

— AN HONEST LOOK

# Is Outdoor Lighting *Right* for **You**?

*Maybe. Maybe not. Here's how to tell.*

A short guide for homeowners who are just exploring, with no pressure and no timeline — and a company that would rather you buy in 2027 than feel pushed to buy now.

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BY LIT OUTDOOR LIGHTING

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

NO PRESSURE

NO TIMELINE

**(985) 244-7733**

# 01 FIRST, A WORD

## You're just *exploring*. That's the whole point.

Most outdoor lighting guides are written like the reader is already sold. This one isn't. This one is for the person who's curious — maybe saw a lit-up home on the way home from work — and wants to know what they'd actually be getting into, before deciding anything.

No timeline. No commitment. No quote at the end. Just a short, honest piece about when outdoor lighting makes sense, when it doesn't, and how to know the difference for your own home.

We'd rather you take your time and come back in a year or two ready to have a real conversation than pressure you into something you're not ready for. That's not a marketing line — it's how we actually run the business. Pushed decisions make for bad installations and unhappy homeowners. Neither of us wins.

### OUR ONLY ASK

Read the next few pages. If nothing resonates, close the file and forget about us. If something clicks, remember our name. Whether that's tomorrow or three years from now is entirely up to you.

## A few signs outdoor lighting *might* be for you — someday.

These aren't "you need to buy now" signals. They're "this might be worth thinking about when the time is right" signals. If three or more feel like you, it's probably worth keeping on your radar.



### **You already invested in your landscaping or outdoor space**

Nice trees, a patio, a pool, a garden you're proud of — all invisible after sunset. Lighting is what lets you actually see and use what you've already built.



### **You pull up to your home at night and it feels flat**

The house has great bones but disappears into the dark. A single porch light isn't doing it justice. You can feel that something's missing — you just haven't named it.



### **You entertain, and your outdoor space doesn't hold up after dark**

Everyone drifts inside once the sun goes down. Not because the night is over — because the space outside stops working. Lighting changes that entirely.



### **You're planning to be in the home for 5+ years**

Outdoor lighting is a long-term investment that pays back over years, not months. If you're settled in and not moving soon, that timeline works in your favor.



### **You've noticed lit-up homes in your neighborhood and looked twice**

If you've ever slowed down driving past a beautifully lit home and thought "ours could look like that" — that's the signal. That instinct is worth listening to, eventually.

## A few signs it might *not* be — and that's completely fine.

We'd rather tell you honestly that this probably isn't the right time than sell you something that won't serve you. Here's when outdoor lighting is usually not the right call — at least not yet.



### **You're planning to move within the next couple of years**

Outdoor lighting does add resale value, but the real enjoyment payoff is over multiple years of use. If you're selling soon, there are usually better places to put renovation dollars.



### **Your landscape or hardscape is still in progress**

Lighting works best as a finishing layer on top of things that are already established. If you're still designing the garden or building the patio, wait. Lighting comes last for a reason.



### **You have other home priorities that matter more right now**

Roof needs replacing. HVAC is aging. The kids' rooms haven't been updated since they were toddlers. Outdoor lighting isn't going anywhere — handle the priorities first and come back to this later.



### **You'd be stretching financially to make it happen**

Outdoor lighting is a meaningful investment. If it would create real financial strain, wait until it wouldn't. It's a much better experience when it's comfortable — not something you resent paying for every month.

## If you're curious *someday* — here's what to do.

No urgency, no commitment. When the timing feels right — whenever that is — these are the options, from lowest-commitment to highest.

### LIGHTEST STEP

#### Do the *driveway exercise* one night.

Pull out of your driveway at dusk. Drive 100 feet down the street, turn around, and look at your home. Ask yourself: what's the first thing I see? If the answer is "the porch light" or nothing at all — that's your starting point. Costs nothing, commits to nothing.

### MEDIUM STEP

#### Read one of our *other guides*.

We've written guides on curb appeal lighting, outdoor living lighting, and what outdoor lighting actually costs — all free, all downloadable. Each one goes deeper than this piece on a specific topic. Read the one that matches what you're most curious about.

### WHEN YOU'RE READY

#### Book a *free consultation*.

We come out, walk the property, and have an honest conversation about what's possible. You get a custom design and a transparent quote with no obligation. If it's the right fit, great. If not, we part ways cordially and you've lost nothing but an hour.

— A NOTE FROM THE TEAM

# Remember our name. *That's* all we're asking for.

Seriously — if this guide was useful and nothing more happens for a year, two years, three years, that's a complete success. We've been doing this since 2021 and we plan to still be doing it when you're ready.

If outdoor lighting isn't the right project for your home right now, it might be someday. Or it might not — and that's completely fine too. Not every home needs this. Not every homeowner wants it. The quiz you took was a starting point, not a verdict.

When and if the timing ever feels right, give us a call or a text. We'll remember you took the quiz. We'll walk the property. We'll have a real conversation. No sales pressure, no theatrics. Just the way we've always done it.

*Melissa & Jonathan Kujawski*

WHENEVER YOU'RE READY

A *free*, no-pressure  
consultation.

CALL OR TEXT

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