



*The Value of Professional
Landscape Lighting*

SEE YOUR PROPERTY IN A WHOLE NEW LIGHT



PARKER HOMESCAPE
Landscape Design & Outdoor Living Spaces

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INTRODUCTION

Picture it now.

Your patio has a warm, elegant ambiance. Your pool area is beautifully illuminated so you can enjoy the outdoors well into the evening. Your driveway is more accessible and inviting than ever.

Professional landscape lighting is the perfect way to highlight your home's architectural features, enrich your garden beds, and provide safe passage across walkways and driveways. It adds a whole new dimension to your home, while boosting your curb appeal and property value.

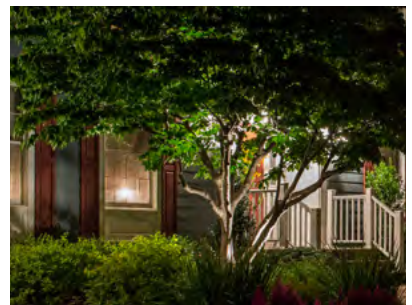
Landscape Lighting Design

DISCOVER THE SECRET TO EVERY BEAUTIFUL LANDSCAPE

The success of your outdoor lighting is dependent on one thing—the landscape lighting design. Proven landscape lighting design principles and techniques can add beauty, depth and harmony to your outdoor living space. From the custom planning of your home's exterior illumination, to the artful use of special lighting techniques, to the well-orchestrated placement of light fixtures, landscape lighting designs should be crafted to match your taste, your budget and your home's architecture.

Custom Design Plans

Every home is unique—and every landscape lighting plan should be, too. As such, it's essential that landscape designers and architects consult with you before starting a project, and tour your property to discuss your vision and your budget. Use this consultation as a time to get answers to any questions you might have and to discuss what you'd like your new lighting to accomplish, what features you'd like to accentuate, and what mood you'd like to set. Then, you'll be sure that a comprehensive plan is crafted, just for you.



Landscape Lighting Design

LANDSCAPE LIGHTING DESIGN PRINCIPLES

When designing your custom landscape lighting solution, landscape designers and architects should consider the following principles:

Cohesion

A landscape lighting layout should always make visual sense to the viewer. This requires designers to illuminate a property in a way that highlights the most attractive features individually, while weaving all of the elements together into a cohesive, sensible scene.

Depth

Designers are able to add dimension to a home by lighting areas both near and far, bringing an intriguing three-dimensional view to the visual experience.

Focal Point

The primary focal point should be the home, of course. However, by creating secondary focal points, designers are able to highlight distinctive landscape features and structures that complement the home.

Light Quality

Light quality refers to the perceived visual nature of the lighting, with regard to its affect on the human experience. To achieve lighting quality that fits the 'romantic lighting', 'dramatic lighting', or 'subtle lighting' mood, designers can use a variety of techniques, including direction, beam control, fixture placement and brightness.

Perspective

Perspective is dependent on the skillful placement of lighting fixtures that consider the viewer's location.

Balance

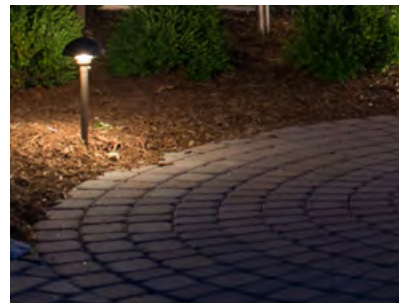
To achieve balance, landscape lighting designers need to create a plan that is balanced from left to right, and from top to bottom.

Symmetry

Similar to balance, symmetry requires designers to illuminate the landscape in such a way to preserve its visual impact and to balance it from left to right. The intensity of light must be matched throughout the property, as well.

Visual Comfort

Designing the landscape lighting layout requires designers to determine not only where lights should be placed, but also the type of lights that should be used. Landscape designers should ensure that the lighting is not glaring, overly bright, or too weak, all of which can take away from the safety, security or aesthetic enjoyment of the property.



