LUTRON | PREFERRED PRO

FREQUENTLY ASKED QUESTIONS

1. Why should I join the Lutron Preferred Pro program?

The Preferred Pro program helps you level up your business by **building new skills faster, growing your reputation, and saving time** in daily operations. Access everything through our Preferred Pro web app, including rewards and program benefits. It's simple to log your Lutron installs and purchases with minimal data entry required.

2. How does the program save me time on the job?

Once you reach the Silver tier, you'll **get access to an exclusive tech support hotline** staffed by technical specialists who can help you troubleshoot on the job site. At the Gold tier, you'll get **early access to new products** to save you time researching on your own. Pros with Platinum status get access to Lutron's App Assist service—reduce callbacks by giving clients a special number for direct Lutron app training. They learn from Lutron experts, saving you hours of follow-up visits.

3. How does the program help me get more customers?

When you reach the Bronze tier, **you'll be listed on the** Find an Installer **search tool on Lutron.com.** This gives you visibility with homeowners in your area—the higher your tier, the higher you appear on the list. Your listing shows you as a Lutron Preferred Pro with specific expertise that matches their needs. Pro tips:

- In order to list your expertise on Find an Installer, first log your installs or purchases for dimmers, sensors, switches, and Caséta.
- Complete qualification training to add RadioRA 3 and Triathlon expertise to your listing.

4. What training does the program include?

Preferred Pros get access to **four Skill-Builder training tracks** that help you sell, design, install, and program Lutron solutions: Bath Controls, Caséta smart lighting control, RadioRA 3 wireless whole-home control, and Triathlon smart shades. The Caséta and bath line tracks come with **free training products, so you can practice on real devices** before using them on jobs. When you complete the shades track, you'll get a 92%+ discount on Triathlon select shades—get a shade up to 48″ x 80″ for just $50 for accessible, hands-on experience.

Access Skill Builder through the Pro web app and track progress for yourself and team members. Your completion percentage updates when you finish modules and whenever Lutron adds new training content.

FREQUENTLY ASKED QUESTIONS

5. Who is the program for?

Preferred Pro is for **residential contractors** who care about providing their customers with **exceptional lighting control experiences.** Whether you're a Lutron expert or a beginner, this program is designed to help you get to the next level. If you **install at least one Lutron solution, from LED+ dimmers to Lutron motion sensors or timer switches, Caséta smart lighting controls, RadioRA 3 connected lighting systems, or Triathlon smart shades,** this program is for you. Preferred Pro is available to residential contractors in United and Canada, excluding Quebec. A fully translated French Canadian experience is planned for the near future.

6. If I join the Lutron Preferred Pro program, can I buy directly from Lutron?

No, the Preferred Pro program doesn't change how you buy Lutron products.

The program focuses on growing your business instead. You get training that builds your skills fast, resources that save time on the job, and opportunities to strengthen your reputation and grow your network—all designed to increase your project profitability with Lutron products.

7. Do I need Preferred Pro membership to become a Lutron dealer, and how do I apply for dealer status?

No, you don't need to join Preferred Pro to become a Lutron dealer. However, the program helps you build the skills that strengthen dealer applications.

Lutron maintains high standards for dealers to ensure quality installations and customer service. The Preferred Pro program accelerates your expertise in selling, designing, and programming Lutron solutions—skills that demonstrate your readiness for dealer partnership.

Interested in becoming a Lutron luxury dealer? Get in touch here.

8. How do I advance through the benefits tiers and earn more rewards?

Start by joining the program—it's free. Click "Apply Now" on this page to complete your application, get approved, and access training resources.

Then log your Lutron projects to climb tiers. Each install or purchase you log helps you progress through Bronze, Silver, Gold, and Platinum levels. More projects logged means better benefits unlocked.

Higher tiers deliver greater value—from early access to new products and dedicated support to exclusive networking events and promotional opportunities.

FREQUENTLY ASKED QUESTIONS

9. How do I qualify for each tier?

Your tier is based on the dollar value of the Lutron products you've logged over the last 12 months, on a rolling basis. We calculate credit by multiplying the number of units you log by the Lutron list price. Using list prices means everyone gets fair credit no matter where you buy or what you pay. It also means you're not at a disadvantage if you get better deals.

Your tier can change—up or down—based on your total logged dollar value over the past 12 months. Qualifying thresholds: Member ($0 – $1,999), Bronze ($2,000+), Silver ($5,000+), Gold ($10,000+), and Platinum ($25,000+).

