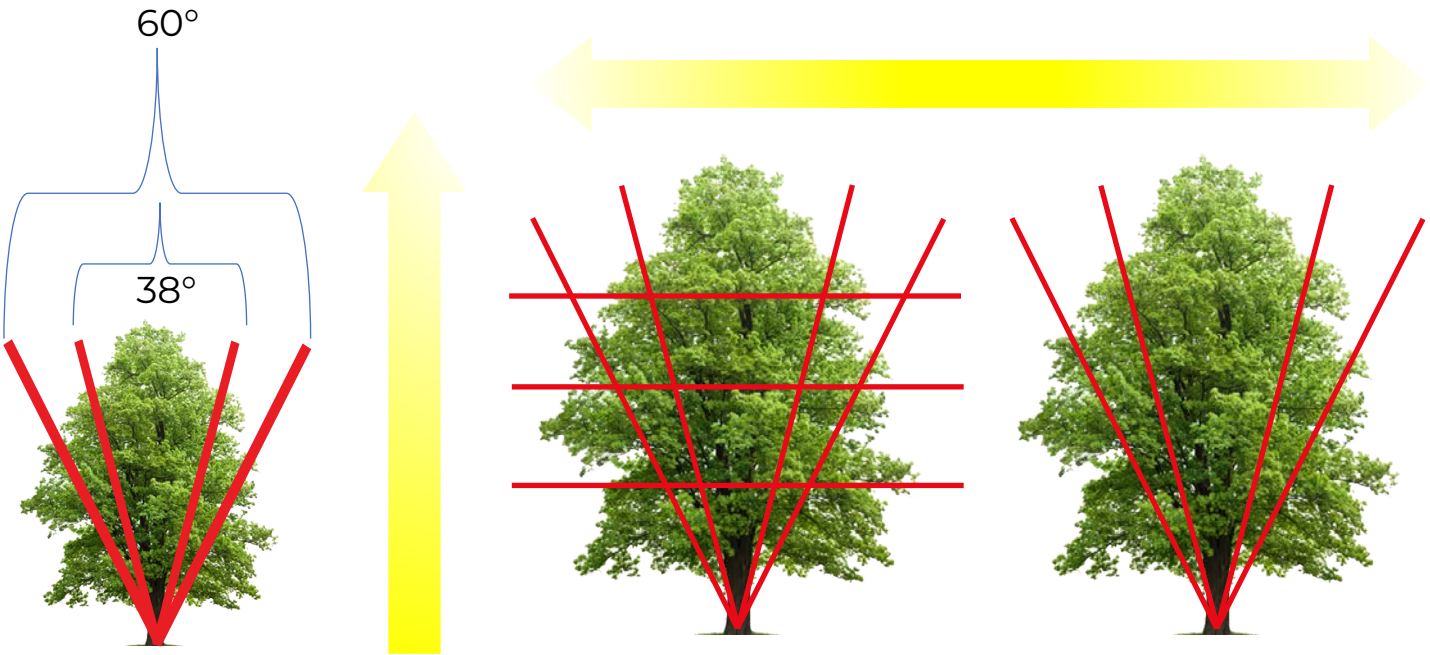
BEAM ANGLES

Beam Angle describes the width of the light beam. It is important to make sure there is ideal coverage of illumination.



15° (Very Narrow) | 24° (Spot) | 35°- 38° (Narrow) | 60° (Wide Flood) | 80° (Very Wide Flood)

Posts / Columns / Flagpoles | **Most Homes & Trees** | **Hedges & Walls**



- Using a 38° and a 60° spread LED you can see how it will cover different size objects.
- As the height increases some of the intensity of the light will be lost.
- Similarly, with the left to right of the beam angle, as it increases in width, the light will gradually weaken toward the outside of the beam.

UNDERSTANDING BEAM ANGLES

1 FIXTURE vs. 2 FIXTURES

1 FIXTURE
7W 38° Beam Spread

· Using one fixture may require you to use a higher wattage with a wider beam angle.

· The key is to illuminate the trunk line as well as the canopy of the tree.

2 FIXTURES
5W 15° Beam Spread

· Using two fixtures will allow the use of tighter beams and a lower wattage.

· This will also allow you to illuminate from multiple angles and fully light the object.

For massive trees and objects one fixture is typically not enough to get full and complete illumination. It is common to use multiple fixtures for trees and larger objects. Using a medium beam angle, like a 38°, with 2-3 fixtures surrounding the tree or object will allow you to create a full effect.

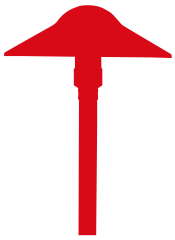
Illuminating with multiple fixtures does not mean it has to be brighter but just more coverage.

For smaller objects and topiaries, you will typically only need one fixture per item. Look at the item and identify what beam angle will fully illuminate it.

Generally, 2-3w LEDs are used for the smaller items so they are not washed out with light.

UNDERSTANDING WATTAGE

LAMP-READY WATTAGES

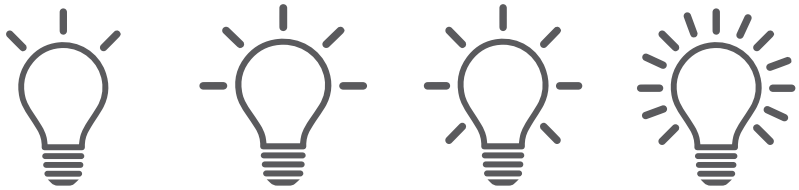


2W
Least Bright

3W
Most Common

4W
Bright

G4 Bi-PIN



2W
Least Bright

3W
Most Common

5W
Bright

7W
Very Bright

MR16

WATTAGE RELATES TO INTENSITY

0-15ft

15-30ft

30-40ft

3 Watt LED

- Provide subtle light
- For smaller items or to lightly illuminate

5 Watt LED

- Provide medium intensity light
- For larger trees and homes

7 Watt LED

- Provide very intense light
- For tall stretching palms, large oak trees, and massive objects and plants
- Light from further away

SELECTING A TRANSFORMER

WHICH TRANSFORMER SHOULD I CHOOSE?

