

# Outdoor Lighting Buyer's Guide



# About

Matthew Whalen has been in the Outdoor Lighting & Irrigation industry for 17 Years and has spent that time honing his craft and developing his skills. He started as a labourer to pay for University and quickly fell in love with the design and installations of Outdoor Lighting and Water Management systems.

While obtaining his degrees, Matthew also seized the opportunity to become Commercial Division Manager at a major irrigation firm based in London, Ontario. No stranger to hard work and dedication he worked the full time job and completed both his degrees simultaneously. Developing his relationships with his clients he was able to complete a number of Central Control projects and upgrades that enabled his clients to extend the longevity of their systems.

Naturally gifted as a designer, Matthew was drawn to Outdoor Lighting. After years of experience he started his own firm, specializing in Outdoor Lighting and Irrigation.

As a member of the Association of Outdoor Lighting Professionals, he continues to install Premium Lighting Systems for clients all around Ontario, Canada.



Founder  
**Apex Outdoor Systems**  
Lighting | Irrigation





**Why you need Outdoor Lighting**



# Your new Resort Oasis

This is your new Oasis at home...

Outdoor Lighting provides your home with that relaxing Resort feeling. That feeling of being out at night, surrounded by a soft accent glow.

It allows you to fully immerse yourself in relaxation and experience the night.

Too much light can be a bad thing, but not enough light and you're in the dark.

## **FUNCTION. BEAUTY. SAFETY**

Outdoor Lighting provides 3 main elements:

[1] Make your space more functional by adding light in otherwise dark areas.

[2] Making your outdoor space beautiful by accenting landscape features which would otherwise be unseen at night.

[3] Illuminating dark areas enhances safety.



# Choosing a Contractor

One of the most important questions you should be asking is 'who is installing my lighting?' Just like in any of the Outdoor Home Services, there are minimal requirements to get started in Outdoor Lighting. The choice as the Homeowner then becomes, 'how do I choose?' With the many options out there, as the Homeowner you must do your research.

## **Do they have a website?**

- A professional company will have a professional looking website, and if they don't that's an instant red flag. With the ease of technology these days, it is really easy to design a website, and if they don't take the time to do that, what are they going to do with your property?



# Choosing a Contractor

## Is the Contractor a member of a professional association?

- There are specific trades organizations that are specific to certain industries. There are also general organizations like Landscape Ontario, which do not offer much benefit to the homeowner since they are so generalized.
- [The Association of Outdoor Lighting Professionals \(AOLP\)](#) is an association which is focused on Outdoor Lighting specifically. If you are contracting a Outdoor Lighting Company to work on

your property, they should at minimum be a member of the AOLP.

## Lighting Demo:

- What is the best part of Outdoor Lighting? It enhances your outdoor living space with a soft accent that helps brighten your experience. A Lighting Demo should be like test driving a new car - you need to experience it yourself.
- Your contractor should provide you with a chance to experience the Lighting before you commit to installing it.

- Some contractors will only do estimates at night which is a red flag. This is a problem because they could miss crucial landscape elements which require lighting. The other problem with night demos is they take the lighting when they leave - you don't get to experience it!
- If they don't offer a Demo, then they aren't the contractor you want to deal with.



# What does it cost?

When it comes to pricing an Outdoor Lighting Project - there are many factors to consider:

- How many Fixtures
- Type of Fixtures
- Installation Techniques
- Transformer
- Types of Lamps (bulbs)
- What is being illuminated

**Remember:**

*VALUE VALUE VALUE*

If you are looking only at price and not looking at overall value - **then you will end up paying more!**



# What does it cost?

## **Fixtures:**

There are lots of different fixtures out there and they all vary in price a bit. There are generally two types of material used to make fixtures - Brass and Aluminum. You WANT Brass. They last long and are more durable. Brass hold up against the elements and aluminum doesn't do that well. Brass fixtures are definitely the way to go!

## **Professional Materials:**

If your contractor is trained and educated they use the proper materials and install

the job correctly. They will use Weather-proof Connectors (not the orange indoor electrical connectors).

## **Design:**

Design is a huge component to your Outdoor Lighting System. It really can make the system amazing or a bad design can leave you feeling very underwhelmed. You are paying for the professional designer. Anyone can buy garden lights and plop them down. You want to make sure that in 10 Years you are still enjoying your lighting

system and for that you need a designer.

So How much will it cost? - It depends, but generally you are looking within a range of **\$4500-6500.**

*Remember if its lower then that, you are definitely going to pay for it later.*



# Apex Outdoor Systems

At Apex Outdoor Systems we are determined to create an experience that our clients love. We design for Experience and Longevity - we make our systems last.

From the Transformer to the fixtures we ensure every element creates the Lighting Portrait of your dreams.

**Book an Estimate with us:**

<https://www.apexoutdoorsystems.com/landscape-lighting-install-estimate>

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