

LiftMaster shares consumer survey results

Survey reveals helpful talking points for door dealers

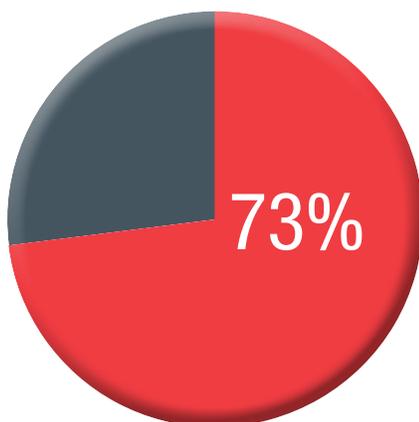
By Tom Wadsworth, CDDC
Editor, Door + Access Systems Newsmagazine

In April, LiftMaster conducted a national survey of 1,000 homeowners and 300 millennial renters to better understand homeowners' space needs and the role that "smart home" tech plays. The results support the appeal of products like LiftMaster's space-saving 8500W side-mount opener and its MyQ connectivity that allows homeowners to control their garage doors anytime and from anywhere.

The survey results also provide helpful talking points for our industry's salespeople when they consult with homeowners about their garage door and opener needs. Ultimately, to stay on top of your game, you, as a garage door dealer, need to be aware of consumers' latest attitudes and priorities about their garages and the technology in them.

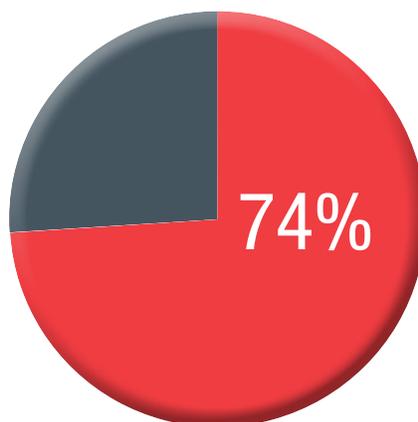
The following results are our picks of the survey's top 10 findings. For each finding, we've added a tip for dealers to help them in their sales efforts.

THE TOP 10 RESULTS OF THE SURVEY



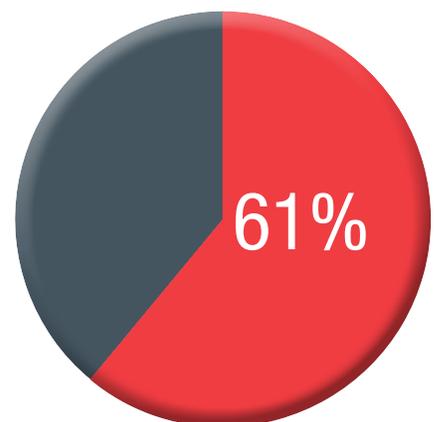
73% of homeowners agree that noise is a key consideration when selecting devices/appliances.

Tip: Many dealers routinely sell chain-drive openers without giving customers options. But many of your customers might gladly pay more for a quieter belt-drive or DC opener.



74% of homeowners want a "smarter" home.

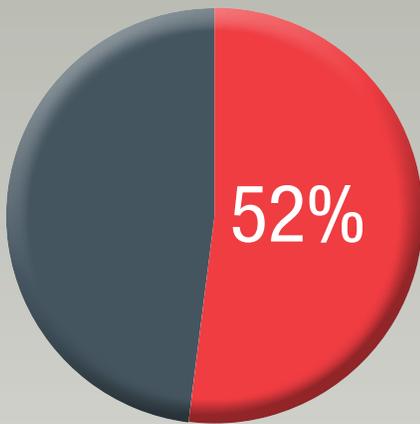
Tip: Every garage door dealer has easy access to smart garage door openers. Show your customers that you're ready to help them get "smarter."



61% of homeowners believe that owning a smart home brings increased control.

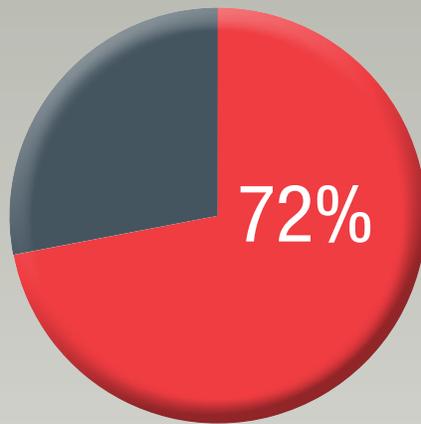
Tip: Use your own smartphone to show your customers how you can control your own opener from anywhere at any time.