How many total watts are being used?

Do not use more than 80% of the transformer's total capacity.

What type of wire are you using?

Most transformers accept up to a 10/2 size cable. Using larger cable will limit the transformer models available.

Are you placing the transformer indoors?

When placing transformers indoors, make sure you have an area for the wire to exit the landscape and home areas.

Make sure you can control the transformer in the way your customer desires.

When installing indoors and the most control is needed, AMP® Multi-Tap and Clamp-Connect style transformers work best.

Do you need a timer or photocell?

Use a timer when you know the on and off times that are desired.

Photocells are more of a set-and-forget option and use darkness to activate and stay on until it becomes light.

A combination timer uses a photocell to activate and a timer to set a desired run time.

SELECTING A TRANSFORMER

SIZING A TRANSFORMER

To size the correct transformer for your application you will need to add up the fixtures and their wattages together.

This may vary if using multiple transformers for a single project.

(Fixture Wattage) X (Total Amount of Fixtures) = Total Wattage

(Total Wattage) X (1.2) = Transformer Size (accounting for 80% rule)

100W	150W	300W
(16) 5W Fixtures	(24) 5W Fixtures	(48) 5W Fixtures

CALCULATING TOTAL WATTS

The size of the transformer is based on the total amount of wattage being connected to the transformer.

1. Count the fixtures and their wattages
2. Add them all together
3. Account for adding fixtures in the future

(3W x 10) + (5W X 10) = 80

80W = Total Wattage

SLIM LINE TRANSFORMERS

100W

- Only has 15V Tap
- Capacity for 4 main cable runs
- Can operate (16) 5W fixtures

150W

- Has 12V & 15V Tap
- Capacity for 4 main cable runs
- Can operate (24) 5W fixtures

300W

- Has 12V & 15V Tap
- Capacity for 5 main cable runs
- Can operate (48) 5W fixtures

SELECTING A TRANSFORMER

CLAMP-CONNECT TRANSFORMERS

150W

- Has 12V & 15V Tap
- Capacity for 4 main cable runs
- Can operate (24) 5W fixtures

300W

- Has 12V & 15V Tap
- Capacity for 5 main cable runs
- Can operate (48) 5W fixtures

600W

- Has 12V & 15V Tap
- Capacity for 6 main cable runs
- Can operate (96) 5W fixtures

MULTI-TAP TRANSFORMERS

150W

- Has 12V, 13V, 14V & 15V Tap
- Accepts up to 8 gauge wire
- Can operate (24) 5W fixtures

300W

- Has 12V, 13V, 14V & 15V Tap
- Accepts up to 8 gauge wire
- Can operate (48) 5W fixtures

900W

- Has 12V - 22V Taps
- Accepts up to 8 gauge wire
- Can operate (144) 5W fixtures

3 LIGHTING DESIGN & INSTALLATION

LANDSCAPE LIGHTING DESIGN

SELECTING FIXTURES

CONNECTION TYPES & INSTALLATION

TROUBLESHOOTING ISSUES


AMP

LANDSCAPE LIGHTING DESIGN

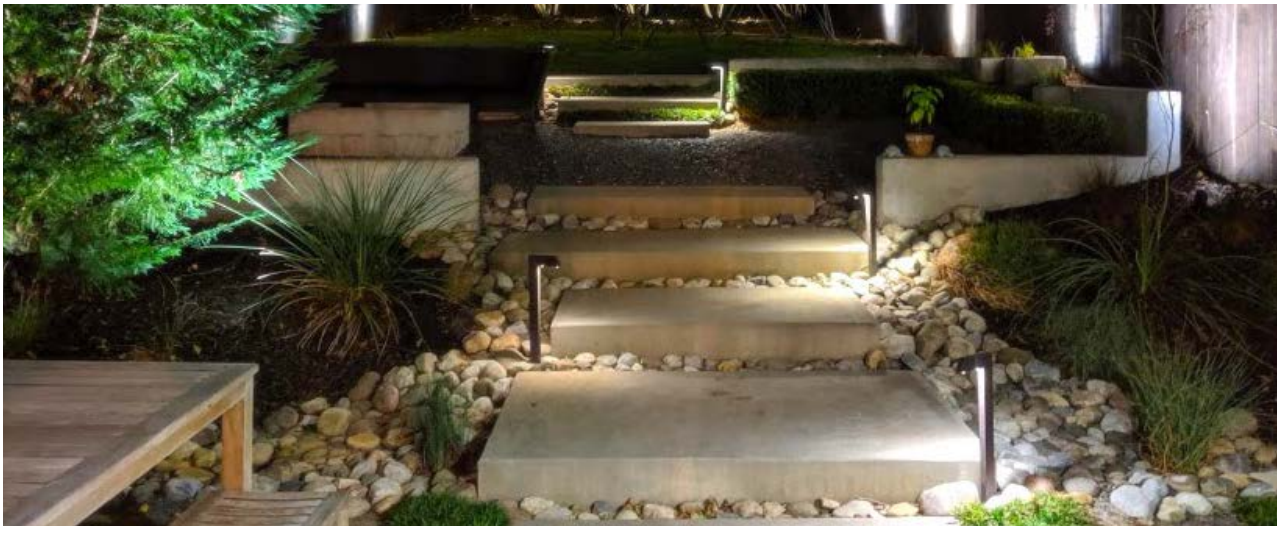
LIGHTING DESIGN ELEMENTS

ARCHITECTURAL LIGHTING

Illuminate the home and all the architectural features including peaks and columns when available.

