

— THE REAL NUMBERS

# What Outdoor Lighting *Actually* Costs.

What drives an investment up. What it gets you. And how to tell quality work from the look-alike.

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BY LIT OUTDOOR LIGHTING

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

FREE CONSULTATIONS  
FULLY INSURED

**(985) 244-7733**

# Pricing shouldn't be a *mystery*.

Most outdoor lighting companies won't tell you what things cost until they're standing in your yard. We understand why they do that. We don't think it's right.

This guide is our attempt to be honest about outdoor lighting investments — what drives them up, what actually matters, and what you should expect to get at every level. We're not going to give you an exact quote on paper; every home is different, and a responsible estimate requires a proper walk-through. But we *can* tell you what's behind the numbers, so when you do get a quote, you know what you're looking at.

We've installed nearly a thousand systems across the Northshore. We've seen what lasts, what doesn't, and what the real difference is between a system that's built right and one that looks the same on install day but falls apart in three years. That's what this guide is about.

## OUR PROMISE TO YOU

Nothing in this guide is a sales pitch. Read it, take notes, compare quotes with a sharper eye — and if you end up hiring a different company, you'll still be a better buyer for having read it. That's the goal.

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# What's *inside*.

Seven chapters on outdoor lighting investments — what drives them, what they include, and what lasts.

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PLUS — HOW TO COMPARE QUOTES THE RIGHT WAY

## Why outdoor lighting investments vary so *widely*.

You've probably seen quotes ranging from a few thousand dollars to well over ten. Both can be legitimate. The difference isn't usually markup — it's scope, materials, and what's actually included in the number.

### Four things drive the range

**Size and complexity of the property.** A small cottage with a simple roofline and two specimen trees is a fundamentally different project than a sprawling property with pool, dock, multiple gathering areas, and hundreds of feet of pathways. More to light means more fixtures, more wire, more transformer capacity, and more design work.

**Material tier.** Cast brass or solid copper fixtures hold up for decades in Louisiana's humidity. Aluminum and plastic fixtures cost less up front but often fail within a few seasons — which means homeowners pay twice. The right material for your property and climate is one of the biggest investment decisions you'll make.

**Scope of service included.** Some quotes include only the install. Others include the full design process, professional installation, post-install cleanup, system walkthroughs, and ongoing warranty coverage. When comparing quotes, you have to compare what's actually in them — not just the bottom line.

**Technology and control.** A basic system turns on at dusk and off at dawn. A more sophisticated system offers app control, scheduling, scene-setting, color-changing capability, and integration with outdoor audio. Each layer adds capability — and cost.

The lowest quote and the highest quote are rarely quoting the *same* project.

## The four components that *determine* your investment.

Every outdoor lighting system comes down to four core components. Where a company invests — and where they cut corners — is where you'll see the difference in both your quote and your system's lifespan.

1

### Transformer

The power source behind a safe, reliable system. Professional-grade transformers feature thermal protection and secondary circuit breakers — they protect your fixtures and your home.

*The foundation of everything.*

2

### Wire & Connections

Marine-grade direct-burial wire and professional waterproof connectors. Most mid-season failures come down to improper connections — electrical tape and low-grade silicone both fail fast in Louisiana humidity.

*The quiet cost of doing it right.*

3

### Fixtures

Solid brass construction, pure LED lens technology, UV-resistant coating, and solid brass stakes. Built to outlast two or three generations of lower-grade fixtures in the same climate.

*Where quality is most visible.*

4

### Design & Installation

A custom design built for your property — not a template. Professional installation, clean routing, precise placement, and thoughtful integration with the architecture and landscape.

*Where the system comes to life.*

## What a LIT installation *actually* includes.

When you compare quotes, the real question isn't the bottom line — it's what's in the bottom line. Here's what every LIT installation includes, from initial call to final walkthrough.

1

### Initial Consultation & Site Visit

We come to you. We walk the property, listen to your vision, and note the specific architectural features, landscape, and outdoor living spaces worth highlighting.

2

### Custom Design

Your system is designed from scratch for your property — not pulled from a template. Every fixture location, beam angle, and wire run is chosen with intent.

3

### Layout Review & Finalize

Before anything goes in the ground, we walk through the design with you. You approve fixture placements, lighting scenes, and any adjustments — no surprises on install day.

4

### Professional Installation

Our team handles the full install — including clean wire routing, proper connections, transformer mounting, and thoughtful placement. Decks, driveways, and walkways are washed clean at completion.

5

### Final Walkthrough & System Training

Before we leave, we walk you through your system at night, show you how the app works, and make sure every scene performs the way you expected. Questions answered before we pack up.

## Investment ranges — and what *drives* them.

Every property is different, so a responsible range is wide. Here's what most projects across the Northshore land in — and what tends to put a project at each end of the range.

### TYPICAL RANGE

**\$2,000 — \$15,000+**

#### ENTRY **A focused, intentional start**

Smaller homes or targeted lighting — the front of the home, a specimen tree, a pathway. Fewer fixtures, simpler layouts, professional install and warranty still included. A common place to start for homeowners who want to light the highest-impact areas first and expand over time.

#### MOST COMMON

#### **Full front-of-home transformation**

Where the majority of our installations land. **Architectural lighting on the home, specimen trees, path lights, and a fully designed front-yard plan.** Professional-grade brass fixtures, app-controlled timer, and the full LIT warranty. The sweet spot for homeowners who want the night-time transformation people stop in the street to look at.

