

Service Based Model



"I interviewed seven different contractors for this portion of my project and with out question Custom Home Control provided the best design to address my specific requirements. CHC is not motivated by products, which means that every recommendation and specification is centered on my specific needs."

Homeowner—Rancho Santa Fe, CA

Business Model Not Based on Equipment Margins

At Custom Home Control we have developed a business model that keeps our focus on the customer's needs, not on products. We believe in an unbiased approach to Home Automation that restricts our fees to professional services as opposed to dealer protected equipment markups. Utilizing this strategy enables us to offer the most customized solution and reduce the overall cost of equipment by avoiding inflated profit margins.

Consultation/Design/Coordination - Rough In & Wiring

The Rough-In & Wiring phase is the most critical service an integration company can provide. A complete and professional wire design will save more money down the road than any other part of the project. Trying to get wire to a desired location will cost 10 times more after construction than it would prior to drywall. Don't be fooled that pre-wire consists of CAT5 and Coax to each room. A thorough study of currently available technology will show you there is much more to be concerned with.

As part of our full service design, CHC begins each project with consultation to understand the homeowner's desired end results from both a functional and a budgetary perspective. After consultation, CHC will present a comprehensive wire design for review. Upon revision of the initial plan, a second meeting will be scheduled for final approval and plan submittal. Plans will be submitted complete with individual wire identification worksheets, recommended critical component specifications (thermostats, light switches, security panel, etc.), and a subcontractor bid worksheet.

Consultation/Design/Coordination - Trim & Schematics

Following the drywall phase of a project, CHC will design the wire termination points for each wire laid in the rough-in phase. CHC will coordinate a trim meeting to discuss what wires are to be terminated and what wires are to be left in the walls. Each termination type will have a detailed schematic provided with trim product specifications. Floorplans, a head end layout and elevation plan, individual trim identification worksheet, and a subcontractor bid worksheet will be generated upon completion.

Consultation/Design/Coordination - Equipment & Components

Phase 3 will be initiated as close to project completion as possible, to extend maximum component cost savings to the client. CHC has found one of our greatest values to a client is our unbiased approach to electronics because we are not motivated by audio/video component sales. We base our recommendations on desired quality and established budgets. Our interest is to empower a home owner to purchase as many electronics as possible, because the more electronics that are purchased, the more powerful an integration system will become. Homeowners may purchase all their desired electronics through a subcontractor, directly from a retailer, or through CHC's

procurement service. We will also manage the purchasing of all recommended electronics for an hourly fee.

Upon completion of design, CHC will submit comprehensive equipment plans, elevation drawings of major media walls, a complete recommended equipment list with costs, and a subcontractor bid worksheet.

Integration & Logical Programming

As expert programmers of control systems, we focus much of our attention on the programming phase of a project. We have a wealth of experience opening communications between systems that are not designed to understand each other. Once each sub-system is connected and configured to "talk" to the main controller, a world of opportunity is opened to the automation system. Setting the security system to leave is integrated to locking all doors, turning off all lights, setting back the thermostat, etc. Your garage door remote will trigger a welcome home scene that reverses the process. Lights, HVAC, Windows, Door Locks, Plumbing, Irrigation, Pools, Spas, Shades, Security, Telephone, Network, A/V Components, Theater, Audio System, etc. are all integrated into one great network. While all systems are

mandated to function independently for subcontractor liability, they work as a symphony at the hands of an experienced programmer. CHC integrates and programs all of the critical, timed, conditional, and fixed events based on each homeowner's lifestyle.

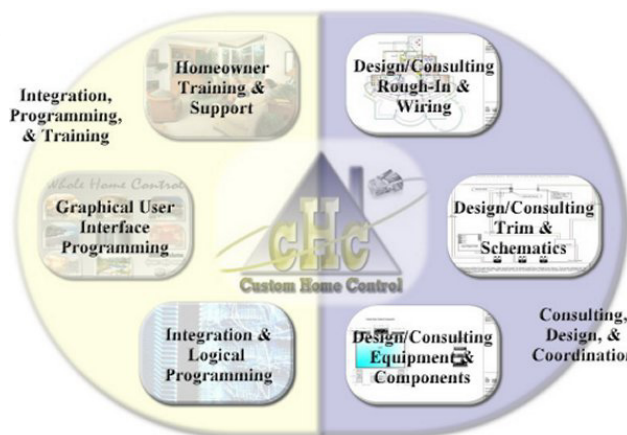
Graphical User Interface Programming

Once the logical programming is completed, CHC will build the graphical user interface (GUI), which is what a homeowner uses to interact with their automation system. It is our experience that the most flexible user interface is HTML (web pages) designed through standard HTML editors (Front Page). CHC meets with each client to propose layouts, look, and feel, and then creates a site customized completely to their desire

for interaction. As with logical programming, CHC extends the programming customization out for one year after occupancy for the homeowner to get a better sense of how they want to use their system.

Homeowner Training and Support

The possibilities one can imagine of having a professionally designed network of computers around your home opens a world of technology that can take years to figure out. Our account management team or "Technology Consultants," make their primary responsibility to train our clients to use technology to make their lives better. Once the infrastructure is in place, adding features to the system is typically accomplished by software. Thus if you want voice mail routed to your email, a telephone call management system, digital music via MP3, or even streaming movies over your network to any connected computer, CHC will help you implement and learn the technology.



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