PATHWAY LIGHTING

Create safe guidance to and from exit and entrance points as well as areas that require travel.



LANDSCAPE LIGHTING DESIGN

LIGHTING DESIGN ELEMENTS

FOLIAGE LIGHTING

Illuminating the surrounding foliage and plants near and around the home accent the architectural lighting. This is used to help guide your eyes to the home and create borders of the property.

TREE LIGHTING

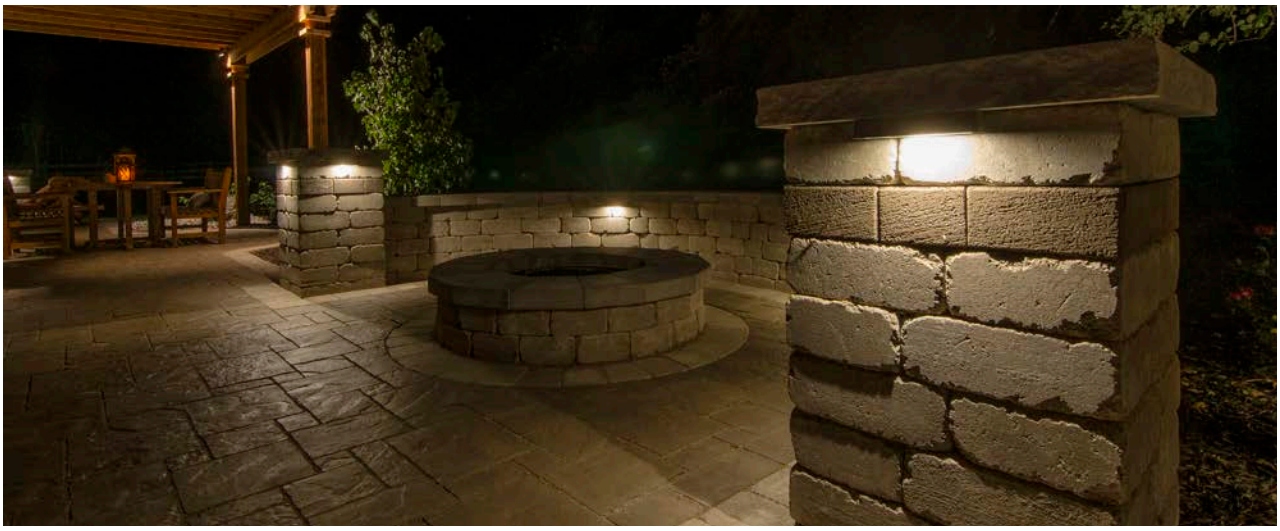
Light the surrounding trees on the property to help create borders in the property and highlight unique trees and topiaries.

LANDSCAPE LIGHTING DESIGN

LIGHTING DESIGN ELEMENTS

HARDSCAPE LIGHTING

Illuminate outdoor kitchen areas, seating walls, and fire pit areas to create more usable space during the night. You can also use it to accent brick or stonework.



DECK LIGHTING

Deck lighting can be used to illuminate different aesthetic qualities within a deck space, in addition to creating usable space for nighttime activities.

SELECTING FIXTURES

LAMP-READY FIXTURES

- Interchangeable Lamps
- Easily Serviced
- Greater Range of Finishes
- More Fixture Choices
- Colored Lamp Options

INTEGRATED FIXTURES

- Fixed Light Source
- Interchangeable Optics
- Shorter Bodies
- Dimming Capabilities
- Color Changing Capabilities

USING DIFFERENT FIXTURES

SPOTLIGHTS

- Used when directional light is needed
- Lighting trees, pillars, and anything up stretching
- Used to line fences and establish borders

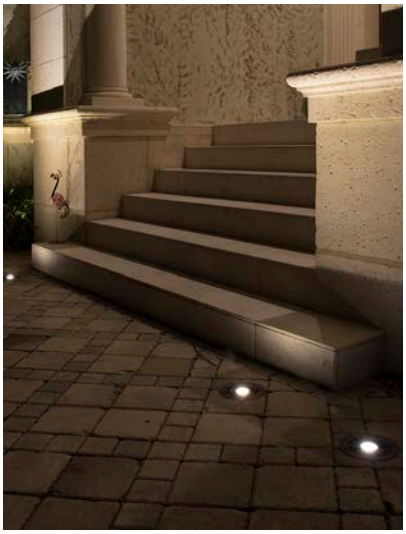
PATH LIGHTS

- Creates the border along paths and walkways
- Available in many finishes and styles
- Can be used to create pools of downward light in garden beds

SELECTING FIXTURES

FLOOD LIGHTS

- Used to illuminate larger areas
- Commonly used on bushes, hedges, large canopies, and signage
- Fixtures range from low-output accenting fixtures to high-output fixtures



WELL LIGHTS

- Low profile up-lighting
- Placed in-ground and used in high traffic areas
- Can be converted into area lighting with optional glare guard tops

HARDSCAPE LIGHTS

- Hardscapes are great for short walls, steps, handrails, and just about any hardscape feature
- Placing on steps allows for safe navigation and will help guide people along a walkway bordered by a wall

CONNECTION TYPES & INSTALLATION

UNDERSTANDING CABLE

MOST COMMON

16/2 Cable → '16 Gauge'	Rated up to 50'
14/2 Cable → '14 Gauge'	Rated up to 75'
12/2 Cable → '12 Gauge'	Rated up to 150'
10/2 Cable → '10 Gauge'	Rated up to 250'
8/2 Cable → '8 Gauge'	Rated up to 300'+

- Most often, you will use a 14/2 cable or 12/2 cable to make your main cable runs.

- Always plan to use more wire than estimated.

- Stay within the recommended distances to ensure proper voltage throughout the lighting.

