

THE HEART OF A SMARTER HOME

BECOME A PART OF THE NEXT INNOVATION IN HOME COMFORT,
EFFICIENCY AND CONTROL WITH CÔR™ HOME AUTOMATION.



THE HOME OF THE FUTURE IS CONNECTED.

With Côt[™] Home Automation, the future is now. With the continuing development of wireless technology, consumers expect to be able to connect in more ways to make their lives more convenient and comfortable, especially at home.

A connected home doesn't just mean turning the lights off or locking the front door remotely. Côt Home Automation lets homeowners take a hands-off approach to home comfort with customizable automations that do all the thinking.

This guide will help you get to know Côt Home Automation and understand why this new kind of technology is critical to your business.

MORE THAN **44%**
OF SMART HOME
TECHNOLOGY ADOPTERS
ARE PARENTS WITH
CHILDREN UNDER 18.*

THE NUMBER OF ACTIVE
HOUSEHOLDS IN THE HOME
AUTOMATION SEGMENT IS
EXPECTED TO RISE TO
24.5 MILLION
BY 2020.†

45% OF AMERICANS
OWN SMART HOME
TECHNOLOGY OR PLAN TO
PURCHASE IT IN 2016.*

OF PEOPLE WHO DON'T
CURRENTLY HAVE SMART
HOME TECHNOLOGY,
**MORE THAN
ONE IN FOUR**
SAY THEY'LL INCORPORATE
IT INTO THEIR LIVES
IN 2016.*

84% OF
CONSUMERS BELIEVE
THAT TECHNOLOGY IS A
HOME ESSENTIAL.*

40% OF THOSE OVER 65
WHO OWN SMART HOME
PRODUCTS CURRENTLY
HAVE SMART TEMPERATURE
PRODUCTS, COMPARED
TO ONLY **25%** OF
MILLENNIALS (18–34).*

*2016 Coldwell Banker Real Estate Smart Home
Marketplace Survey

† Statista

HUB, MEET APP. APP, MEET HUB. TALK AMONG YOURSELVES.



The brains of the system is the hub, which transmits information into the cloud and connects with users' smartphones, allowing for remote connectivity. The CÔR™ Home Automation app is the system's main interface. Its simple and intuitive design makes it easy to control home security, comfort and efficiency from virtually anywhere. From the app, users can create automations with schedules and geofencing that trigger actions or adjustments in the home.

CONNECT TO CUSTOMIZATION.

Côr™ Home Automation is flexible and customizable, allowing homeowners to add components to their systems as needed. Technology changes quickly. Because the system is so adaptable, expandable and upgradable, Côr Home Automation is future-proof.

Côr™ Home Automation begins with the Smart Start Kit, which includes all the basic components homeowners need to configure their systems.



Hub



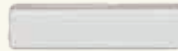
Hub Stand



Door/Window
Sensors (3)



Motion Sensor



Water Sensor



Light Module

Homeowners can choose to monitor their homes themselves with motion sensors and locks that send alerts straight to their smartphones, or they can upgrade to a professional security monitoring service.

BEYOND THE BASICS.

Apart from the elements included in the Smart Start Kit, homeowners can add specific components, tailoring their systems to their needs.

SECURITY

- 1.3 MPx Outdoor Camera
- Motion Sensor
- Glass-Break Sensor
- Door/Window Sensor
- Recessed Door Contact
- Garage-Door Sensor

LIFE SAFETY

- Smoke Detector
- Carbon Monoxide (CO) Detector
- Personal Panic Button

LIFESTYLE/CONVENIENCE

- Compatible Wi-Fi® thermostat
- Z-Wave® Door Lock
- Freeze Sensor
- Water Sensor
- Z-Wave Wall Outlet
- Z-Wave Light Module
- Z-Wave Light/Appliance Module
- Z-Wave Wall Dimmer Switch
- Key Fob

Z-Wave® is a registered trademark of Sigma Designs, Inc.

Wi-Fi® is a registered trademark of the Wi-Fi Alliance Corporation.



SMOKE DETECTOR



DOOR LOCK



WALL OUTLET



OUTDOOR CAMERA



CO DETECTOR



KEY FOB

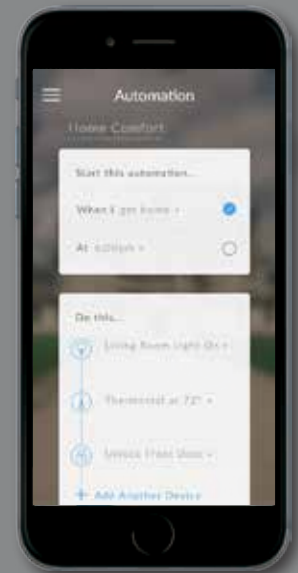
CONNECT TO CONVENIENCE.

The Côté™ Home Automation app allows homeowners to take control from their smartphones.

Connect to home from virtually anywhere and receive alerts while away.



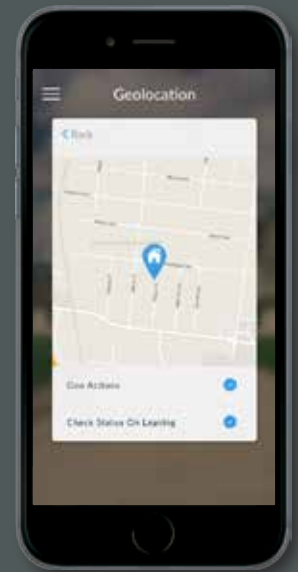
Automations allow users to set different system components such as lights, indoor temperature and small appliances on a schedule.



