

2009 TechHome®



Mark of Excellence

The Mark of Excellence Awards Team has done a little research (from articles all offered to Mark of Excellence Winners) and have found concrete information on why you should enter the 2009 Mark of Excellence awards.

1. Reputation and Credibility

“Builders have high standards for installation contractors, especially during a challenging market. They rank price, reputation and experience when selecting home technology installers.”

– CEA Sixth Annual State of the Builder Technology Market Study

With so many companies to choose from, builders need that stamp of approval to set your company apart from the others. Having the Mark of Excellence seal on your company website, promotional literature, and on your product’s packaging may be the final affirmation a builder needs to choose you.

2. Marketing! Marketing! Marketing!

“...Information sources on home technologies include trade shows, publications and the Internet. We expect more builders to use the Internet when obtaining information on home technologies.”

– CEA Sixth Annual State of the Builder Technology Market Study

Good marketing is priceless in the success of a company and the Mark of Excellence awards provide this for the finalists and winners. Previous Mark of Excellence winners have been published in various trade magazines, included in press releases, and even incorporated into CEA’s marketing efforts for EHX fall and EHX Spring. Perhaps most importantly, winners are featured year round on www.CE.org. With the Internet being one of the main informational sources for builders this type of recognition could distinguish you from the ordinary to the exceptional.

3. This is Your Time, So Take Advantage

“Demand fuels increased consumer technologies demonstrated by the growth in flat-panel displays, in-wall speakers, home networking gear and audio systems. This trend is not lost on builders and helps explain the increasing installation of built-in home technologies including multi-room audio, home theaters, structured wiring, central vacuum and monitored security.”

– CEA Sixth Annual State of the Builder Technology Market Study

Even though the economy might not be at its best, things are still afloat for built-in home technologies and the consumer electronics industry (which is even expected to grow in 2008). Adding home technologies actually increases builder’s revenues, despite the slowing housing market, and many have begun to recognize this. Builders are in search of talented companies, and the Mark of Excellence award will help set you apart.

Questions or concerns? E-mail us at: MarkofExcellence@ce.org