- Cable is something that is required on every install, so it is recommended to have common gauges in stock.

TYPES OF CONNECTORS

PRO JUNCTION HUB

Great to use in areas with multiple fixtures

- Above ground junction that holds 8 connections for 7 individual fixtures
- Make all your connections at one point
- Clearer install / Hidden in landscaping
- Sealed above ground

WATERPROOF WIRE NUTS

Used when making long linear runs

- Traditional wire connectors filled with grease for waterproofing
- Require more time and can be messy
- Can hold multiple wires or a single connection
- Black and Grey(Small) for single or double connections
- Black and Blue(Large) for multi-fixture connections

CONNECTION TYPES & INSTALLATION

TYPES OF CONNECTORS

JUNCTION BURIAL CONNECTORS

Takes the place of a hub and wire nuts

The 3-way connector can house 1 main cable run and up to 2 fixtures or act as a splitter, giving you the option to run to 2 separate areas in the landscaping.

The 5-way connector can house 1 main cable run and up to 4 fixtures or act as a splitter, giving you the option to run to 4 separate areas in the landscaping.

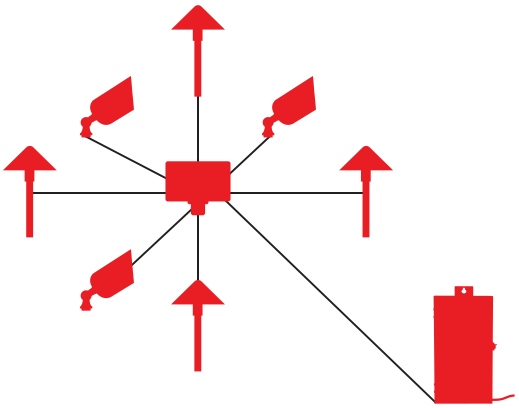
The 8-way connector can house 1 main cable run and up to 7 fixtures or act as a splitter, giving you the option to run to 7 separate areas in the landscaping.

TYPES OF CONNECTIONS

HUB / JUNCTION BOX

- Reduce the connections needed
- Simple and quick
- Used when connecting many fixtures

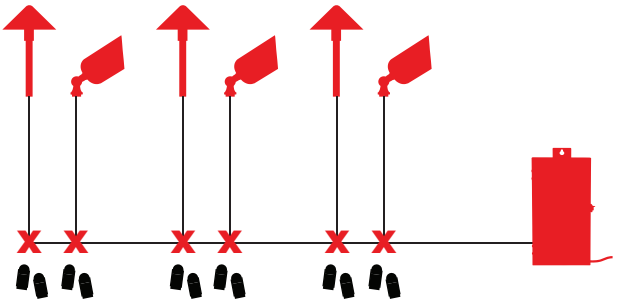
Using one connection point in the system eliminates points of failure while limiting the tools and supplies needed to connect.



DAISY CHAIN / SERIES CONNECTION

- Used for long and linear runs
- Involves many single connections
- Cost-effective but time-consuming

Using a single connection per fixture adds more work and labor. In certain applications, there might only be this option, although hubs are the best way to make connections.



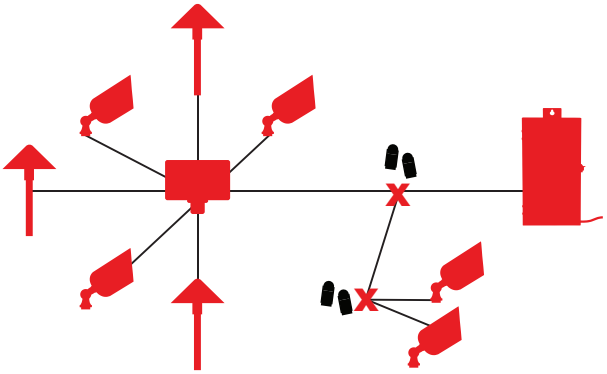
CONNECTION TYPES & INSTALLATION

TYPES OF CONNECTIONS

T CONNECTION

- Keep in mind total fixtures per run
- Use a waterproof connector to make the T Connection
- Save wire and branch off existing runs

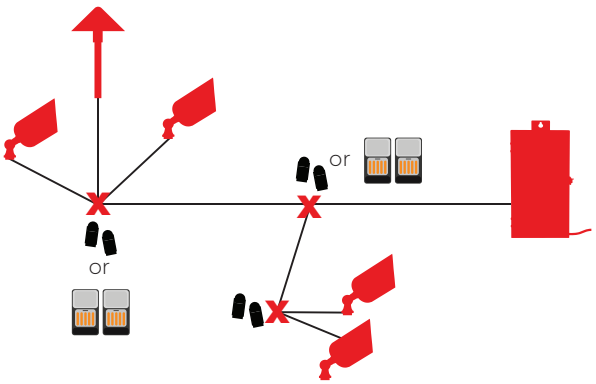
This method is great to use when you have multiple areas that need lights all within the same region of the home.



MULTIPLE JUNCTIONS

- You can use individual connectors to connect multiple fixtures together as well as Junction Burial Connectors.
- AMP® offers Junction Burial Connectors like the ones shown that work like the above-ground hub.

The key to a clean and problem-free install is to reduce the number of connections.



TIPS TO KEEP IN MIND

- Keep main cable runs to around 8-10 fixtures per run (the more fixtures / connections the greater the voltage drop).
- Keep connections to a minimum (connect multiple fixtures together when possible).
- Use waterproof connectors for all connections.
- Use a 3-way Junction Connector to make a T-connection at a mid-point in a cable run.
- Use the correct wire for your main runs to ensure the proper voltage at the end of the run.
- Choosing the correct wire connectors helps reduce the number of connections needed.

