

I. Vision & Design (The "What")

1. Style & Theme Preference:

- Traditional, Whimsical, Elegant, Modern/Minimalist, or Fun/Colorful.
- Do you have a specific color palette (e.g., Warm White only, Multi-Color, Red & Green, White & Blue)?

2. Scope & Areas of Focus:

- **Roofline:** Which sections (Front only, Entire House, etc...)?
- **Trim & Windows:** Do you want lights framing all windows, just the main ones, or doors?
- **Trees & Shrubs:** Which ones and what style (Trunk wrap, Branch wrap, Net lights)?
- **Landscape/Ground:** Walkways, driveways, garden beds (pathway lights, uplighting)?
- **Accents:** Wreaths, garlands, column wraps, yard figures, etc...

3. Inspiration:

- Do you have photos or ideas of what you like/dislike?
- Goal: Get specific, measurable design ideas to prepare a mockup.

II. Property Assessment & Logistics (The "How")

1. Access & Height Assessment:

- Are the rooflines easily accessible? Are there any extremely high or difficult-to-reach areas (3rd story, steep roof pitch)?
- Are there any soft spots, like flower beds, that need to be avoided when placing ladders/lifts?

2. Electrical & Power Sources:

- Where are the existing outdoor electrical outlets located?
- How many outlets are available for the display?

3. Installation & Takedown Dates:

- **Installation:** When would you like the lights installed (e.g., Late October, Early/Mid November, Early/Mid-December)?
- **Takedown:** When would you like the lights removed (e.g., Jan 1st-15th) and stored by ATHD?

4. **Ownership & Storage:**

- ATHD will lease and store the commercial-grade lights

III. Pricing & Policies (The "Business")

1. **The "Commercial Grade" Advantage:**

- Explain use of C9 commercial LEDs, professional clips, etc. (reliability, durability, brightness, precise fit).

2. **The Full-Service Package:**

- Custom Quote: **Design, Materials, Installation, In-Season Maintenance/Warranty, and Takedown/Storage.**

3. **Service Warranty & Maintenance:**

- What happens if a string goes out? Severe Weather knocked off our lights...
We will respond to any service call within 48 hours for free if weather permits

4. **Initial Estimate & Process:**

- Provide a *rough estimate* or price range based on the scope discussed.
- Explain the next step: "I will go back and prepare a detailed mockup and firm quote, which you will receive by [Specific Date]."

5. **Insurance & Liability (Crucial):**

- ATHD will present **fully insured - General Liability Insurance**