



**OUTDOORLIGHTING**  
PERSPECTIVES®

**BIGGEST  
FRANCHISE  
BRAND IN  
THE INDUSTRY**



**A Franchise Opportunity**



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# DISCOVER THE OUTDOOR LIGHTING PERSPECTIVES

When you become an Outdoor Lighting Perspectives franchise owner, you'll quickly discover that your business has vast growth potential. Since our inception, we have designed and installed lighting systems for over 150,000 clients representing more than \$300 million in business. Our landscape lighting franchise business model focuses on the three most lucrative areas in the outdoor lighting category. Outdoor Lighting Perspectives is in the business of transforming outdoor living spaces with cutting-edge lighting solutions and expert design services. Our work can be seen nationwide, from backyards and courtyards to communal green spaces and golf courses. We're the best at what we do and we'll help you be the best at it, too.

We handle a variety of lighting projects, including:

- Pathways
- Pools
- Docks
- Decks
- Landscape lighting
- Outdoor living spaces
- Design and functionality upgrades
- Lighting system maintenance and repairs

On top of industry-leading design expertise, we provide the best warranties in the industry. Our Shine365 limited lifetime warranty promises a comprehensive lifetime warranty on lighting systems and priority service for our clients. Plus, our annual quality check offers proactive maintenance to keep lighting systems operating at peak performance. With these offerings, our franchisees have a competitive edge.



# WHAT SETS LIGHTING FOR OUTDOOR PROPERTIES

Ready to enhance the look and feel of your property after dark? Outdoor Lighting Perspectives® (OLP) is an outdoor lighting company that specializes in transforming your outdoor spaces with low-voltage architectural and landscape lighting. For over 20 years, our professional designers have been working one-on-one with our clients to create lighting displays that perfectly fit their needs, preferences, and budget. From breathtaking backyard installations to accent lighting that enhances the architectural beauty of your business to festive holiday displays, we'll make sure that after the sun goes down, your property shines.

Whether you want to add mood lighting to a patio space or are looking to improve the safety of your stairs and walkways with soft lighting, our ultimate goal is to provide a display that you will marvel at night after night. OLP has proudly installed over 150,000 systems and has been featured in countless publications, including Architectural Digest, Martha Stewart Living, and Southern Living. From hotels and resorts to country clubs and residential homes, our team will design an outdoor lighting system that perfectly fits what you're looking for.



# INDUSTRY INSIGHTS

## OUR OUTDOOR LIGHTING FRANCHISE MODEL

At Outdoor Lighting Perspectives®, our proven outdoor and landscape lighting design principles add beauty and harmony to your home and outdoor living spaces. From the comprehensive custom planning of your home's exterior illumination to the artful use of special outdoor lighting techniques and effects to the consistent brightness we achieve through the subtle and well-orchestrated placement of our exceptional outdoor light fixtures, we deliver professional results that can match every taste, budget, and architecture. It all adds up to striking illumination effects that enhance your home and extend the enjoyment of your outdoor spaces.

### LED Outdoor Light Technology

Today's environmentally-friendly LED technology offers beautiful light coupled with energy savings and longevity. Consider these LED advantages:

- **High efficiency** - Up to 80% savings in electricity.
- **Longer bulb life** - Better illumination plus the ability to control light direction.
- **Warm, pleasing color** - Far superior to the bright white/bluish hue of previous LED technology.

- **Instant on** - No flicker, no delay.
- **No toxic materials** - Reduces your carbon footprint.
- **Added durability** - Operates in extreme heat and cold.

As you see on this chart, LED bulbs can yield a life expectancy of 50,000 hours. The efficiency depends on LED quality, system design, operating environment, and other factors. As dedicated LED landscape lighting specialists, we have the materials and installation expertise needed to make the most of today's LED technology.

### Superior Outdoor Light Fixtures

When it comes to choosing hardware for your outdoor lighting system, we set the highest standards with our corrosion-proof outdoor light fixtures, wires, and lamps. We love the fact that they can weather the toughest outdoor conditions. You'll love the way the solid copper and brass takes on a rich patina over time, blending beautifully into your landscape.

We set equally high standards for outdoor lighting performance. Our energy-efficient fixtures boast a

long life expectancy and a consistent light output. We use multiple voltage transformers in our low-voltage installations, allowing your lamps to use 50 to 60% less energy while delivering the perfect amount of energy-efficient illumination with balanced light intensity. Our state-of-the-art LED technology plays a major role in boosting your efficiency, too. We're so confident of our equipment's performance and durability that we offer unmatched warranty coverage.



# THE GROWTH POTENTIAL OF OUTDOOR LIGHTING FRANCHISEE

We've completed more than 150,000 residential installations nationwide by offering turnkey solutions for our clients. That means our clients simply sit back and enjoy the beautiful results. That's what makes your job as a landscape lighting franchisee so rewarding.

Keeping our clients' needs—safety, security, usability, and aesthetics— at the top of our mind equates to better word of mouth, more repeat purchases, and more referral business. Outdoor Lighting Perspectives equips franchisees with a ready-made system that provides customized lighting for any property or landscape. Plus, we offer a comprehensive annual maintenance plan to keep their lighting systems in peak condition.