CONNECTION TYPES & INSTALLATION

STEPS OF INSTALLATION

STEP 1: PRE-ASSEMBLE YOUR FIXTURES

To start, pre-assemble all your fixtures either on the job site or the day before. Placing stakes on fixtures and placing lamps inside will prevent you from placing fixtures in their desired areas and having to come back to install the ground stakes and lamps later. Keep in mind when using spotlights with different wattages or beam angles, you will want to separate or label these to tell the difference from the rest of the fixtures.

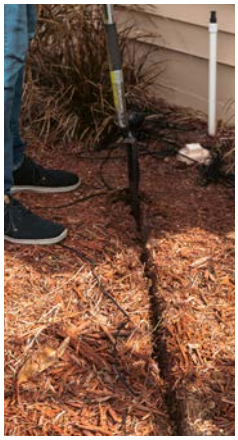
STEP 2: MOUNT YOUR TRANSFORMER

You will want to mount the transformer in place before your start running any cable. You can then install any timer and/or photocell that you may have as well as cable conduit that can be attached to the bottom of the transformer, if needed. The transformers will come with dual knockouts, a ¾" outer ring and a ½" inner ring. If you're using the ¾", remove the entire knockout. If you're using ½", only remove the center coin.

STEP 3: PLACE FIXTURES

Start pre-placing the fixtures in the general area where they will be mounted. Most of the time, this means laying them in a rough spot based on the design plan or partially staking them into the ground. If you are a single person installing and are aware of the exact location to install the fixture, you can install it entirely, leaving the lead wire exposed for connection. Leaving some wire slack on your fixtures before connecting them will help if you need to adjust or move your fixture when fine-tuning. It may also help to place the lamps next to the fixtures to ensure the correct lamp is being used for the application.

CONNECTION TYPES & INSTALLATION



STEP 4: RUNNING WIRES

Most installers begin by running the wires from the last fixture on the run. This ensures you are leaving enough slack between your wires, and you have enough wire to attach to the transformer. Keep in mind yard maintenance areas, such as those that will be edged or re-planted. In these areas you will want to route around, under, or protect the cable with conduit. When running wires through garden beds covered in straw or mulch, you can use garden staples to help secure your cables to the ground and prevent them from raising up over time.

STEP 5: CONNECT YOUR FIXTURES

After you have placed the fixtures and you have run your wires, you can start making connections. When installing outdoors, it is always recommended to use waterproof connectors. When you are connecting the main cable to the fixture cable, make sure you leave some slack on the line in order to adjust. It will also help if you decide to add to the system in the future. When using the hub, we recommend to mount the base of the hub before feeding your wires into the base as it will add some stability and will free up your hands. If you are using wire nuts, we suggest you tape the wires entering the wire nuts together to help prevent any pulling or disconnection over time.

STEP 6: PLACE LAMPS

After you have placed the fixtures in the landscape, add the lamps to the fixtures, if you haven't already done so. If you are using integrated fixtures, you do not need to place the lamps inside as they have the light source built into the fixture. When placing lamps inside the fixture, you may notice that the sockets give you a slight bit of resistance. The resistance is caused by a spring-loaded socket that helps press the contacts against the Bi-Pin lamps that are widely used in landscape lighting. It does not matter which pin goes where, but you will want to ensure that the lamp sits firmly onto the sockets base. With directional lights, these sockets will typically have a lamp holder to maintain a tight connection when aimed.

CONNECTION TYPES & INSTALLATION

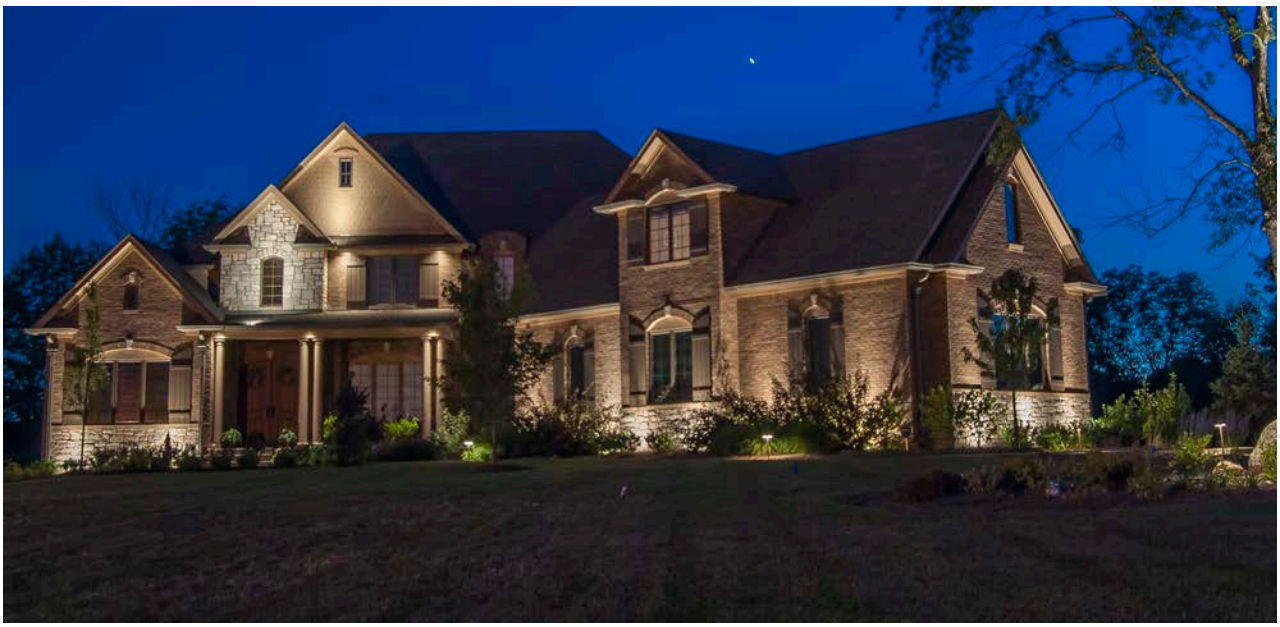
STEP 7: CONNECT WIRES TO THE TRANSFORMER

When connecting wires into the transformer, start by splitting your main cable apart, giving you two separate conductors. Since there is no polarity in our low voltage system, you will not need to keep track of that. Most of our transformers will provide you a range of voltages that can be used, as well as a common tap. It is recommended to start at the lowest voltage tap first and test the last fixture on the run. If that fixture is within the voltage range of the LEDs, then you are set. If you notice the voltage has dipped below the range of the LEDs, move the wires over to a higher voltage tap to compensate for the voltage drop.

