LIGHTING PARTNERS · HOLIDAY & PERMANENT LIGHTING

Recurring revenue that lights up every season.

A turnkey holiday and permanent lighting business you can run as a seasonal add-on or a year-round revenue line, backed by a done-for-you marketing and sales engine.

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WHY LIGHTING

Customers come back every year, and they bring the rest of your services with them.

83%

Year-over-year customer retention on holiday lighting

1 in 300–500

Impressions to a lead, vs. 1 in 2,500–3,000 for typical home services

~30%

Of lighting customers cross-sell into the partner's core trade

Top 5%

Household income bracket typical of lighting customers

Recurring by design

Install, service, takedown and storage are all billed, and 1- and 3-year customer agreements lock in the relationship. Year two is easier than year one, and year three is easier than year two.

A door opener for your core business

Lighting is the most effective customer-acquisition funnel you can add to an existing service company. High-income homeowners and commercial properties start with lights, then ask what else you do.

TWO REVENUE STREAMS, ONE CREW

Seasonal holiday lighting plus year-round permanent lighting.

SEASONAL

Holiday lighting

- Average residential job ~$1,500; commercial jobs $10K–$50K+
- Design, install, service, takedown and storage, all billed
- Customer keeps the lights, so repeat years carry labor cost only

YEAR-ROUND

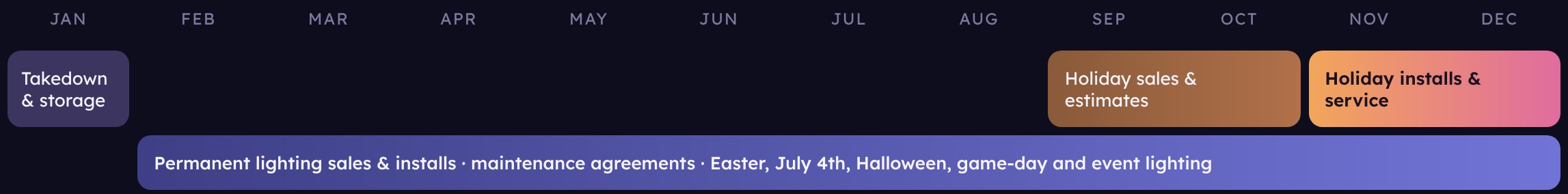
Permanent architectural lighting

- App-controlled RGB LED for every holiday, game day and everyday accent
- $3,000–$6,000 average job (~$20/linear ft), 40–60% margin
- $150/yr maintenance agreement on every install

SEASONAL ADD-ON OR YEAR-ROUND BUSINESS

Fill your slow months, or build a full-time lighting company.

Holiday lighting lands exactly when landscaping, painting, roofing and exterior trades slow down. Permanent lighting keeps the same crew booked the rest of the year.



Seasonal add-on

A two-person crew installs ~50 homes in a three-week November window. Low voltage, no electrician required.

Year-round line

Permanent lighting and annual service agreements turn a 3-month season into 12 months of revenue.

Passive or semi-passive

Investors can own a territory with a local install crew. We work with the crew directly; you monitor the P&L.

THE COMPOUNDING EFFECT

Every retained customer gets more profitable.

SERVICE	AVG REVENUE	YOUR PROFIT / JOB	MARGIN
Holiday residential, Year 1	$1,250–$1,500	$275–$475	**22–32%**
Holiday residential, Year 2+ (retained)	$1,250–$1,500	$550–$825	**44–55%**
Holiday commercial	~2× residential	Varies	**25–35%**
Permanent residential	$5,000–$6,000	$2,000–$2,150	**40–50%**

Profit shown after product, labor and the 25% Lighting Partners share. Retained holiday homes already own their lights, so Year 2+ cost is labor only (~$300).

Flagship MN territory revenue

Started from zero labor force, ~2-month selling window

Gross margin rose from 65% to 70% as retained customers compounded.

PROVEN ACROSS THE NETWORK

Real operators, real seasons.

SEATTLE · CASE STUDY SINCE 2018

$60K → $1.4M

Year-one revenue to $1.4M recurring in 2025, working September through December only.

A single email campaign landed Pike Place Market wharf lighting, about **$140K a year recurring**. Door hangers, yard signs, Meta and email have been run by our team since day one.

MINNESOTA · 2022

~$150K

Revenue working October and November only, with 83% retention

SOUTH CHICAGO

$200K+

Estimate volume in 18 months, ~8 estimate requests a day, 3+ cross-sells

NEW ENGLAND

$150K

Estimate volume in its first full season, ~10 estimate requests a day

PHOENIX

$40K

In one month, first year, as a one-man gutter company

A TYPICAL SEASON IN ONE TERRITORY

We fill the calendar. You close and install.