Landscape Lighting Techniques

ADD A LITTLE “WOW” TO YOUR EXTERIOR

Using one or a combination of specific lighting techniques, landscape lighting designers can create dramatic focal points around your home and highlight all of the best features of your property.

Some landscaping lighting techniques include:

Uplighting

The opposite of moonlighting, uplighting refers to shining light in an upward direction. This technique is used to softly highlight garden features, to add depth to outdoor walls or fences, or to contribute ambient lighting for safety.

Spot Lighting

This technique uses an intense, controlled beam to highlight focal points, such as sculptures, gardens and shrubs.

Silhouetting

This technique involves placing a light fixture directly behind the subject and pointing the light at a vertical surface to display a dark outline of the subject to an observer. This dramatic silhouette effect is great for highlighting trees and plants with an interesting branch structure.

Shadowing

In contrast to silhouetting, the shadowing effect lights an object from the front and below in order to project intriguing shadows on a wall or other vertical surface. This is another way to highlight features with interesting shapes.

Path Lighting

Providing low-level lighting for beauty, safety and security, this technique involves placing unique light fixtures alongside driveways, walkways, garden paths or patios.



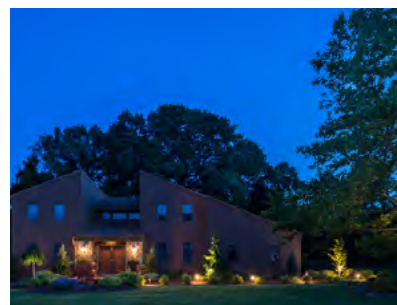
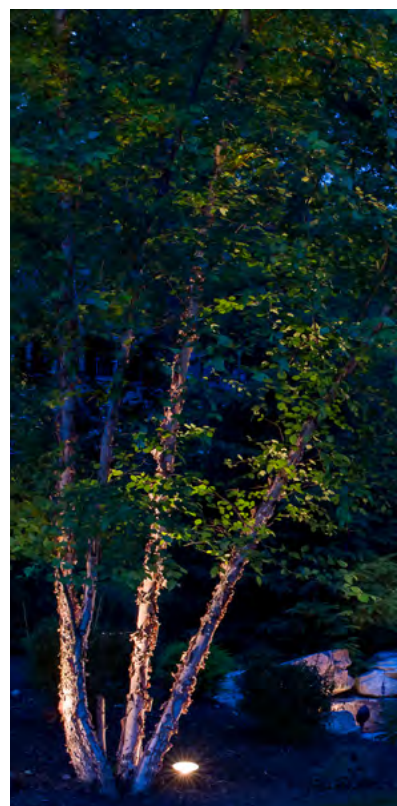
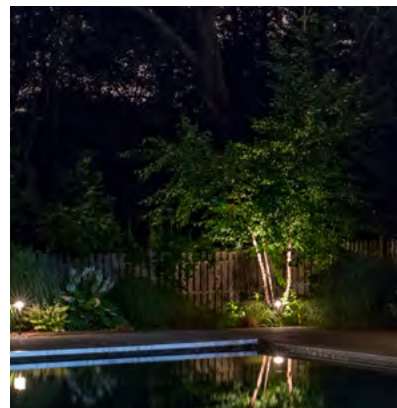
Benefits of Professional Landscape Lighting

UNCOVER THE ADVANTAGES OF OUTDOOR LIGHTING

You have a beautiful home, a picturesque backyard, and an inviting outdoor living space. By installing low-voltage landscape lighting, your open-air oasis can come to life after the sun sets, and can provide these benefits.

