

## Multi-Room Audio

In-Ceiling Speakers  
In-Wall Speakers  
Outdoor Speakers  
Free Standing Speakers

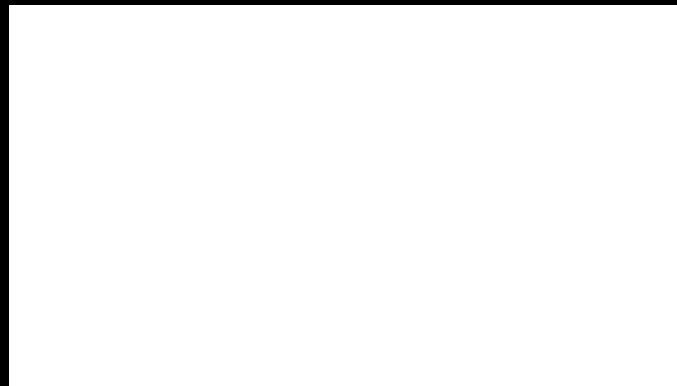
## Home Theater

In-Wall LCR Speakers  
In-Ceiling LCR Speakers  
On-Wall Speakers (Plasma)  
Center Channel Speakers  
Subwoofers

## Electronics

Amplifiers  
Speaker Selectors  
Volume Controls  
IR Systems

Authorized Dealer



Destination Audio  
382 Marshall Way, Layton, Utah 84041  
Office 800-543-2205 Fax 801-543-3300  
[www.destinationaudio.com](http://www.destinationaudio.com)



Sales Support • Training • Marketing Material



Model Home Program • Increased Visibility

# Builder Support Program



# Increase Your Profits And Distance Yourself From The Competition

Looking for a way to gain an advantage over your competitors?



“Something” that will make your homes stand out from all the others? You want “something” which highlights the quality as well as compliments the style and unique features of your homes? Destination Audio can provide you with just the “something” you are looking for. This “something” is not just products. You can get products from anyone, this “something” also includes the programs and support you need to give you a marketing advantage over your competition.

Two of the most important and effective elements of Destination Audio’s Builder Support Program is marketing and education. Many builders have stopped offering beneficial products to potential home buyers because they did not have the marketing support they needed to sell them. Destination Audio will provide you with the marketing and sales material you need. This includes on-site sales and product training.



Understanding your sales and marketing needs is the first step in providing you with the tools to reach your goals.

# Gain Visibility and Increase Awareness for Your Homes

## **Quality Products**

Two of the fastest growing categories in new home construction is multi-room audio and home theater. It’s not difficult to sell your potential homeowner on the idea of relaxing in their easy chair and listening to their favorite movie. There is still something to be said for gathering friends and family around the big screen and enjoying a movie.

Whether you are building entry level, step-up, semi-custom or custom homes, Destination Audio has multi-room audio and home theater systems that will fit your homeowner’s budget.

## **Excellent Support**

Adding new technologies and products to your homes can be simple or challenging based on the level of support you get. Destination Audio has developed a Builder Support Program to ensure that your addition of high quality home audio products goes smoothly. The program includes sales training, installation training, product literature and product displays,

## **Proactive Marketing Programs**

Gaining visibility for your homes is an ongoing challenge. The Destination Audio Builder Support Program is designed to increase awareness of your homes. In addition to placing information about your project on the Destination Audio web site, our graphic artists can help you design the perfect message for your web site as well. Destination Audio can also submit articles about your projects to local newspapers, in an effort to increase the number of people who visit your homes.