

CONSUMER BENEFITS

TO SHOPPING AT A

Lighting Showroom

A Showroom's Focus

revolves around three things that benefit consumers

01

SERVICE

Knowledge, experience, recommendations

02

QUALITY

Design, materials, warranties

03

PRICE

Value, worth, budget-friendly

When You Shop Local one of your own community neighbors has an actual happy dance after a sale.



COMPETITIVE PRICING

The idea that showrooms are more expensive than Online or Big Box stores is a rumor of the past, offering great pricing on wide varieties of both common and exclusive brands



SCRIPT-FREE SERVICE

Genuine service from a local neighbor who knows the products, brands, and industry enough to provide ideal suggestions and help tailored to your individual needs



TOUCH & FEEL

Save time and money with fewer mistakes when you see the products or finish swatches in person



THE COMPLETE PACKAGE

It's more than just a fixture. Don't forget the bulbs that aren't included or checking the dimmer's compatibility, ensuring your ceiling fan has the appropriate downrod & more



LESS TIME SPENT SEARCHING

Work with lighting sale associates who are familiar with brands, products, and styles to help decrease your search time and avoid functionality or product feature mistakes



LOCAL BUSINESS = LOCAL JOBS

Boost your local economy by shopping local and giving your business to your local community



YOUR POST SALE GO-TO

Feel confident in your purchases by having a point of contact for installations, warranty questions, and even future purchases



SHIPMENT & STORAGE

Avoid lost or missing packages by having your items shipped directly to the showroom for pick-up or enjoy the complimentary storage that many showrooms offer to all customers

Why Shop at a Showroom?

LSA

LIGHTING
SHOWROOM
ASSOCIATION



#SHOPLOCAL

Lighting Showroom Association

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