STEP 8: NIGHTTIME ADJUSTMENTS

Once the system is fully up and running, and in some cases, before the wires are buried, make your nighttime adjustments. Make sure your directional fixtures are pointed and properly adjusted to illuminate the areas you or the customer desire. These are the finishing touches to the lighting system that you installed. Your nighttime adjustments are going to be the icing on the cake. You are looking for uneven shadowing, fine-tuning symmetry, and hot spots along the home and landscaping.

Adjust to create the BEST effect possible.



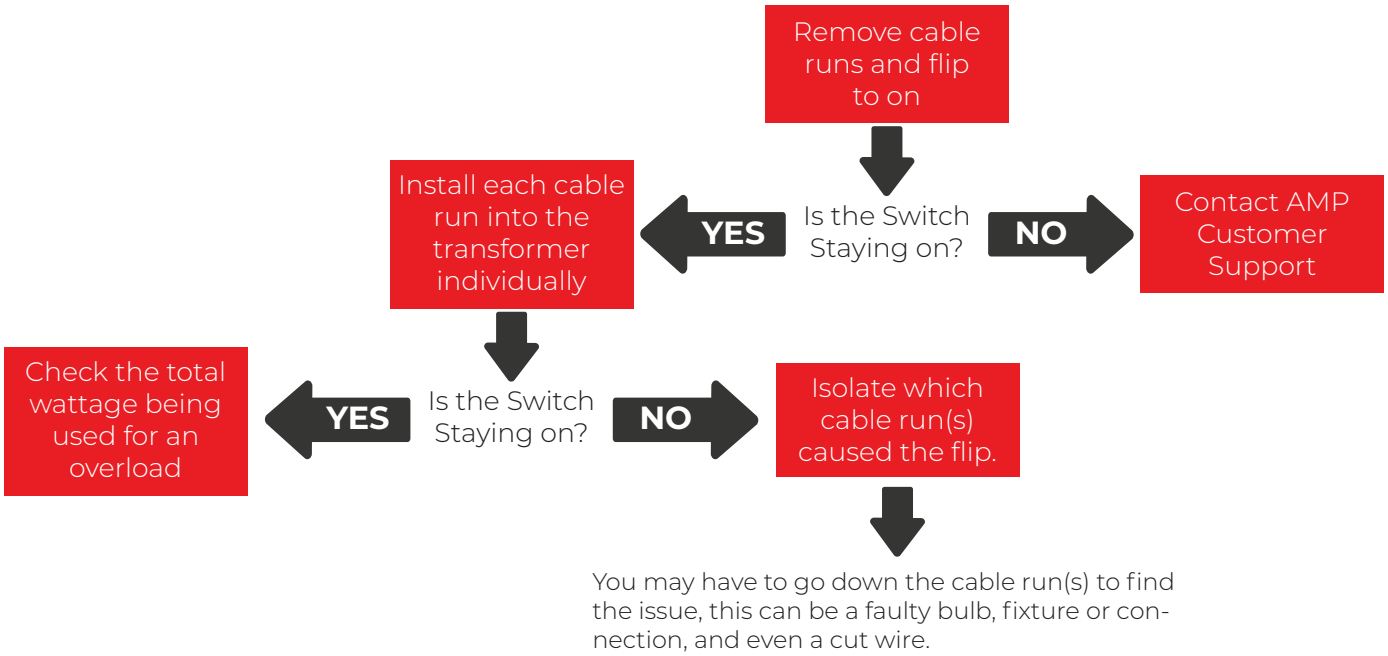
TROUBLESHOOTING ISSUES

TRANSFORMER ISSUES

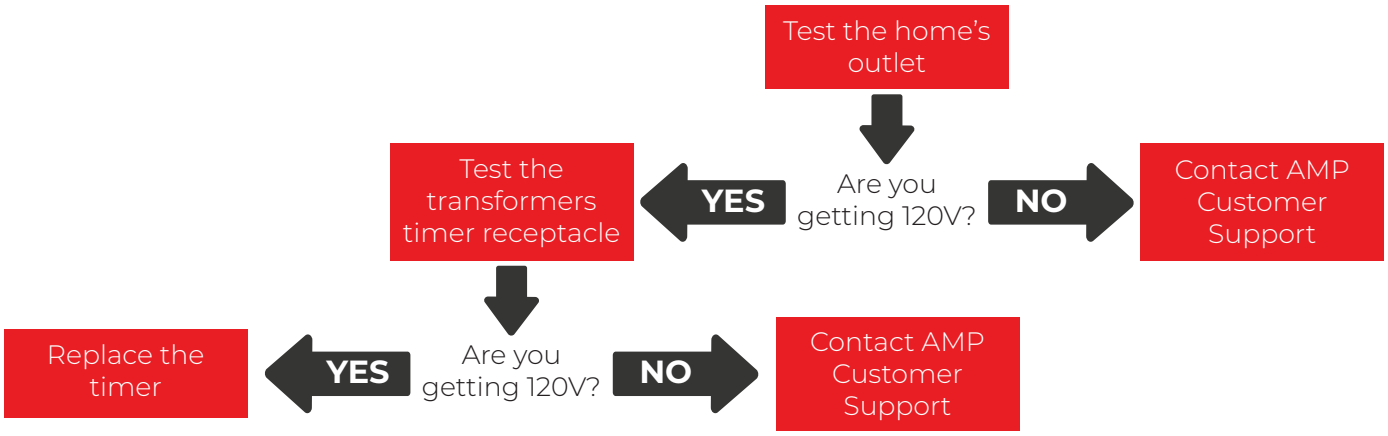
Things that might cause a transformer to not work include accessories used with the transformer, a faulty connection, a damaged fixture or bulb, or a power surge. Another reason a transformer might not work is because it is not receiving voltage from the low voltage ports on the transformer. Another reason could be the transformer's breaker switch, which also acts as its manual on/off switch, has flipped to the off position.

