

The Clare Builder Program



Clare's All-Inclusive Program Is Simple and Scalable

Homeowners are asking for smart home technology. Why pay for only security pre-wire when you can offer a full-featured smart home at nearly the same cost? Clare's Builder Program offers builders the unique opportunity to differentiate their homes, earn more profit, and offer a complete solution to their new home buyers.

- Do you build homes that vary in price or service multiple markets?
- Do you have a solution that works for first time buyers as well as luxury home buyers?
- Will your solution scale so you can offer a consistent product and service across markets?

Introducing the Clare and Simple Builder Program

The Clare Builder Program is not a series of products, but rather a complete solution tailored towards builders looking to incorporate a scalable, complete smart home program. With simple installations and a low cost of entry, the Clare platform is the ideal product for entry level to luxury homes in any market.

Program Features

1. **Low cost of entry:** Clare's products and solutions are easy to install, and offer a low-cost, smart home alternative to paying only for security pre-wire. More smart home value + lower cost = increased revenue and higher customer satisfaction.
2. **Systems that scale:** Simple systems with security, lights, locks, and thermostats all the way to full entertainment system integration, water features, shading, and more.
3. **The brands people trust:** With support for over 1,800 devices, Clare supports the brands people know and trust: Nest, Interlogix, Schlage, Sony, DirecTV, Dish, LG, Samsung, Ecobee, and dozens more.



     

4. **No hidden fees:** ClareHome is a "freemium" service. Homeowners use the App to control their devices while at home or away with no fees! Professionally monitored security is available as an option for a monthly fee.
5. **Complete business solution:** Clare does not provide 'products,' we provide our builder partners with a complete business solution including:
 - Lifestyle packages complete with a bill of materials
 - Comprehensive sales and marketing support including collateral material, web content, pre-design center marketing content, staff training, and more
 - Factory direct call support – assuring customers will receive the very best customer service
6. **Homeowners take control:** Once the system is enabled, homeowners may purchase additional products direct from Clare Controls and self install. Your homeowners can add audio products, lighting, thermostats, cameras, and more, all with the assistance of our customer call center.



Award-Winning App

The ClareHome App controls smart devices installed in the home: security, cameras, door locks, thermostats, and more.



Stay Connected From Anywhere

Traveling across town or on a trip in another country? Always stay connected and aware of what's happening at home from your smart phone.



Amazon Alexa

Clare works with Amazon Alexa to deliver simplified control of your home with the power of your voice! "Alexa, turn on the kitchen lights..."



Customizable

Easily configure one-touch scenes, custom schedules, robust automations, or receive push notifications if something changes at home. You can even customize the App to your individual preferences.



True Peace-of-Mind

Forget to close the garage? Was the front door left unlocked? Experience true peace of mind knowing that Clare has you covered.

Save Energy • Feel Safe • Be Entertained • Worry Less



Program Requirements

- Minimum of one calendar year commitment required
- CLIQ.mini controller to be installed as base house standard
- Builder will provide sell-through data no less than quarterly, monthly preferred
- Signed Program Agreement between Clare and builder
- Builder Program is available in select markets with select Clare dealers

Visit www.clarecontrols.com/builder for more information.



7519 Pennsylvania Ave. Suite 104, Sarasota, FL 34243
Main: 941.328.3991 | Fax: 941.870.9646 | Doc ID: 2018-05-1279-04
www.clarecontrols.com