10. How do I get credit for my installs and purchases? Does it take a lot of time?

Logging installs or purchases is quick and simple using three methods:

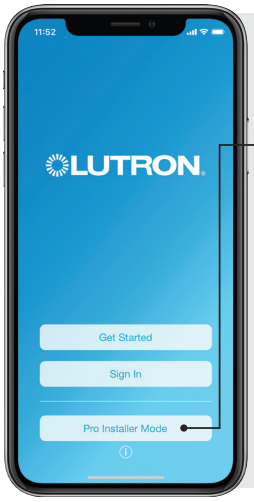
- **Smart systems** (Caséta, RA2 Select, RadioRA 3): Use Pro Installer Mode in the Lutron app or Designer software with your Preferred Pro login—installs log automatically when you activate the system.
- **LED+ dimmers, sensor & timer switches, fan controls, wall plates, and Caséta wireless 3-way purchases:** Submit a picture of the invoice or receipt on the Preferred Pro web app.
- **Triathlon shades:** Log into myLutron using your login credentials to request a quote from your distributor. Input the distributor's email to locate them in the order tool and request "contractor pricing." The purchases will be automatically credited to your account when the shades ship.

11. How do I log my Caséta and RA2 Select installs in the Lutron app?

Use Pro Installer Mode in the Lutron app to set up customer systems—installs will log automatically for program credit.

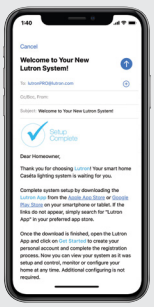
Same login: Use the credentials sent in the Preferred Pro program welcome email.

Easy switching: Toggle between Pro Installer Mode and your personal account on the same phone—no need to log out of your personal system.



Pro Installer Mode

1. Download the Lutron App
2. Click on "Pro Installer Mode" on the home screen
3. Sign in to your myLutron profile**
4. Select "Setup a new system" (or access existing system if initial setup was previously completed)
5. Add installed devices to the system
6. When setup is complete, tap "Send homeowner invite"



7. Homeowner receives email to download the app and create a Lutron profile

FREQUENTLY ASKED QUESTIONS

12. Are all elements of the program (logging jobs, accessing benefits) available from my phone?

Yes, everything works on your phone. The Preferred Pro web app gives you full access to job logging, benefits, training, account management, and more from any smartphone or desktop. We recommend accessing training modules from a larger screen, such as your desktop or tablet, for a more robust, interactive experience.

13. Do I have to purchase Lutron products from a particular distributor or retailer to participate in the program?

No, the program doesn't restrict your purchasing choices. You can buy from any store, website, or authorized Lutron distributor. Check Lutron's Where to Buy for the current list of authorized sellers.

14. How do I sign up for the Lutron Preferred Pro program? What information do I need and how long does it take to enroll?

Click "Apply Now" on this page—membership is free and the application takes about 10 minutes to complete. **You'll need some basic information about your business:**

- Contact details and shipping address
- Company profile (service type, team size, where you buy products)
- Your role and Lutron installation experience
- Proof of business ownership

Once submitted, you'll get program access in one to two business days.

15. What commitments to Lutron do I need to make to stay in the program?

Stay active in the program and maintain professional standards:

- **Deliver quality installations** that keep homeowners satisfied with Lutron products and your company's service
- **Maintain program engagement** by completing training sessions and logging your installs and purchases to advance your tier and benefits
- **Keep your team qualified** on the Lutron products you sell, install, and service
- **Stay properly licensed** according to your local and state requirements
- **Follow program terms and sales policies.** Click here for details.

FREQUENTLY ASKED QUESTIONS

16. How do I get listed on the Lutron Find an Installer website? How do I rank higher in search results?

To get listed: Reach Bronze tier by logging $2,000 worth of Lutron product installs and purchases at Lutron list prices.

To rank higher: Advance to higher tiers—Platinum Pros appear first, followed by Gold, Silver, then Bronze within each distance range.

How search works: Results show by distance (starting with 0-25 miles from the homeowner's zip code), then ranked by your tier level within each distance group.

Special note: For luxury product searches (HomeWorks, RadioRA 3), Lutron Dealers appear before Preferred Pros regardless of tier.

17. How do I access my rewards and program benefits? Is there a one-stop-shop?

Yes, the Preferred Pro web app is your one-stop dashboard. Sign in with your credentials to access rewards, track sales, view tier status, and manage benefits.