Please follow the flow charts to assist in resolving the issue.

TROUBLESHOOTING A "TRIPPED BREAKER"



TROUBLESHOOTING A "LOSS OF VOLTAGE"



4 SELLING THE PROJECT

THE FIRST MEETING

MAKING A PROPOSAL

MARKETING YOUR BUSINESS

TARGET MARKETING


AMP

THE FIRST MEETING

LISTEN TO THE CUSTOMER

The first meeting with a potential lighting client provides you with lots of useful information that will help you when building your quote(s), selling the project, and making sure the customer is satisfied. During this first meeting, gather the information you need to plan the scope of the project, visit the space the client would like to light up, and ask questions to gain an understanding the look and feel or style that the customer wants to achieve. The most important thing to do is to listen to the client and let them do the majority of the talking. You don't need to try and sell the job at the first meeting.

It is important to ask some key questions during this first meeting, such as why they are interested in landscape lighting. Some clients might say they saw outdoor lighting at a friend's home or another home in the neighborhood, or they might have done their own research. This question can help you understand the level of knowledge and commitment of the client. You will also want to ask questions about the overall expectations for the lighting installation. Learn about what the client likes and dislikes about lighting.

What areas of the property do they want to light?

The client may have specific wants as far as architectural features, landscape features, or pathways where lighting is of high priority for them. This is also a good time to make suggestions and ask questions about lighting other areas of the property to showcase your experience and expertise.

Are there areas that they use after sunset and if so, how do they use it?

Determine if your clients have an outdoor kitchen, cook outside, entertain, or even just relaxing outdoors. Then you can make recommendations about what style of lighting is needed to make those activities possible and safe.

What kind of environment are they trying to create?

Clients may be unsure of the environment they are trying to create, so using descriptive words to figure out what they want is the best way to determine their wants and needs. Using descriptive words like "subtle" and "natural" imply that the lighting is soft and indirect. Using descriptive words like "stunning," "vibrant," or "lively" implies the client is looking for a more impressive design, possibly with vibrant colors.

THE FIRST MEETING

LISTEN TO THE CUSTOMER

Are there any safety or security implications?

Is the customer looking to illuminate dark spots along the sides or back of the property? Are there walkways or steps that need to be illuminated to improve safety after sunset? Some of these different areas may seem obvious to you as a lighting designer, but may not have occurred to the clients. Bringing these points up in conversation can lead to a more thorough and thought-out design plan.

Figure out if the client wants the fixtures to be visible or hidden. Are there opportunities to potentially implement something like a bollard or tiki torch?

Understand the Client's Budget

Knowing what your client is willing or expecting to spend on landscape lighting will help you in your overall plan, design, and expectations. If the client is unsure what landscape lighting costs, give them a general price based on the size of their home and property and what a fully functional system would cost. This can help you gauge where their head is at as far as pricing goes. Some clients will strictly base their decision on price, so keep that in mind based on the reaction you get from different clients, so you are not wasting too much time selling to a customer who really isn't prepared to make the investment.

Different Install Phases

If your original lighting plan seems too far out of the client's budget, a potential option is to offer them the lighting plan in different phases. You can start by lighting the high-priority or high-traffic areas first and add additional accent lights in different phases. Knowing that the customer is likely to move forward with this option can allow you to know where your main wire runs need to be, and when you return to the project, it will be quicker and easier to add the additional fixtures.

Setup a Demo

A demo can be a great way to get the client to commit to purchasing. You can show clients before and after photos, but for many of them, it will be hard for them to envision what their home or property will look like with landscape lighting. If possible, leave the fixtures in place for 1-3 days to allow the homeowner, friends, and neighbors an opportunity to view the demo. Often, if a customer receives compliments on the property right away, it can lead to future business with neighbors.

MAKING A PROPOSAL

KEEP IT SIMPLE

Once you have your landscape lighting design complete, you can begin to think about how you want to present it to the client. It is important to be confident in what you are selling and to anticipate questions or objections from the client. Depending on how long it has been from the first meeting to presenting the proposal, you may want to remind them of the benefits of landscape lighting: safety, security, curb appeal and extending nighttime living spaces. Most people have seen landscape lighting at a friend's or neighbors home, but they often forget about the benefits and value that landscape lighting can add to their property. Finish the proposal by referencing the most important feature or benefit that the client mentioned during your initial meeting. Make it a point to display to the client you are meeting their wants and needs within the plan and proposal.

BEFORE **AFTER**

Showing examples of previous jobs can be a great way to help validate your experience and knowledge in landscape lighting. If you have specific fixtures you are recommending to the client, if possible, show them to the customer so they can see and feel the quality of what they are purchasing. Sometimes it is good to present the client with "good, better, and best" options with different pricing. Often, the only difference in these options is less or more fixtures or color-changing options. It is important to differentiate the different tiers and clearly explain the expected differences in packages.

