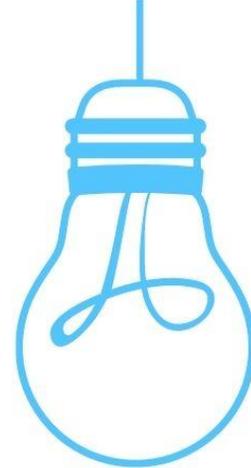


STUNNING LANDSCAPE LIGHTING



Best Tips From A Pro

MARTHA HOSTETLER



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Ordering Information:

Quantity sales. Special discounts are available on quantity purchases by corporations, associations, and others. For details, contact the publisher at the address above.

Printed in the United States of America

Publisher's Cataloging-in-Publication data

ISBN 978-0-9811854-1-0

HF0000.AO ADO 2019

299.000 00-dc22 2010394598

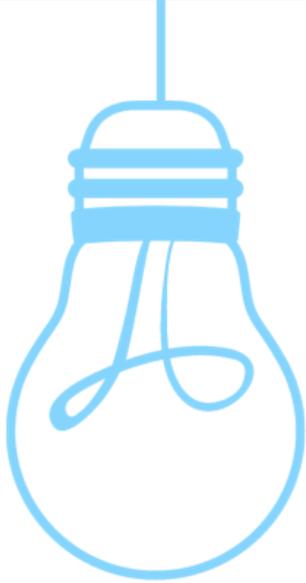
Second Edition

1413121110/10987654321m

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INTRODUCTION

Lighting plays a large role in the average person's life. From serving as a functional part of life to providing decoration, many homeowners focus primarily on the lighting inside their home. However, a well-designed lighting plan should be considered for outdoor areas as well. With a good set-up, outdoor lighting provides safety and security to the home while enhancing the area



When it comes to landscape lighting, this is an area where less is more. After all, outdoor lighting requires less since the sun provides natural light during the day. Your eyes also need less light outdoors than the inside of the house to see light, shadow, and pattern. It's a good idea to walk around the yard during the night to review your lighting needs. Take the time to decide how you plan to use the outdoor spaces in the evening and then tailor a lighting plan to meet those needs. Keep the purpose of the lighting in mind as it may vary depending on your location.

If you want to learn more about how to plan outdoor lighting, these are three of the reasons to have a plan in place. Additionally, you can also learn more about why you should install landscape lighting in your home.

Contribute to Curb Appeal

It's an old saying that you only have one chance to make a first impression. When it comes to your personal presentation, this often means dressing well, improving your appearance, and presenting yourself in the best possible light. When it comes to a home, we use the same idea but refer to it as providing curb appeal. The curb simply means that you don't have much time to make that impression. From the minute that someone views your property, he or she is going to make up their mind about what they think of your house. In fact, many homeowners have already made a decision about a house before they walk on the property.

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There are many steps that you can take to increase the curb appeal of the home. Updating the paint, working on landscape design, and even just cleaning the area all make a difference. However, for the person viewing your house at night, none of these things really matter unless you have the lighting in place to show it off.

The goal of a lighting plan is to highlight the best features of the house and your landscape without turning it into a light show. In order to do this, you need to have someone who knows how to plan and also has the experience to put your house in the



best lighting possible. While having a professional work on your lighting plan isn't required, it's often a good idea to use a landscape lighting professional. This may be especially beneficial if you're trying to sell a home or want to improve its curb appeal for functions. The attention that a professional can apply to your home will ensure that you have a detailed and sophisticated approach.

