



LIT  
OUTDOOR LIGHTING

5-MINUTE READ

— FOR THE OTHER HALF OF THE DECISION

# Outdoor Lighting, *Briefly.* **Honestly.**

A quick guide for spouses, partners, and anyone else being asked to weigh in — without having to become a lighting expert first.

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BY LIT OUTDOOR LIGHTING

Family-owned, Covington-based. Serving the Northshore and Southeast Louisiana since 2021.

FREE CONSULTATIONS

NO PRESSURE

**(985) 244-7733**

# 01 FIRST, A WORD

## Someone you trust sent you *this*.

Which probably means they're thinking about outdoor lighting and they'd like you to be part of the decision. That's a good instinct. It's also why this guide exists.

Most outdoor lighting companies write their marketing materials for the person who's already sold. This one is written for **you** — the person being pulled in at the last minute, probably with less context, probably with a few skeptical questions, and definitely without the bandwidth to read 30 pages.

Our promise: no sales pitch. Just a straightforward explanation of what outdoor lighting actually is, what it costs, what it does, and what happens if you decide to book a free consultation (or don't). You can read the whole thing in about five minutes.

### A NOTE ON OUR APPROACH

A good consultation doesn't depend on either of you being convinced yet. It depends on both of you being curious enough to see what's possible. That's all we're asking for.

## Outdoor lighting in *four* quick facts.

### WHAT IT IS

**A *custom-designed* system.**

Professional-grade fixtures placed with intent across your property — designed specifically for your home's architecture, landscaping, and how you actually use the space.

### WHAT IT COSTS

**Between *\$2K and \$15K+*.**

Most projects across the Northshore land in that range. The exact number depends on property size, fixture count, and scope — which is what the free consultation is for.

### WHAT'S INCLUDED

**Design, install, *and* warranty.**

Everything from the first site visit to the final walk-through. Brass fixtures. Marine-grade wire. Up to 25-year warranty on parts. The best warranty in Louisiana.

### WHAT IT DOES

**Makes the home feel *finished*.**

A properly lit home reads 30% larger, feels more cared-for, and gets used more — every night of the year, not just during daylight hours.

## The six questions people *actually* ask.

These are the concerns that come up on every consultation — from the partner who wasn't in the room for the research. Here's what we tell them, plainly.

### ? Is this actually worth it?

For homes with an existing investment in landscape, architecture, or outdoor living — **yes**. Lighting is what makes those investments usable after dark. For homes where the yard is already an afterthought, it's probably not the first project.

### ? What if we move?

Professional outdoor lighting meaningfully increases curb appeal and is consistently cited as a feature buyers notice. It's **not a removable upgrade** — it stays with the home, and the warranty typically transfers.

### ? Can't we just buy fixtures ourselves?

You can — and plenty try. But off-the-shelf fixtures are made for a generic climate, not Louisiana humidity. Most fail within 2 to 3 seasons. You end up paying twice: once for the attempt, once for a professional to replace it.

### ? Will it attract bugs?

Warm 2700K LED lighting — what we use by default — attracts noticeably fewer insects than older halogen or cooler-toned lights. It's not zero, but it's a fraction of what most people expect.

### ? Is there ongoing maintenance?

Minimal. LED fixtures last 15 to 25 years. A periodic re-aim every few years as landscaping grows is usually the only adjustment. We offer maintenance plans, but they're optional.

### ? Why this company?

Because lighting is **all we do**. Not a landscaping company that also offers lighting. Nearly a thousand installs across the Northshore. Family-owned, fully insured, and backed by the best warranty in Louisiana.

## What good outdoor lighting does for your *home*.

Setting aside aesthetics for a moment, here's what a professional outdoor lighting system actually changes about how you experience your home.

1

### **Turns a 6-hour home into a 14-hour home**

The patio, pool, and front yard become usable and beautiful after sunset — not just invisible backdrops viewed from the kitchen window.

2

### **Makes the home look 30% larger**

Layered lighting creates depth that flattens under a single floodlight. Neighbors and visitors read the home differently when every feature is revealed intentionally.

3

### **Adds real safety without the floodlight look**

Path lights, step lighting, and ambient coverage eliminate the dark spots around doorways, walkways, and driveways — without turning the home into a parking lot.

4

### **Protects everything else you've invested in**

The landscape, the architecture, the outdoor kitchen, the pool — all of those investments return more value when they're visible and usable every evening.

## If you're curious — here's how the *process* works.

No commitment at any step. The consultation is always free, and you're under no pressure to move forward at any point.

1

### A free consultation at your home

We come out at a time that works for both of you — we'll fit your schedule, not the other way around. Mornings, evenings, weekends are all options. We walk the property, listen to what you're hoping for, and ask questions.

2

### A custom design, no obligation

We design a plan specifically for your property — not a template. You review it, change what you want, or walk away at zero cost.

3

### A transparent quote

Fixed price. No surprises. Includes design, professional installation, cleanup, and our full warranty. You see exactly what you're paying for.

4

### Installation and walk-through

Our team handles everything. On completion, we walk through the system at night together to make sure every scene performs the way you imagined.

— A NOTE FROM THE TEAM

# The decision is *yours* — **together.**

We've worked with enough couples to know that the best decisions get made when both partners have the same information in front of them. That's what this guide is for.

If you'd like to see what your property could look like, we'd be glad to walk it with you. Consultations are free. There's no pressure to decide anything on the spot, and there's no expectation that you'll hire us — even if we show up and do a full design walkthrough together.

When you're both ready — not before — give us a call or a text. We'll find a time that works.

*Melissa & Jonathan Kujawski*

WHEN YOU'RE BOTH READY

**Book a *free* consultation.**

CALL OR TEXT

**(985) 244-7733**