

Incontrol Automation Press Release – 04 January 2010

Subject: Client Referral Programme

Introduction

Incontrol Automation is a complete Home Automation Design and Installation specialist, offering a fully customised solution to each of our clients, allowing them to integrate all of their everyday requirements - mood lighting, security, audio systems, climate control, communications - into a central control system, controlled through a simple control device. This makes everyday living easier and more enjoyable, cleans up wall clutter, improves energy efficiency, while complementing interior decor with programmed lighting scenes - not to mention providing easy access to music and movie collections throughout the home. Incontrol is also an industry-recognised Home Theatre Design specialists, designing bespoke home theatre solutions for clients who wish to fulfill their dream of having their very own cinema in their home - this ranges from clever discreet systems in everyday living rooms, to dedicated purpose-built theatre rooms.

Client Referral Programme

Incontrol is delighted to announce the introduction of a unique Client Referral Programme initiative, with the aim of engaging with a network of industry partners in associated vertical and lateral markets, in order to actively promote the exchange of qualified client leads and referrals. This is a mutually beneficial programme, which will add a new revenue stream to all participating partners, while increasing the added value you can offer to your clients.

Incentive Scheme

The intention is to structure a reward scheme to recognise a client referral – the scheme will provide for a percentage of the overall project value to be returned to the person/company providing the referral. In the current climate we recognise that revenue generated from referrals is a valuable asset and want to foster relationships based on this arrangement.

Eligible Partners

The purpose of the programme is to gather as many active, qualified leads and client referrals from associated industry partners. Therefore, Incontrol is offering this programme to participants in the following categories:

Architects – Mechanical & Electrical Consultants – Electrical Contractors – Building Contractors – Lighting Designers – Interior Designers – Kitchen Designers – Furniture Designers – Audio Visual Suppliers – Landscape Architects – Sustainable Energy Providers – Renewable Sector – Security Specialists – Access Control Firms

Conditions of the Client Referral Programme

- **Client Referrals** – the participating partner must actively promote the concept of Home Automation with their client, and to highlight Incontrol as their recommended company to engage with in this field.
- **Incontrol Marketing Literature** – Incontrol will provide participating partners with adequate supply of company literature, brochures, business cards, etc., which must be distributed to interested clients.
- **Contact with Incontrol** – once a client has registered an interest in Incontrol, the participating partner must contact Incontrol sales personnel with details of the client, whereupon Incontrol provides a reference number for that client to the participating partner, thus enabling all parties involved to accurately track the progress of the referral through to the sale stage.
- **Website Link** – in order to take part in the programme, partners must agree to update their own website with a direct weblink to www.incontrol.ie, and to include a brief section within their own website dedicated to the area of Home Automation. The text for this will be provided by Incontrol.
- **Payment of Commission** – the agreed commission can be paid to a company or individual depending on the preferences of the referral company/individual.

How To Register for the Client Referral Programme

Online Registration – simply log on to our online registration link at www.incontrol.ie/clientReferral.html to complete a quick registration form.

Contact Sales Team – if you do not have access to the internet or if you would prefer to talk to a member of our sales team, please do not hesitate to contact us at the following details:

Tel: 01 419 2370

Email: info@incontrol.ie

I will be in contact with you soon in order to gauge your interest in the programme, in the meantime please do not hesitate to contact me for further information.

Best Regards,

Alan Durnin,
Incontrol Automation