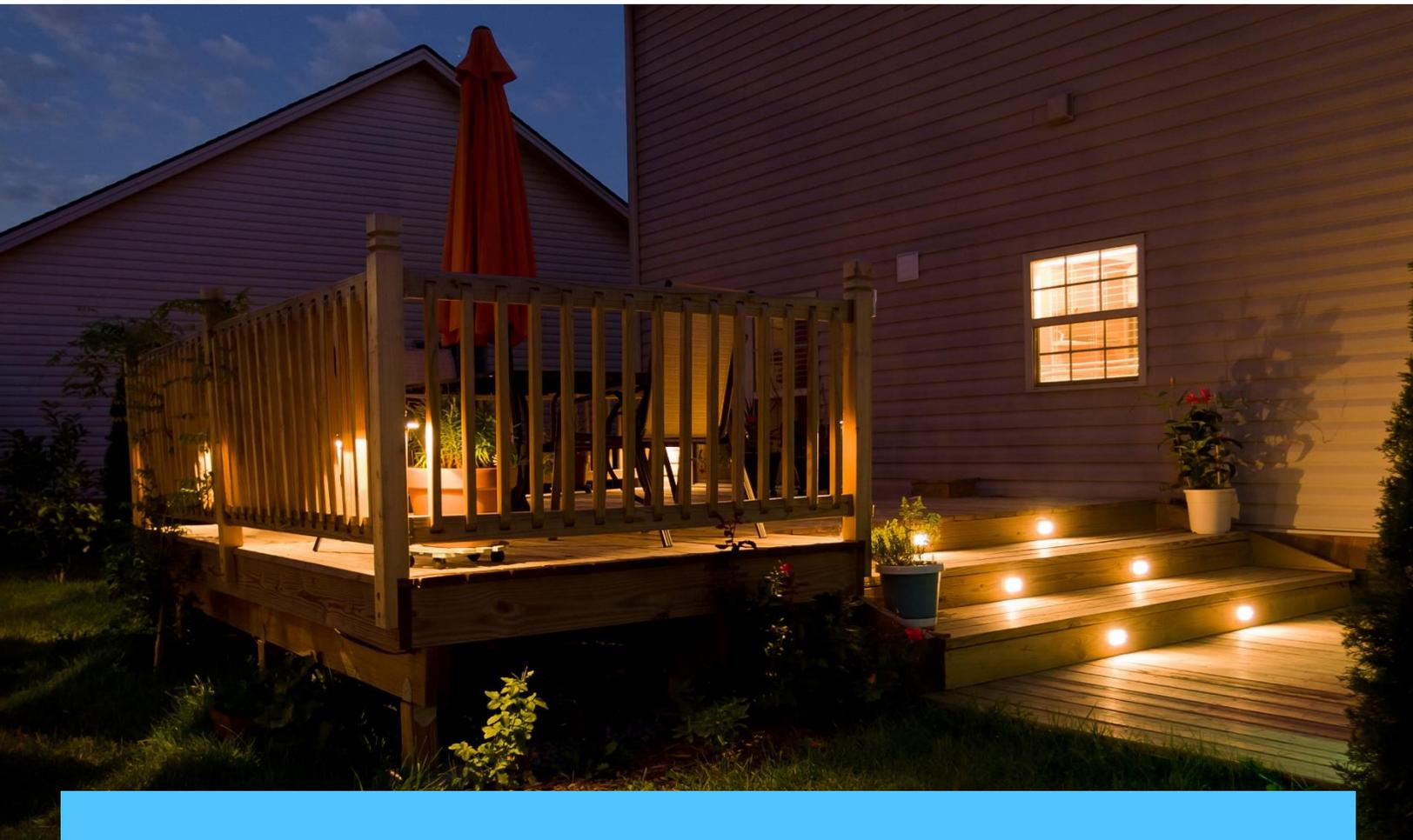
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Enhanced Security

When it comes to the safety of your home, you probably think that your house is fairly safe. In fact, many homeowners have optimism bias which leads them to believe their house is less likely to suffer an event than others. Unfortunately, that's not the case. The US Department of Justice estimated that 2.7 million burglaries occur each year and 88% of those occur to residential homes. The houses most at risk are generally privately owned and single unit homes. This means that even though you may not think you're at risk, a burglary can happen to anyone.



Burglars are not going to go for a house that has good security if there are also options with low security. Making your house even slightly more secure means that it will be less tempting for intruders to target.



That doesn't mean you can't take steps to decrease your risk though.