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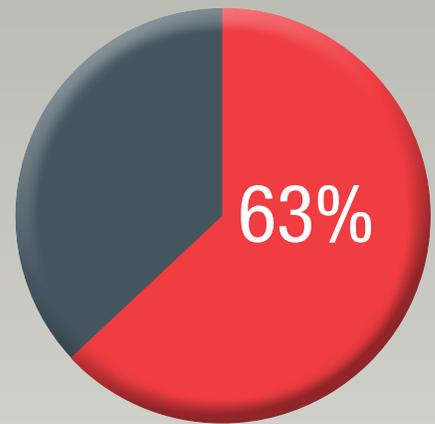
52% of homeowners deem the garage door opener to be the loudest appliance in their homes.

Tip: Explain to customers why some openers are noisier than others, and then let them choose.



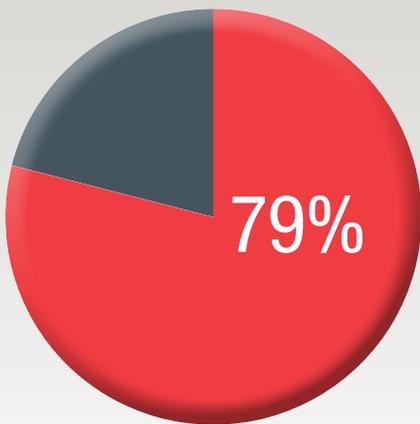
72% of millennials are interested in owning a smart garage door opener.

Tip: Customers want them. You can easily offer them. Are you?



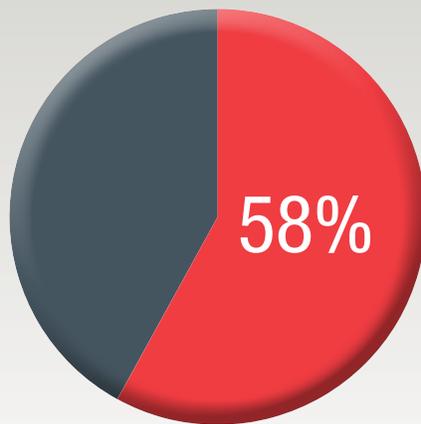
63% of homeowners feel that too much tech in a home can be overwhelming.

Tip: Remove the “overwhelming” aspect of a smart GDO sale. Demonstrate the ease of smartphone control, and help them download the app and set it up.



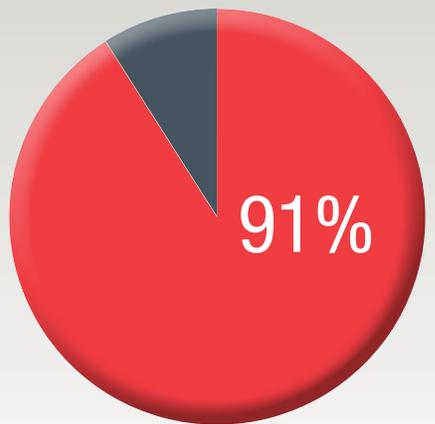
79% of homeowners desire more garage storage space.

Tip: Give customers the option of a side-mount opener. They may love you for it.



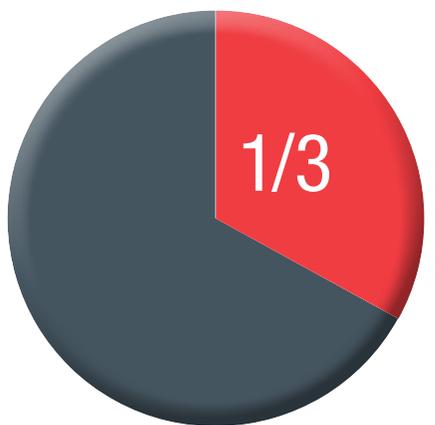
58% of millennial renters prefer to live in a smaller suburban home with a garage than in a larger city home without one.

Tip: The “I prefer to rent rather than buy” phase may be soon ending. This is good news for garage door businesses.



91% of homeowners think that smart home technology is worth the investment.

Tip: Homeowners are ready to give you more money for a smart GDO. Are you still selling them the cheapest option?



1/3 of homeowners and millennial renters believe that homes that are not “smart” will become extinct.

Question: Will door dealers who don't sell smart GDOs also become extinct?

Survey details: This 15-minute, online quantitative survey was completed by a nationally representative sample of 1,000 U.S. adults ages 18+ who own a house with a garage and 300 U.S. millennial renters who live in an urban setting and are considering the purchase of home in a suburban/rural setting in the future. The margin of error for homeowners is +/- 3.1% and +/- 5.6% for hopefuls at the 95% confidence level. The survey was fielded by Edelman Intelligence between April 10-16, 2018. ■