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The Builder's Guide to Choosing a Home Automation Installer

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Home automation is a multi-billion-dollar business—and industry experts predict that it will continue to grow to the trillions by 2020. Offering home automation services in a new build or retrofit will help you capitalize on an emerging trend and stand out in a crowded marketplace.

Whether because of improved security or higher energy efficiency—or pure, simple entertainment—more and more affluent buyers want home automation.

Offering it to them can help your company appeal to buyers who crave the benefits that the latest technology provides.

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According to experts at ProBuilder magazine, [builders who offer automation services differentiate themselves and gain a competitive edge in a busy marketplace.](#)

But it's not enough to simply “hang up a sign” that says you offer automation products. The installer you choose matters for several reasons—your home automation installation contractor will impact your reputation, directly affect your bottom line, and even influence the way your business is perceived by your customers.

CHOOSING THE RIGHT HOME AUTOMATION INSTALLER

Home automation is a rapidly growing and specialized field, which means choosing the right contractor is a must.

What makes a great installer? Here are a few things to look for when you decide to offer your clients this service:

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Your installer should be able to handle the scope and scale of your project. It might seem like a silly question, but is the installer you're considering able to handle the home you have in mind? Can they cope with multiple suites and bedrooms and a variety of automation needs? Have they handled a project of this size before?

You specialize in high-end or luxury homes—your installer needs to understand your clients and their lifestyle, and bring the right skills to the table.

You need to be able to trust your installer will present your business in a positive light.

Every person who enters the build site or the home you're retrofitting needs to reflect well on your brand. Most importantly, you need the peace of mind that comes from knowing your installer will work well with onsite staff, clients and representatives.

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In many cases, the homeowner or end-client will assume that anyone working onsite works for you. That means that at a minimum your installer needs to meet your brand standards. If they exceed them, even better.

Similarly, your installer should be capable of working with your existing team.

The right home automation installer can fully and seamlessly integrate with all members of the team, including designers, interior decorators, building contractors, and any other professionals who may have a say in the parts of the home that need to be supported by automation.

Your installer should be up-to-date on current technology and trends.

Whoever you choose needs to be:

- Fully aware of the latest technology and trends in home automation,
- Familiar with a variety of brands, and
- Able to suggest and implement whatever custom solution is necessary to satisfy your client.

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The background image shows a modern home interior. On the left, a wall-mounted control panel displays various icons for home automation. To the right, a dining area is visible with a wooden table, blue chairs, and a window with a view of greenery. The overall aesthetic is clean and contemporary.

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An installer that can only handle security, entertainment or lifestyle tech may not be able to fully integrate all of the pieces your client needs in their new home.

The best installers not only know how to install and troubleshoot the latest home automation tech, they can also suggest ways to meet specific client needs.

Your installer should have current, excellent references from the same kind of luxury clients.

Verifiable references from builders and clients will help you ensure that your installer is truly able to deliver on the promises they're making. Since every person who interacts with your buyer can be assumed to be a representative of your business, quality work and professional behavior is a must.

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Finally, your installer should be committed to offering “white glove” service.

Today’s affluent buyer is used to a certain level of service from, for example, furniture and appliance stores. Your home automation installer should understand the importance of creating an ideal client experience. All technology should be fully installed and ready to use—with no trace of the installation left behind in the home.

LOOKING FOR A HOME AUTOMATION INSTALLER? CONSIDER MTC

We’ve served Long Island’s East End for more than 30 years, offering security, automation, communication and entertainment products for clients’ homes, beach houses or vacation getaways.

Builders like you hire us for our experience with security and surveillance; burglary, fire and water damage monitoring; home automation; home

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theater and in-home communication. But they hire us again—and *again*—for our commitment to excellence, professionalism, speed and discretion.

Employing a wide range of hardware and software from the industry's top manufacturers, we work quickly and professionally to minimize disruption—many times we're finished in a single day.

And when we're done, we offer your clients industry-leading customer service with a personal touch. After-sales support is a priority—we feature on-site training, call-in technical support, quick response times for on-site

troubleshooting and repair of warranty components, and courtesy call follow-ups.

Experience the white glove difference with MTC. Contact us to ask for references today.

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