

Grow your business on every job with Lutron



2019 Lutron PRO—Residential

**For customers who purchase through distribution**



# Connecting you to the Smart Home Opportunity

## How do I get started?

To qualify for entry into the 2019 Lutron PRO Program, you'll need to meet the following requirements:

**1. Complete program application at [lutron.com/PRO](http://lutron.com/PRO).**

**2. Submit the minimum number of completed jobs as outlined below:**

(projects must have been completed within the past 12 months and have included a bridge).

**1 Caséta job** OR **1 RA2 Select job** OR **1 RadioRA 2 job**

## 2019 Program Overview

Level	Total sales (list price)	Eligible products			
		Caséta	RA2 Select	RadioRA 2	Sivoia QS Triathlon
Gold	\$10,000*	•	•	•	•
Silver	\$5,000	•	•	•	

## Program Benefits

**Extended warranty**



Your customers are eligible for up to 2 additional years of full warranty on all eligible, registered projects.\*

**Free Product**



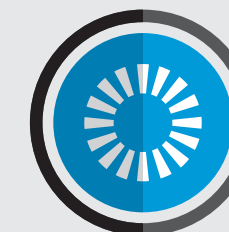
Earn points for your registered projects\*\* and redeem them for free Lutron product, apparel, truck magnets, and more!\*

**Listing on "Find a Pro"**



As a Lutron PRO, you are eligible for a company listing on Lutron's Find a Pro website for the products you are qualified to install.†

**Exclusive promotions**



Take advantage of promotions throughout the year to earn even more points on your projects.‡

**Lutron PRO logo**

**LUTRON PRO**  
RESIDENTIAL

Differentiate your business with the exclusive use of the Lutron PRO logo for your truck signs, website, email signature, and more.

**Specialized logo**



All Gold and Silver accounts will also receive a specialized logo to showcase your level.

\* See *Lutron PRO Additional Details* document for more information.

\*\* All points earned and accumulated in 2017 through 2018 will expire December 31, 2019. All points earned and accumulated in 2019 will expire June 30, 2020.

† To be eligible for a listing on Lutron's Find a Pro website, you must be enrolled in the Lutron PRO Program as well as be licensed and insured.

‡ Promotion details will be communicated throughout the year.

# Account commitments to Lutron

- Maintain active engagement with Lutron by installing a minimum of \$5,000 List price worth of eligible products annually.
- Maintain a high level of homeowner satisfaction on all Lutron installations, and provide superior service that will enhance the reputation of your business, as well as Lutron's, in the marketplace.
- Maintain qualified staff for Lutron products you sell and service.
- Utilize Lutron for the majority of your lighting and shade control business.
- Comply with all terms, conditions, and sales policies ([lutron.com/salespolicies](http://lutron.com/salespolicies)).
- Maintain all local and state licensing requirements.

# Training and marketing materials

As a Lutron PRO, you have access to world-class training opportunities and a suite of marketing materials at no cost (brochures, images, online apps, and more).



Visit [lutron.com/lcionline](http://lutron.com/lcionline) to learn more and review the full course offering.



# Superior support

- **U.S.-based, 24/7 technical support** (888.588.7661)
- **Online dealer forum** — post questions and browse troubleshooting tips/best practices ([forums.lutron.com](http://forums.lutron.com))
- **Local Lutron representative** — for local area training support and business development

## **lutron.com/PRO**

Email: [lutronpro@lutron.com](mailto:lutronpro@lutron.com) | Phone: 1.844.LUTRON1 (588.7661) — includes 24/7 technical support

© 01/2019 Lutron Electronics Co., Inc. | P/N 367-2674 REV D



The Lutron logo, Caséta, RA2 Select, RadioRA2, and Sivoia are trademarks or registered trademarks of Lutron Electronics Co., Inc., in the U.S. and/or other countries.