



outdoor lighting to

Accentuate your home

Every homeowner has a home improvement wish list and when we're faced with selecting the right company for each project, expectations are fairly universal: someone with a proven track record and a sound reputation who provides great product at a competitive price, reliable service and maintenance and, most of all, results that thrill us. Asking too much?

Norm Cohen, owner of **Outdoor Lighting Perspectives (OLP)** in northern New Jersey, doesn't think so. For those astute homeowners that recognize the significant effect low-voltage lighting has on the aesthetic and functional aspects of a property, Cohen is prepared to deliver a personalized solution with large-company resources, experience and expertise.

"People need to be comfortable with what we're doing," Cohen says. "Of all the home improvements you're going to make on your house, how many of them can actually show you the finished product? With our outdoor lighting, you're going to know what the end product looks like before we begin."

Cohen is referring to **Outdoor Lighting Perspective's** unique nighttime demonstrations. Once Cohen has made a visit to the home and has had the opportunity to discuss the homeowner's desires and budget, **OLP** will design a custom lighting plan and schedule a nighttime lighting demonstration where they can show the

homeowners exactly what the final product will look like.

"We're very big on this," Cohen explains. "There's more than one way to light a property, so customers need to know that it's their taste that's important to us." During the demonstrations, the **OLP** technician has the flexibility to show variations, modifications and enhancements based on what the homeowner is requesting so that ultimately, there's complete satisfaction with the end product... without any surprises.

Other companies may install lights as a side line, but lighting isn't their specialty or their livelihood like it is for **OLP**. **OLP** has the skill to address the various parts of a property independently—like the landscaping, the architecture, pool sides, decks and patios—and provide a complete lighting solution for these areas, but they also have the vision and ability to recognize a master plan where all of these distinct parts contribute to the whole. For homeowners who need to accomplish outdoor lighting projects in stages, this serves as some pretty strong assurance that,

as each stage is added, the aesthetic cohesion of a home's outdoor lighting is preserved.

"You're going to need maintenance, as well," Cohen explains. For example, from year to year, "vegetation grows and it can overshadow your uplighting." You'll need minor adjustments and yearly

bulb changes. **OLP** is there for that maintenance and those adjustments because they recognize that outdoor environments aren't static; they're living, growing and changing, so the responsibility **OLP** feels toward their homeowners doesn't end with the installation.

"Lighting is all we do," Cohen says. "The two worst things that can happen to a homeowner is either to turn everything on and it doesn't look like you hoped it would or something goes wrong and the person who did the work is not there to help you."

Indeed, **Outdoor Lighting Perspectives'** success and growth in northern New Jersey since 2004 has been largely a result of their ability to provide complete satisfaction to their customers with both their lighting designs and the follow up service. Homeowners can also have confidence that **OLP**, part of a national brand that has 70 locations nationwide, utilizes only the most superior and durable outdoor lighting fixtures, parts and controls. That's why the major parts of your lighting system will come with a 10-year warranty.

For Cohen's staff of seven cross-trained designers and installers, it's all about the art of lighting, with your home being their canvas. Use of accent lighting and shadows, varying tonal qualities and saturations, placement and refinement of light sources—it all adds up to some pretty serious creativity that's best left to **Outdoor Lighting Perspectives**, the company that's passionate about delivering The Ultimate Lighting Experience for your home.

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