## Recurring Revenue Through Maintenance

We have the most comprehensive maintenance program in the industry. Homeowners and managers of commercial properties rely on OLP franchisees to ensure their lighting systems look as good as the day they were installed. We offer our clients one year of free maintenance upon purchase, and then annual subscriptions to maintenance and our limited lifetime

warranty - providing you with recurring revenue. It's the most important consideration when starting any business: How much can you make? Your potential income as an OLP franchise owner will depend on several factors, so it's difficult to provide an exact figure. However, we can see what the average OLP franchisee is doing to give you a good idea of what to expect.

**The below numbers come from Item 19 of our Franchise Disclosure Document:**

## OLP's Average Unit Volume (AUV) Stats:

**Single Territory Franchisees - \$617,170**

- Based on reports from 44 franchisees

**Multi-Territory Franchisees - \$878,583**

- Based on reports from 24 franchisees

**Average Gross Profit Margin: 58.10%**

- Based on reports from 44 franchisees

## Grow with OLP

We hope these numbers give you the information you need to make an informed decision. OLP has proven to be a resilient brand, having grown exponentially in

recent years despite the pandemic and economic climate.

We give our franchisees tools to succeed, including:

- Top-tier marketing and operational support
- Buying power with your preferred suppliers
- Brand recognition
- Comprehensive training
- Recurring revenue through annual maintenance plans

And more.



# TAKE BE APART OF OUTDOOR LIGHTING FRANCHISEE

## Unrivaled Support from the Biggest Franchise Brand in the Industry

Nobody – and we mean nobody – does outdoor lighting like Outdoor Lighting Perspectives. We've perfected the art of designing, installing, and maintaining world-class lighting systems and we're sharing our knowledge and processes with franchisees who want to dominate their markets.

When you join the OLP franchise family, you'll have access to premium products and benefit from industry-leading training to exceed client expectations every time.

## 3 Lucrative Revenue Streams

You can only go so far on your own. Partnering with OLP will unlock more opportunities and growth potential by following our proven roadmap to success. Our landscape lighting franchise model focuses on three lucrative areas:

### 1. Residential

The opportunity in residential landscape lighting goes beyond installation. Our franchisees work closely with

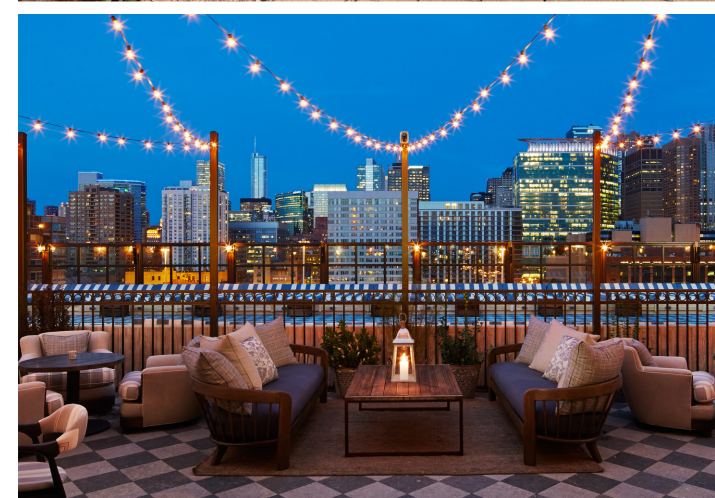
homeowners to design a custom system that complements their lifestyles and properties. There are plenty of upsell opportunities during the process. Your job isn't done after the outdoor lighting system is installed. We'll give you the tools to grow relationships with clients with maintenance agreements and fixture upgrades – some franchisees have enjoyed client relationships for over 20 years!

### 2. Hospitality

Hotels, restaurants, event venues, bed & breakfasts and HOAs are all looking for attractive, low-voltage outdoor lighting solutions to showcase their properties and attract guests. We'll give you the tools to market your services in this profitable market.

### 3. Holiday

Contrary to popular belief, there is no “off season” in the exterior lighting industry. The holiday season is your opportunity to gain recurring revenue with eye-popping decorations for both residential and commercial properties. We have a proven 4-step process – design, installation, removal and storage – that will help you maximize potential during the most wonderful time of the year.



# STEP TO BECOMING A OUTDOOR LIGHTING FRANCHISEE

## A Step-By-Step Guide

Ready to take the next exciting step to become part of the Outdoor Lighting Perspectives family? We have a comprehensive 12-step process that will get you up and running. Our discovery and qualification period typically takes 30-45 days to complete, after which you'll be prepared to embark on your OLP journey! Here's what we'll do to familiarize you with our brand and processes:

### Step 1:

Conduct an initial qualification interview to determine if we're a right fit and outline our discovery and qualification process.

### Step 2:

Provide an overview of the OLP business model and give an opportunity for you to ask questions.

### Step 3:

Ask you to complete an application for an OLP franchise.

### Step 4:

Present our lead-generation system, training, support and technology assets.

### Step 5:

Review the OLP Franchise Disclosure Document.

### Step 6:

Review available territories and demographics.

### Step 7:

Interview with franchise owners so you can validate our business model and opportunities.

### Step 8:

Interview with members of our leadership team.

### Step 9:

Evaluate your plan for success with a member of our leadership team.

### Step 10:

Attend Confirmation Day at our Richmond, VA headquarters to meet the full OLP support team.

### Step 11:

Notify you within 24 hours of Confirmation Day if awarded an OLP franchise.

### Step 12:

Sign OLP agreement and attend your initial franchisee training!



**JOIN US  
TODAY**

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