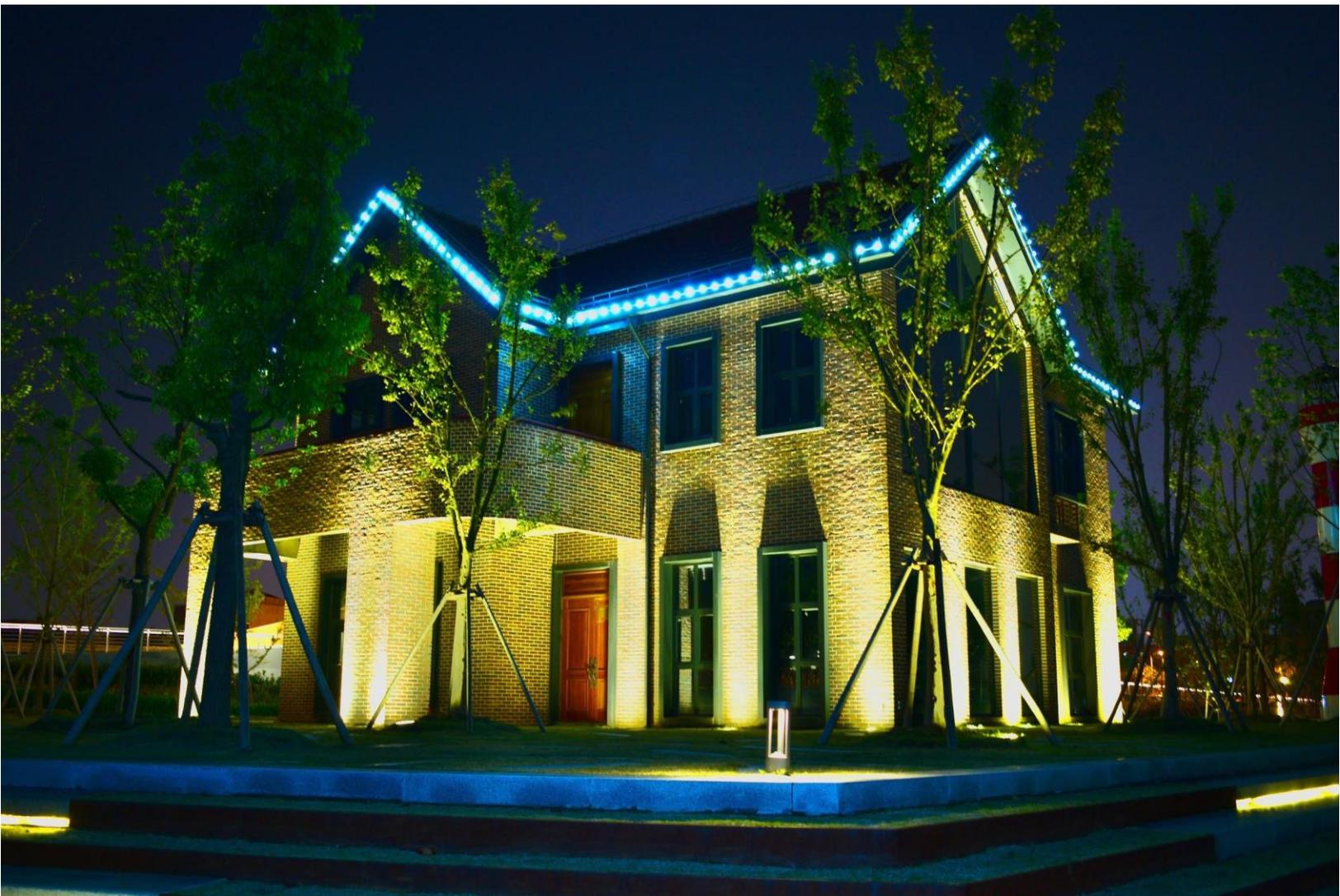


When it comes to decreasing the chance of a breakdown, your house doesn't have to be the most secure. However, you do want it to be more secure than the average home. Burglars are not going to go for a house that has good security if there are also options with low security. Making your house even slightly more secure means that it will be less tempting for intruders to target.

One simple way to make your house less desirable for burglars is to install security lighting. Think about motion-sensor controlled lights that are present in the front and the back of the house. For example, if you have a bright floodlight in the driveway that turns on via a motion sensor, no one wants to walk up to the house because they'll be seen. Any burglar that is suddenly caught up in a bright light will probably seek out a target that doesn't have the same lighting. This is the also true for lighting up the backyard area. When it comes to lighting, sometimes a single floodlight can take this one. However, a floodlight isn't your only option.

