



## WHY CHOOSE THE ALULA BUILDER PROGRAM?



Win more contracts by creating unique offerings for each builder



Save money with one hub for automation, video and security



Eliminate return trips with remote management, service activation and communication path changes

## DEALER PERSPECTIVE: ALULA BUILDER PROGRAM

### THE MARKET

In a competitive marketplace, every successful business needs a niche where it can prosper and flourish. Republic Elite Integration, a Northern California smart home dealer, found theirs in providing a full range of integrated electronic devices to increase new home buyers' comfort, convenience, and security.

Brian Motheral, Republic Elite's General Manager, and his team work with builders to include basic automation systems as a standard part of their new homes. He mentions that after they get a taste of the added convenience, most new home buyers want more cameras, sensors and controls to enhance their living space. The smart home concept, once thought to refer only to luxury homes, is becoming a requirement for all categories of housing.

### THE SITUATION

Motheral says as the average price of many new homes in the Sacramento, Calif. area approaches \$1 million, buyers expect more amenities. He reminds builders that they routinely install locks, garage door openers and thermostats in their new homes. Adding a smart lock and thermostat and an intrusion sensor or two costs about \$500, just a few dollars monthly over a 30-year mortgage.

"We want builders to make home automation systems standard in all homes," says Motheral. "I use the analogy of a car. No one would buy a new car today without Bluetooth and a navigation system. Builders understand the concept, realizing the marketing potential of claiming their latest projects are smart-home ready."

## UPSELLING

Motheral's team meets homeowners as they move into their new homes, showing them how to use the system and set up their smartphone control app. The meeting, which Motheral refers to as "white-glove treatment," also allows the team an opportunity to add-on additional products and services – such as a camera in the backyard, contacts on all doors and windows, and professional 24/7 security monitoring.

Monitoring and other interactive services represent potential RMR. Motheral, an advisor on the development of Alula's Builder Program, worked with Alula to provide options to dealers and builders for one to multiple years of free interactive services.

"Alula stepped up for us," he says. "Using the Alula Builder Program, I determine how long the trial period lasts. After the trial period, most homeowners – at least 80% – take over the monthly fee to maintain their convenience and security."

## THE ALULA SYSTEM

Motheral credits Alula for designing sophisticated devices with no resemblance to a child's toy – like some other manufacturers' products. Unlike other Builder Programs, Alula's puts the dealer at the controls and allows them to design the right system for each builder - not one-size-fits-all. The system easily enables Motheral, or any smart home dealer, to add video doorbells, cameras, sensors and Z-Wave enabled smart devices – as many or as few as the homeowner requests.

"We want all home builders across the nation to make security and automation systems standard in every home," says Motheral.

The Alula builder program offers many benefits, including model-home discounts, remote service activation and an optional Asset Protection Plan for coverage during-construction.