~225
Bid requests generated by our marketing

→

125–130
Appointments set by our calling reps

→

~70
New homes signed (33–50% close rate)

→

83%
Of them come back next year, and the base compounds

THE PARTNERSHIP

We run the front end. You own the business.

Lighting Partners provides

- Brand kit, website, vehicle wraps and all print
- Meta and Google PPC, SEO, social, email, door hangers, yard signs (~$25K/yr ad spend per territory)
- Lead triage and our own calling reps who set appointments
- Satellite AI measurements, mockups, estimates and invoicing into your Stripe
- 1- and 3-year customer agreements and maintenance plans
- On-site install and sales training (we fly out), plus ongoing support
- Just-in-time inventory: lights arrive 2–3 days after deposit, no stock to carry
- Wholesale product pricing, roughly $15K/yr in savings

You provide

- A closer who confirms measurements at the door
- A local install crew (two people handle ~50 homes)
- Storage, scheduling and the customer relationship

Built on 6+ years of real operations and Prospectr Digital's lead-generation engine, which serves 200+ clients across 40+ verticals.

WHO IT FITS

Trades that already have the crew and the ladder.

PAINTERS · ROOFERS · GUTTER COMPANIES · WINDOW WASHERS · MASONRY · LANDSCAPING & LAWN CARE · COMMERCIAL CLEANING & MAINTENANCE · EXTERIOR DETAILING

Ideal operator

Already in home or commercial services, with a sales team or a willingness to knock doors. Creative, and interested in brightening lives with holiday and permanent lighting.

Ideal investor

Passive and semi-passive ownership supported. Home-based, B2B and B2C, with 2–8 employees at start through maturity. Veterans receive 10% off.

INVESTMENT & TERMS

Low capital entry, aligned incentives.

$50K

Franchise fee, covering marketing launch, calling reps and startup services

$50K–$119K

Total investment, depending on territory size

75 / 25

Revenue share: 75% to you; our 25% is billed at season end, after the money has landed

2–3 wks

From signing to website live and marketing running

Structure	10-year partnership; you own 100% of the business, can run it as a DBA under your existing company
Territory	Exclusive, protected territory
Ad fee / other fees	None. Marketing is included in the revenue share
Breakeven	Typically 12–18 months; system breaks even at ~$100K territory revenue, and both sides win above that
Minimum net worth	$500,000 · additional units $50K each · 10% veteran discount

THE NETWORK

A growing system with room for new territories.

8
Franchised units

2
Company-owned

6+ yrs
Operating playbook

Active markets

Minnesota · Seattle · South Chicago · New England · Phoenix · West Michigan · Northeast Ohio · Virginia · Denver · Indiana

Registered states

AZ · CO · IL · IN · MI · MN · NH · OH · Canada franchises available

Open territories available

- Exclusive, protected territories in new and existing states
- We analyze open markets with you to find the right fit
- Hiring support: we recruit, consult and interview install crews and closers for our franchises
- On-site, in-person and ongoing monthly training
- Talk directly with current franchise partners before you decide

Request a territory check at **lightingpartnersllc.com**

FOR HOMEOWNERS & BUSINESSES

Professional lighting, without the ladder.

- **Custom design and mockup** of your home or property before anything goes up
- **Full service:** installation, mid-season service, takedown and storage
- **Permanent lighting** controlled from your phone or voice assistant, with millions of colors for every holiday and everyday accent lighting
- **Commercial displays** for storefronts, offices, HOAs and landmarks
- **1- and 3-year agreements,** with 10% off a prepaid 3-year plan

See completed installs and request an estimate at **lightingpartnersllc.com**

RECENT INSTALLS

NEXT STEPS

Let's light up your market.

01

Intro call

Territory check, your current crew and services, and how lighting fits.

02

Review the FDD

Talk to current franchise partners and walk through quoting and marketing for your market.

03

Sign & launch

Launch meeting, custom website in 2–3 weeks, marketing starts immediately.

04

Train & install

Sales training, operations training, and in-person install training in your market.

Travis Piepho, Founder

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This presentation is for informational purposes only and does not constitute an offer to sell a franchise. An offer can only be made through delivery of a Franchise Disclosure Document. Figures are unaudited, approximate results from Lighting Partners territories and are not a guarantee of future performance; individual results vary with sales effort, market conditions and other factors. Terms are subject to change; refer to the current FDD.