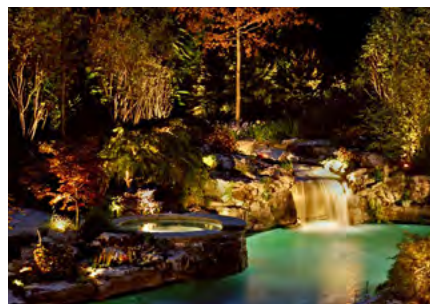
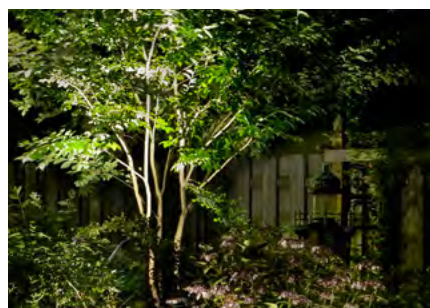
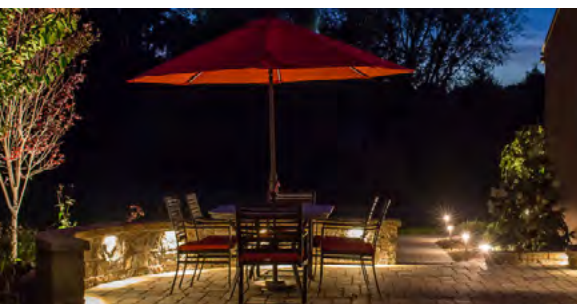
4 Key Benefits of Landscape Lighting

- 1. Security & Safety.** Outdoor lighting offers more than beauty. It also illuminates pathways, walkways and steps, allowing for better visibility and safer access for you, your family and your guests. Plus, landscape lighting offers valuable protection for your property by deterring potential intruders.
- 2. Usability & Functionality.** Landscape lighting allows you to do more of what you love—spending time outside with your friends and family. When designed carefully, outdoor lighting can make your property more accessible, more comfortable and more inviting, no matter the time of day.
- 3. Aesthetics.** Landscape lighting complements and highlights a home's best features, which are normally shrouded in darkness after the sun sets.
- 4. Financial Return.** Professional landscape lighting systems have been proven to increase the value of homes. Better still, low-voltage lighting uses less electricity and is more economical to install than traditional systems.



Ideas & Inspiration

DISCOVER HOW PROPERTIES CAN COME TO LIFE WITH OUTDOOR LIGHTING



Choosing a Landscape Lighting Professional

DISCOVER THE PARKER DIFFERENCE

At Parker Homescape, we have a passion for perfection, and we guarantee quality in everything that we do—in our craftsmanship, our award-winning designs, and our consistent follow-through. Our unparalleled expertise, high-quality lighting fixtures, and impeccable installations have earned us our reputation as the area’s best choice for professional landscape lighting.

Superior lighting fixtures and materials.

We utilize the highest quality, low-voltage fixtures and materials. Our energy-efficient fixtures are integrated, which means that there’s no need to change light bulbs or to pay for an extensive maintenance plan. Unlike many other companies, our products boast a long life expectancy and consistent light output.

Region’s best warranty.

All of our fixtures and materials are backed with an unmatched warranty plan. We offer a Lifetime Manufacturer’s warranty on the transformer and a 20-year Manufacturer’s warranty on most lighting fixtures.

Little to no maintenance required.

While most companies require a maintenance plan, Parker Homescape is so confident in our integrated fixtures’ performance and durability that we can ensure your lighting system will require little to no maintenance.

Continuing education.

Because landscape lighting is an art that we are continually perfecting, our staff enrolls in design courses to remain at the forefront of the industry.



Satisfied Clients

OUR NUMBER ONE GOAL

“The Parker Homescape team was extremely helpful in helping us envision what the finished product would look like and they listened to our concerns and made adjustments accordingly. We have been very impressed with how Parker Homescape has reached out after the job was completed, following up with phone calls to make sure we were happy with the finished product and visiting our house to make adjustments to the lighting system.”

Li-Er & Thomas Fradella, Westfield, NJ

“Scott and the professional team at Parker Homescape are a pleasure to work with. They took the time to understand the challenges of my property and made several suggestions on how I could maximize the space we were working with.”

Erich Radlmann, Westfield, NJ

“Scott’s ability to help us visualize the final product, his honesty & willingness to work within our budget instilled in us a confidence & trust in his vision. I cannot say enough about the professionalism of his team from day one. When the landscape lighting finally turned on in the end, we felt like we were in a beautiful Tuscan garden.