Door, window and motion sensors can help users monitor their children's behavior and alert homeowners of any disturbances.



Geofencing alerts the system when users are within a certain distance and automatically adjusts the home to their preferred settings.



ENGAGE WITH YOUR CUSTOMERS YEAR-ROUND.

Côr™ Home Automation allows you to take advantage of the expanding trend of connected technology.

By carrying Côr Home Automation, you'll:

- Show your customers that you're up on the latest innovations
- Position yourself as a trusted, knowledgeable partner
- Set yourself up for growth as the industry expands
- Give customers a reason to connect with you even in the off-season
- Lower business risk by selling a broader array of products
- Defend your turf against other dealers who are beginning to offer home automation products



HERE ARE SOME CONVERSATION STARTERS TO HELP YOU TALK TO YOUR CUSTOMERS ABOUT HOW CÔR™ HOME AUTOMATION COULD BENEFIT THEM.

“ARE YOU INTERESTED IN A PRODUCT THAT CAN KEEP YOUR FAMILY SAFE AND YOUR HOME MORE SECURE?”

“WOULD YOU LIKE TO KNOW WHAT’S HAPPENING IN AND AROUND YOUR HOME WHEN YOU’RE NOT THERE? LIKE WHEN A DOOR OR WINDOW HAS BEEN OPENED?”

“WOULD YOU LIKE TO HAVE ELEMENTS OF YOUR HOME ADJUSTED TO YOUR PREFERENCES, SO THAT THEY’RE JUST AS YOU LIKE THEM WHEN YOU GET HOME?”

From there, you can demonstrate the app and show them how system components work together. You can then help them design a customized home automation system, starting with the Smart Start Kit, and integrate additional components as needed.

**CONNECT WITH
THE EXPERTS.**

YESTERDAY: HVAC DEALER. TODAY: ENERGY MANAGEMENT EXPERT.

Côr™ Home Automation gives you a competitive advantage. The system is backed by a team of proven experts in each element of home automation: home comfort, security and life safety.

Côr Home Automation is professionally installed by trained and certified dealers. With no wires and no contracts or service agreements, setup is simple and straightforward for both you and your customers.

The center for support of Côr Home Automation is the dealer portal. This online interface makes service easy, allowing you to connect to certain elements of a customer's system remotely so you can troubleshoot without having to make in-person service calls.

POTENTIAL OBJECTIONS

AND HOW TO OVERCOME THEM.

OBJECTION

“I DON’T KNOW THAT I’LL REMEMBER TO USE THE SYSTEM IF I BUY IT.”

RESPONSE: The beauty of home automation is that you don’t have to remember to use it. Sure, you can take control yourself, or the system can do all the thinking for you through the customized automations you’ve created.

OBJECTION

“I’M CONCERNED ABOUT MY LEVEL OF PRIVACY AND THE SECURITY OF MY DATA.”

RESPONSE: Côr™ Home Automation has extra layers of security to protect from outside hackers.

OBJECTION

“WHY SHOULD I CHOOSE CÔR™ HOME AUTOMATION OVER A DIY OPTION I COULD BUY IN A STORE?”

RESPONSE: Côr™ Home Automation is a professional-grade system installed correctly to your specifications with capabilities for expanding as your needs change. It can be remotely supported and serviced by a trained professional, and there is no monthly fee for self-monitoring.

OBJECTION

“WHY SHOULD I BUY A HOME AUTOMATION PRODUCT FROM A HEATING AND COOLING EXPERT?”

RESPONSE: Sure, I deal mostly in HVAC products, but I’m comfortable with this technology and have been trained and certified in how to use, install and service this system. I can also properly sync it with your compatible thermostat, giving you a comprehensive way to manage your home comfort and energy use. Also, it means you’ll need one less service provider to manage your home systems.

OBJECTION

“IS CÔR™ HOME AUTOMATION PROFESSIONALLY MONITORED?”

RESPONSE: It can be. When the system is installed, it is set up for self-monitoring with no fee. At any point, you can upgrade to professional monitoring. The choice is yours.

OBJECTION

“OTHER COMPANIES OFFER A SECURITY SYSTEM FOR FREE. WHY DO I NEED TO PAY FOR CÔR HOME AUTOMATION?”

RESPONSE: No system is free. Typically, you're locked into a contract for a system that will cost thousands of dollars over the next three to five years, with no option for self-monitoring. Côr Home Automation allows you the freedom and flexibility to choose whether you'd like to pay for professional security monitoring or whether you'd prefer to handle it yourself.

OBJECTION

“THIS PRODUCT IS TOO EXPENSIVE.”

RESPONSE: The initial price tag of Côté™ Home Automation might seem high when compared to some other store-bought options, yet less expensive systems don't allow for the same easy expansion or flexibility.

OBJECTION

**“HOW LONG WILL IT TAKE TO INSTALL?
AM I GOING TO HAVE WIRES
RUNNING EVERYWHERE?”**

RESPONSE: Proper installation should only take a few hours, depending on the number of sensors that need to be set up. The system is wireless, so there's no need to worry about cutting into walls or aesthetic interference.





For training on how to sell Côr™ Home Automation, visit MyLearningCenter.com or sign up for in-person instruction from your distributor.

corhomeautomation.com
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