#### PREMIUM **Full property, front & back**

Larger properties, full back-yard lighting, pool and patio integration, dock or specialty lighting, and often color-changing capability. Multiple transformers, extensive wire runs, and layered design across zones — the kind of system that makes every part of the property usable and beautiful at night.

*These ranges reflect typical installations across the Northshore. Your specific investment depends on property size, fixture count, material tier, and scope — all of which we walk through with you during your free consultation.*

## What drives a quote up — and what *doesn't* add real value.

If you want to understand why one quote is higher than another, look for these specific things. Some genuinely matter. Others are where corners get cut without you realizing it.



### Fixture count & complexity

More fixtures, multiple stories, wraparound porches, multiple specimen trees — all legitimately add fixtures and labor. This is the single biggest driver on most quotes.



### Fixture material (brass vs. aluminum vs. plastic)

Solid brass costs more than aluminum, which costs more than plastic. But brass outlasts the other two by 10–20 years in Louisiana humidity. Worth every dollar over the system's lifetime.



### Wire & connection quality

Marine-grade wire and professional waterproof connectors cost meaningfully more than standard supplies — and prevent the mid-season failures that lower-grade setups are known for.



### Transformer grade

A transformer with thermal protection and a secondary-side circuit breaker is not the same thing as a consumer-grade unit. The difference shows up the first time there's a power event.



### Design time & property walk-throughs

A proper custom design takes hours per property — not a template pulled from a binder. This is what separates a lighting system from a pile of fixtures.



### What *doesn't* justify a higher price

Brand-name fixtures without the underlying material quality. Excessive fixture counts that wash out the architecture. "Premium" packages that are mostly the same system with a fancier quote template.

## Warranty, lifespan, and the *real* cost per year.

A lighting system priced over 15 years is a different conversation than a lighting system priced over 3. Here's what LIT backs every install with — and why the warranty is its own value proposition.

<p>STANDARD LIGHTING</p> <p><b>25</b></p> <p>year parts warranty</p> <p>1-year labor coverage. Industry-leading protection on every install.</p>	<p>COLOR-CHANGING</p> <p><b>5</b></p> <p>year parts warranty</p> <p>1-year labor. For systems with color-changing capability.</p>	<p>OUTDOOR AUDIO</p> <p><b>5</b></p> <p>year parts warranty</p> <p>1-year labor. For integrated outdoor audio systems.</p>
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**The best warranty in Louisiana.** Most installers offer 1 to 3 years on parts. We offer up to 25 — because we build systems to last that long. When you spread the investment across 15 or 20 years of use, the numbers look very different than the upfront sticker.

The math is simple. A system that lasts 20 years at a higher upfront investment almost always outperforms a system that needs replacing every 3 to 5 years. Lowest-price systems rarely hold up long enough to earn back the savings — and they almost never look the same after year two.

## Optional upgrades *worth* considering.

These aren't required — the foundation of a LIT system is complete without them — but each one adds a layer of capability or experience that many of our clients decide is worth it.

### COLOR CHANGING

#### Millions of colors, one system

Set the mood with millions of colors — red, white, and blue for the 4th of July, purple and gold for game day, red and green for Christmas. App-controlled, schedulable by holiday or event. Many of our clients find this is the single upgrade they use the most.

### OUTDOOR AUDIO

#### Integrated outdoor sound

Professional outdoor speakers integrated into the landscape — no ugly boxes on the wall, no wires to hide. Same app, same control, matched to your lighting zones. The foundation of an entertainment-ready backyard.

### SMART CONTROL

#### App and voice control

Full system control from your phone — schedule custom scenes, adjust brightness, integrate with Wi-Fi and smart home systems like Alexa and Google Home. Upgrade from a simple photocell to a fully schedulable smart system.

### HOLIDAY LIGHTING

#### Christmas & seasonal lighting

Custom-cut holiday lights, professionally installed and removed — includes maintenance during the season and climate-controlled storage. Book early; our Christmas calendar typically fills up by September.

# How to compare quotes *like* a professional.

If you're getting more than one quote, here's exactly what to ask — and what to look for in the answers. These are the questions that separate a real quote from a ballpark guess.

✓ **What fixture material is included?**

The answer should involve *solid brass*. Aluminum or plastic is where corners get cut.

✓ **What's the warranty — parts and labor?**

Anything under 5 years on parts is a short warranty. LIT offers up to 25 on standard lighting.

✓ **How are connections waterproofed?**

The answer should be *professional waterproof wire connectors* — not tape, not silicone alone.

✓ **What grade is the transformer?**

Look for thermal protection and secondary circuit breaker as standard features.

✓ **Is design time included?**

A custom design for your property — not a template — should be part of the quote.

✓ **Who does the install?**

A dedicated lighting crew, not a subcontractor added last minute or a landscaper moonlighting.

✓ **What happens after install?**

A walkthrough, system training, and responsive support if something isn't right six months later.

✓ **Is the company fully insured?**

General liability coverage protects you, not just the installer. Always ask for proof.

— A NOTE FROM THE TEAM

# Every property is *different.* Let's look at **yours.**

This guide is designed to help you make an informed decision — whether you hire us, hire someone else, or take your time deciding. There's no pressure here.

If you'd like to see what your property could look like, we'd love to walk it with you. Consultations are free, include a full design conversation, and come with no expectation. We've installed nearly a thousand systems across the Northshore, and we'd be honored to see if yours is the next one.

Family-owned. Covington-based. Fully insured. Backed by the best warranty in Louisiana. And the only outdoor lighting company you'll ever need.

*Melissa & Jonathan Kujawski*

READY TO START

Book a *free* consultation.

CALL OR TEXT

**(985) 244-7733**