Having a tasteful lighting plan set up for your house makes it harder for anyone to approach your home without being noticed. One common place that intruders like to hide when trying to get close is in the shadow of trees. Any large trees could have subtle uplighting installed. Not only does this deter intruders but it also provides a beautiful feature to your landscape. If your home is built near dense brush or trees, you'll want to take a close look at this and see if you can add lighting to the landscape.

Most burglaries are going to be committed by intruders who enter through the first-floor window or doorway. Any lighting plan that you use should prioritize lighting up these areas of a home as a first level of protection.



Make Outdoor Spaces Functional During the Evening



If you want to spend time outside of your home when it gets dark, then you'll have to install some type of outdoor lighting. This is often desired when you have a patio, grill area, deck, or any other space you want to use. There's no reason why these spaces can't also be useful during the night. In fact, having outdoor living spaces are one of the most popular additions to the average

home. In the warmer parts of the states, adding outdoor lighting can significantly increase the living area of the home.

Also, if you have a deck, walkway, or stairs outside of the house, you'll need lighting in order to keep it safe at night. This is especially important if it's a long driveway or a particularly dark area.

Pathway lighting is an important part of any outdoor lighting plan. Many homeowners choose a simple method of installing solar lights on either side of their pathways. This does provide some light and will help to avoid trips and falls but it's not ideal. Solar lights tend to be fairly dim and won't provide enough light to illuminate a pathway adequately. They're also fairly cheap and break quickly. Additionally, when it comes to aesthetics, installing parallel lights isn't the best choice.

“Additionally, proper lighting makes a big difference in whether a space is functional or not.”

You want the walkway to be lit without turning it into some type of runway. Consider placing lights in a less even fashion and not matching on the opposite side of the path. If you're lighting a garden path, then you may want to choose a variety of fixtures to add some uniqueness to the area. For example, bollard lights are a modern alternative that will contribute to the appearance.

Additionally, proper lighting makes a big difference in whether a space is functional or not. This is the same as indoor lighting needs. Without exterior lighting in place, these areas won't be usable after dark. During the months when the days are short, having a plan set up will let you use the spaces for much longer.

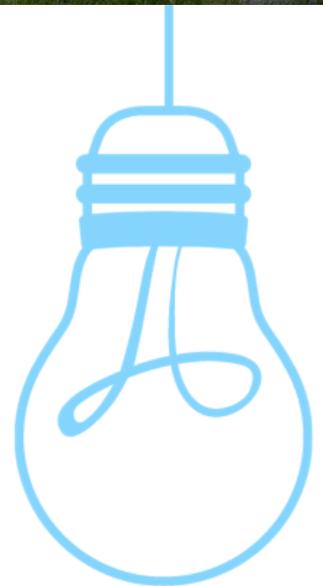
Light deck space by using integrated lighting into the railings and posts for a simple solution. The fixtures for these spaces are available in a number of styles and finishes so you can tailor their appearance to the aesthetic of your home. When



it comes to covered porches, recessed lighting is a simple solution that will provide direct lighting overhead and illuminate seating areas as well as outdoor tables. Exterior lighting with sconces is a popular addition around doors. These choices are also readily available in a number of finishes and styles to match your home.

If you're not sure how to set up new outdoor lighting, then get in touch with a local electrician. This professional can help you develop an effective plan while also keeping your home safe.

These are the three primary considerations when it comes to install lighting landscape. However, there are also ten additional reasons you may want to consider.



10 Reasons Why You Should Install Landscape Lighting

10 Outdoor Landscape Lighting Plans Create Focal Points

If you want to create an outdoor area that's more interesting and dramatic, then lighting is a simple way to achieve this. Landscape lighting companies may want to focus on areas such as ponds, large trees, and any decorations on the property. Lighting strategies to create focal points can add to the appearance of your areas.

9 Outdoor Lighting Can Extend Your Time Outside

If you enjoy the great outdoors, then you may not want to be confined inside just because it's dark outside. Lighting in the garden or patio will let you enjoy being outside at any hour of the day or night.