18. I've been a Lutron Pro for some time. What's changing and why?

We rebuilt the program to deliver more value with less complexity. Here's what's new:

Better benefits for your business, including:

- Four new training tracks to build skills faster
- Special promotions for free products (Bronze +)
- Enhanced Find an Installer listings (Bronze +)
- Pro-exclusive tech support hotline (Silver +)
- Lutron app assist service for your clients (Platinum)

Easier access: Our new Preferred Pro web app works on smartphone or desktop—manage everything in one place.

Simpler tracking: No more points system. Moving forward, we'll track your logged sales value to determine your tier and rewards automatically.

19. I have some feedback and suggestions. How can I share them?

Please share your feedback via the **"Support" tab in the** Preferred Pro web app or send us an email at lutronpro@lutron.com.

20. I'm already a Lutron Pro. Do I need to re-apply? How will my tier be calculated?

No, you're automatically in. Your tier level will be based on the sales value of the units you've logged over the past 12 months.

FREQUENTLY ASKED QUESTIONS

21. I have questions about the program. Who can I talk to?

Fill out the "Have a Question" form at the bottom of this page. A Lutron sales rep will contact you directly.

22. I'm already a Lutron Pro. Do I need to re-apply? How will my tier be calculated?

No, you're automatically in.

Your tier level will be based on the sales value of the units you've logged over the past 12 months.

23. I'm already a Lutron Pro. What's happening to my existing Pro points?

You can redeem your current points for select Lutron products before September 15, 2025 (as communicated in our mid-August email to existing Pros). After that, the points system will be gone.

Instead, the new system tracks the sales value of the Lutron installs and purchases you log—no more points to manage. Your logged installs and purchases will determine your tier level, making it easier to earn rewards.

24. Can I scan receipts for the Caséta products I buy?

For non-hub jobs (like wireless 3-way setups with a dimmer and remote): Yes, scan your receipts to get credit.

For hub installs: Use Pro Installer Mode in the Lutron app to log your install—it counts all devices automatically and is faster than scanning receipts.

25. How is the sales value calculated?

We calculate credit by multiplying the number of units you log by the Lutron list price. Using list prices means everyone gets fair credit no matter where you buy or what you pay. It also means you're not at a disadvantage if you get better deals.

Your tier can change—up or down—based on your total logged dollar value over the past 12 months. Qualifying thresholds: Member ($0 – $1,999), Bronze ($2,000+), Silver ($5,000+), Gold ($10,000+), and Platinum ($25,000+).

26. How can I promote that I'm a Lutron Preferred Pro? Any logos or branded merchandise available?

For digital marketing: Coming soon. We will add downloadable logos and images for your website, emails, and social media in the "Support" tab in the Preferred Pro web app.

For merchandise (shirts, truck magnets, etc.): Not available yet, but please email your requests to lutronpro@lutron.com—we track what Pros want for future additions.

FREQUENTLY ASKED QUESTIONS

27. Which products qualify for sales credit? Do accessories count?

Products that count:

- LED+ dimmers, sensor switches, timer switches, fan speed controls
- Claro switches
- Caséta, RA2 Select, RadioRA 3 smart controls
- Triathlon shades

Wall plates count too, but you must scan receipts—even on smart jobs you logged through the Lutron app or Designer software.

28. Can I get product samples for my clients?

Members at the Bronze tier and above can earn free products through promotions. You can give these products to clients, use them for team training, or keep them for yourself.

29. What are the program rewards?

Check the program benefits section on this page for the complete list.

30. Can I add my employees to my account?

Yes, you can invite employees in the "Account" tab of your Preferred Pro web app. They can log jobs and purchases that count toward your company's tier status and promotions.

Each employee also gets access to all Skill-Builder training tracks and can track their own progress.

31. Do I get exclusive promotional offers?

Yes, Bronze tier and above get exclusive promotions. Hit sales targets within set timeframes and earn free products.

Example: Log $2,000 in Caséta installs in 90 days, get a free outdoor plug-in switch ($100 list price value).

How it works: Click "Activate" on promotions in your Preferred Pro web app. We track your sales automatically and ship free products when you hit targets. New promotions will become available throughout the year, so check back frequently.

32. Do I get early access new products?

Gold tier and above get early access to new products. We'll email you offers to try free samples and share feedback after you install and use them.

FREQUENTLY ASKED QUESTIONS

33. What does the Extended Warranty benefit include?

Your customers get double the warranty period on all eligible products logged in the Preferred Pro web app—that's ten years for standalone wall controls and two years for smart lighting controls. Lutron shades come standard with an eight-year limited warranty and are not eligible for extended warranty. You can find our full policy here.

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