SELLING THE PROJECT

PRESENTING THE QUOTE

When presenting the quote(s), avoid showing the quote(s) with line items. This can lead to the client picking and choosing different fixtures and asking questions like “if these two fixtures were removed, what would the price be?”. If the client is objective to the price or different packages, ask them thought-provoking questions that make them think about and explain the objections they have so you can get to the root of the objection. It is never a good idea to argue with the client or try and present them with facts or data to make them sway their opinion. Instead, think about how you can word your responses to align with their bigger goal for their property, whether it is extending their nighttime living space, increasing safety and security, or adding curb appeal. It is a good idea to make a list of the most common objections clients have and think of how you will respond to those beforehand.

Once the presentation or proposal is complete it is good to gauge a client’s willingness to move forward with the project. Try using questions like “If we did move forward with the project, would you be comfortable with me starting next week?”, or “Did I consider all of your needs during my proposal?” Finally, ask for the client’s feedback about the plans. If you offered different options such as tiers for “good, better, and best”, ask them which package they are leaning toward and why. If the client says they need more time or still seems undecided, ask them how they would like you to follow up. When the client is ready to move forward, it is important to include a formal agreement with the customer in writing so they understand the scope of work, timeline, payment schedule, contact information, and any other important details or information.

MARKETING YOUR BUSINESS

CREATE YOUR BRAND

Marketing yourself can vary from business to business and there is no one way to do it correctly. A technique or plan that may work for you, might not work for another similar business. It is important to define your company's brand, what value your business can bring, and how you are different from the competition. Having a brand is having more than just a name, logo, and business cards. There are many businesses that have these things but aren't well represented as a brand. A brand states to the client what your business does, how it does it, and why the client should care about your brand. Your brand is what sets you apart from the competition, and taking the time to think through these different aspects is vital in helping your business be known and remembered. A good idea is to develop a 30-second "elevator pitch" you can use to pitch a client about who you are, what you do, and how they can benefit from hiring you.

A good idea — but something that isn't necessarily needed when you first start — is to create brand guidelines that can be implemented across your website, print materials, and social media accounts. A brand guide includes elements such as your logo, color palette, brand font, slogan, messaging, and more.

This brand guide will help you as you grow to keep your branding consistent across different media channels, platforms, and print materials.

TARGET MARKETING

GET TO KNOW YOUR CLIENT

A lot of times, lighting can be installed alongside pools, landscapes, pergolas, patios, and more. Working with other contractors and developers in your area can allow you to partner with these other contractors to grow and gain new business and clients.

Another thing to keep in mind is landscapes with mature trees and large landscapes provide more opportunities for landscape lighting and the potential for bigger-ticket jobs. Something that often goes hand-in-hand with larger landscapes is larger property values. The bigger the property, the more elaborate the lighting job is required to light the property. If potential clients have already invested a lot of money into landscaping, they are likely to invest in lighting to show off the property as much at night as they do during the day.

TESTIMONIALS

WHAT OTHERS SAY ABOUT AMP

I just recently installed lighting at a beach front home and more specifically the beach walkway with the amber turtle friendly bulb installed in AMP fixture. We decided to utilize a 'staggered' design with a subtle transition to traditional lighting approaching the backside of the house.

The design turned out amazing and the transition was initially of concern, but post installation looks incredible! After using our primary source of marketing, social media, to display the installation we began receiving calls and messages in support of the lighting and gratitude from surrounding turtle protection groups.

We have only been an AMP Pro for a few months and already we are proud of our work and happy with our relationship with AMP and all the great crew there! The product quality, customer service and shipping with AMP is superior! Thank you for letting us be part of Team AMP!!"

Ben Baker, Guarded OIB, Ocean Isle Beach, NC

I have been doing business with AMP for several years to the tune of hundreds of thousands of dollars in purchases and continue to do so because of the customer service, fast shipping, and variety of products. While many companies have similar products, I have found the AMP fixtures to hold up very well and keep moisture out. My favorite fixtures are their drop-in down lights. They come with a long wire and a surface mount. I will continue to do business with AMP for the foreseeable future."

Sebastian Shaw, Pro Lighting Outdoors, Jacksonville, FL

I'm very impressed with the quality and innovation in the new AMP line of lighting fixtures. They are unlike all others. My customers love them. Changing beam spreads is incredibly simple, as is dimming to emit the perfect amount of illumination."

Richard Bequette, Brilliant Nights, Tampa, FL

AMP INFORMATION

PARTNERED TOGETHER

Thank you for becoming an AMP® Pro. We look forward to assisting you in growing your business and knowledge of landscape lighting. Our dedicated team of AMP® specialists are available to help you with any questions you might have. We created this document because there are many new AMP® Pros who are new to landscape lighting and/or added it as an additional service for their customers. We hope this document has provided you with new knowledge about landscape lighting basics, lighting design, installation, your branding, and much more. Starting something new or adding an additional service offering can be challenging at first, but with this document, you can gain confidence in understanding the basics of landscape lighting.

SHIPPING LOCATIONS

SOUTHEAST
15486 N Nebraska Ave,
Lutz, FL 33549

NORTHEAST
5801 Grayson Rd,
Harrisburg,PA 17111

MIDEAST
156 Bain Dr.,
La Vergne,TN 37086

WEST COAST
7390 Eastgate Rd. Suite 160,
Henderson,NV 89011

CENTRAL
420 W Mockingbird Ln.,
Dallas,TX 75247

LIFETIME WARRANTY

SOLID CAST BRASS

FAST SHIPPING

FULLY STOCKED

BULK PRICING

AMP®

PROFESSIONAL PRODUCTS WITH LIFETIME WARRANTIES THAT GIVE YOU DESIGN CONTROL

AMPLIGHTING.COM | SALES@AMPLIGHTING.COM | 813.978.3900

REVISION: MARCH 2024