8 Outdoor Lighting Increases Curb Appeal Naturally

Whether you have a property that's residential, commercial, or industrial, its appearance is going to be improved by adding outdoor landscape lighting. Even if you have a small house, the lighting can be designed to make it more charming

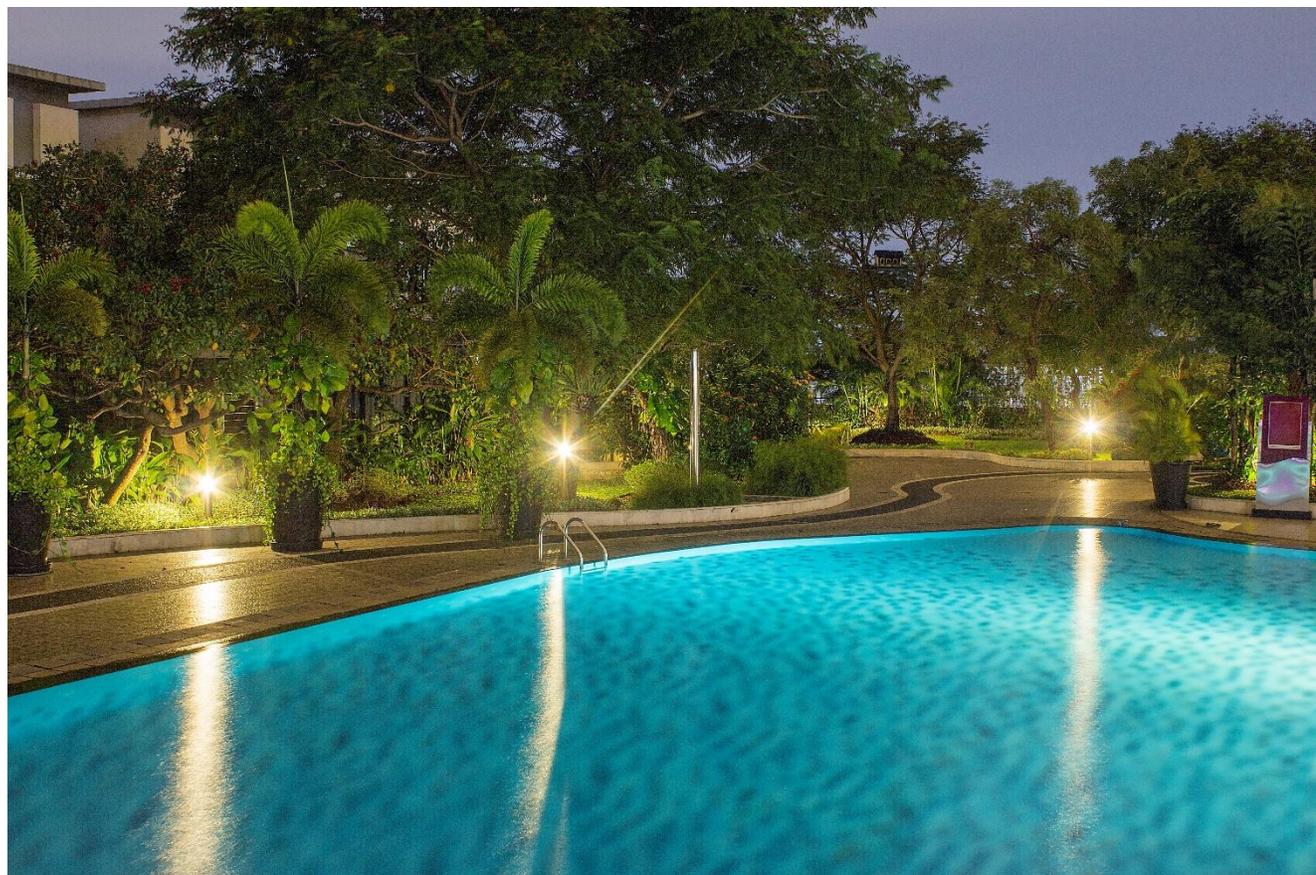
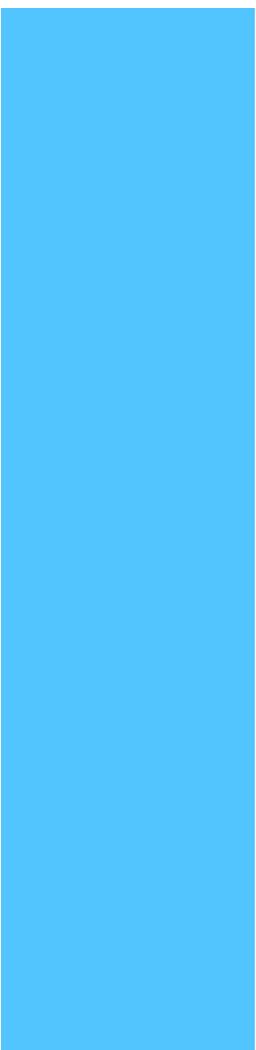
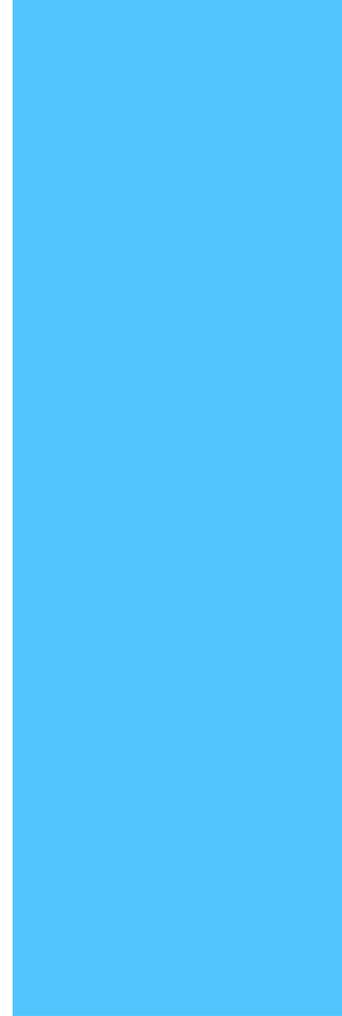
and attractive. A good landscape lighting design shows the best features of your property and the natural beauty that surrounds it without being fussy or overly dramatic.

