

OFFER THE SMART-HOME
OPTIONS YOUR BUYERS WANT

BUILD WITH A BRAND YOU TRUST

Millions of home buyers are looking for smart-home solutions. Let Brinks Home Security be your smart-home expert.

More than 1 million people trust Brinks Home Security™ for protection. Our brand sets you apart from the competition, and shows that you've got everything they need for a smart home. Today's buyers want technology that lets them:

- ✓ Keep an eye on what's going on anytime.
- ✓ See or speak to whoever's at the door.
- ✓ Save effort and save energy.
- ✓ Warm things up or keep them cool.
- ✓ Control their system from anywhere.

BRINKS
HOME SECURITY™



SELLING A SMART HOME: **BY THE NUMBERS**

According to a survey of 3,000 real estate professionals, home automation has become an attractive option for buyers. Smart-home technology is increasingly important in home staging; over half of respondents said it helped a sale always or very often. Nearly 79% said buyers are willing to pay more for smart homes.

SOURCE: Coldwell Banker, "Smart Homes: An Emerging Real Estate Opportunity," 2018

SHOW YOUR BUYER THE POSSIBILITIES

PROVIDE MAXIMUM VALUE

There are other advantages to offering smart-home features:

- ✓ Improve resale value for your buyers.
- ✓ Save as much as 10% a year in energy costs.
- ✓ Buyers can often get insurance discounts up to 20%.

OPEN THE DOOR TO MILLENNIALS

Buyers between 18 and 36 years old are the most tech-savvy generation.

- ✓ They represent 35% of the market.
- ✓ 65% are first-time buyers.
- ✓ Older Millennials want "cool" features.
- ✓ Younger Millennials want practical options.

WE'LL ADD A NEW DIMENSION TO YOUR MODEL HOME

Brinks Home Security provides free or discounted products and services:

- ✓ Exceptional home security systems.
- ✓ 24/7 professional alarm monitoring.
- ✓ Locks, lights, thermostats and other smart-home devices.
- ✓ Amazon Alexa / Google Home functionality.

GET MONEY BACK ON CONSUMER PURCHASES

Offer smart-home or security systems to your buyers at a discount. Our Builder Rebate Program lets you receive a portion of their purchases. It's that simple.

LET'S TALK TODAY

See how Brinks Home Security can help you build sales with the smart-home technology your buyers want.

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