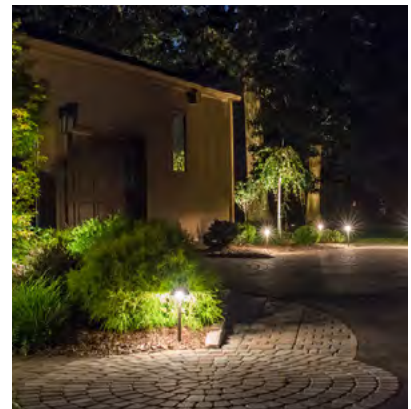
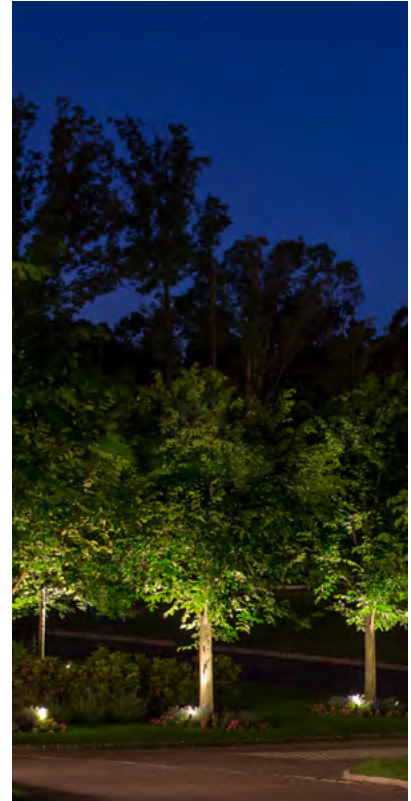
Grace & Mike MacDonald, Bridgewater, NJ

“Thank you for the recent repair and redesign on our landscape lighting system. I think it looks great and we get lots of compliments. I had a hard time finding someone to do this project, so I sincerely appreciate coming home and seeing it look so nice. It is so wonderful to find someone who is professional and knowledgeable in their field. I also appreciate your timeliness regarding appointments and follow up. To me, that really means a lot and shows that you have a genuine respect for your client’s time.”

Chris & Deena Trainor, Scotch Plains, NJ

“Parker Homescape did an outstanding job landscaping the front of our house and installing landscape lighting. Scott, Jon and their team were very responsive and were not satisfied until the job was completed and we were happy with the result. Their willingness to spend the time to understand our requirements and provide suggestions went a long way in the successful execution of the project.”

Eric & Jessica Martin, Scotch Plains, NJ

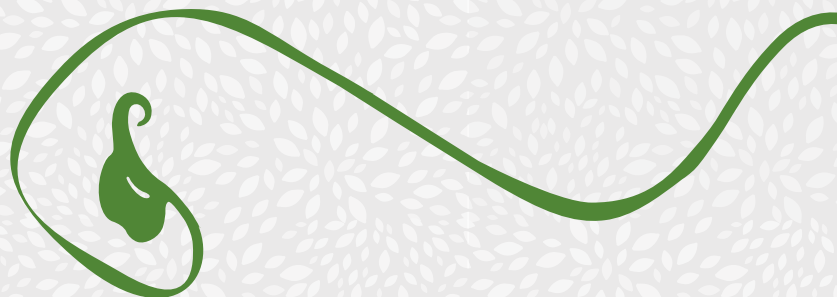


CONCLUSION

Light up your landscape.

Professional landscape lighting is one of the most effective ways to add beauty and value to your home. As experienced, trusted outdoor lighting technicians, the Parker Homescape team creates custom solutions that beautifully illuminate and accentuate your landscape and your home.

Our experts will work closely with you to achieve your desired lighting effects. We utilize the highest quality lighting fixtures and materials, which are backed with the region's best warranty. This unmatched combination of customer service and expertise will achieve the look and feel that you're longing for—and that your neighbors will be envious of.



EXPERIENCE THE DIFFERENCE TODAY.

*Contact Parker Homescape to
learn more or to schedule
your NJ landscape
lighting consultation.*

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