7 Outdoor Systems Increase Safety and Security

Having a lighting system in place for either a home or business is going to deter criminals. You can add an extra layer of protection to your space simply by putting in outdoor lighting. In fact, a house that is poorly lit has a 30% greater chance of being targeted. With the advances in motion sensors, you can add lights to your property without increasing electricity bills while also contributing to the safety and security of the space.

6 Outdoor Systems Look Great Throughout the Year

Regardless of weather patterns, having an outdoor lighting system will give your property appeal throughout the year. A good lighting expert will help you highlight seasonal additions such as holiday trees decorated or shine a light on seasonal arrangements that you may have and enjoy.



5 Raise Your Property Values

When it comes to increasing the value of your home, a residential lighting system does this for you. This is a great option if you're considering selling your house in the future. Studies have shown that an outdoor system can add up to 20% value to your house price.

4 Improve the Appearance of Your Property

Even if you don't want to sell your house anytime soon, don't you want a place that looks great? You can use lighting systems to shine attention to the architecture, show off a well-kept lawn, or simply light the front walkway of the house - Hostetler can show you how!

3 Energy-Efficient Lighting Is Environmentally-Friendly

Hostetler specializes in lighting systems that don't have to make your energy bills high. There are many systems available that use energy-efficient technology with low voltage and LED systems. These installations don't use much power but give you great light.

2 Outdoor Lighting Sets the Scene

If you're interested in being the talk of the neighborhood, then a lighting system will get you there. From events that you host or simply having people over, you can wow your guests by having dramatic lighting to set the mood.

1 Improved Affordability

Hostetler can create a custom lighting installation for your home or business that doesn't have to cost a bundle. A low-voltage system is also extremely efficient and can save you money in other costs down the road. In fact, a ten-light low voltage system will only cost about \$50 each year. What a great value! Contact Hostetler today to discuss your lighting ideas. We can custom-design a plan that brings your vision to light and fits within your budget and time frame.



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