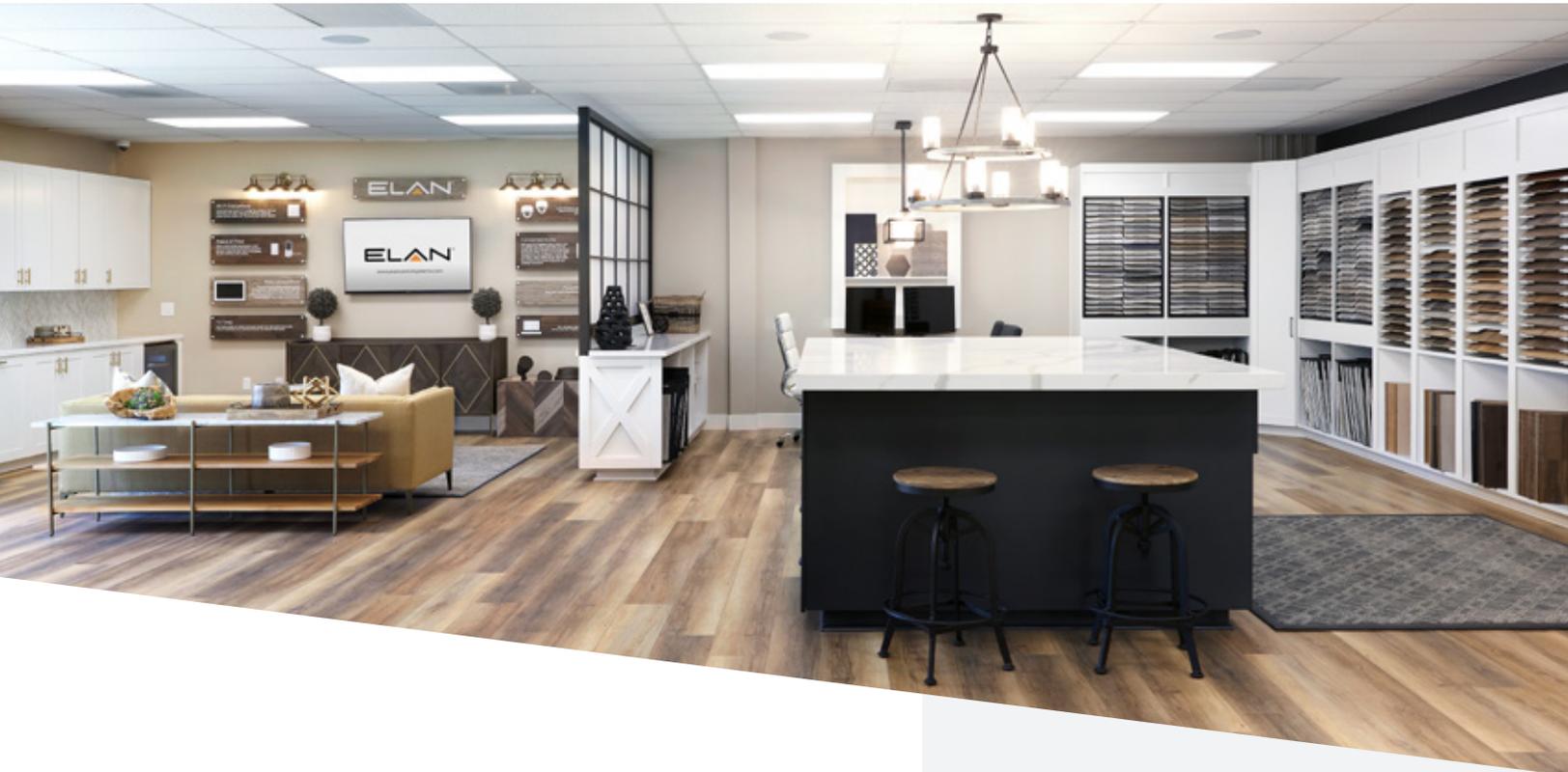


# CASE STUDY



**APPLICATION:** Production & Custom Homes

**LOCATION:** San Diego, CA

**PROJECT SCOPE:** Christian Brothers Interiors Design Center

## PROFILE:

Christian Brothers Interiors (CBI) strives to enhance lifestyles by helping build personalized, connected homes on schedule. CBI offers a complete Finished Home Design Program, which includes personal and online interior design services. Their design center serves to help homebuyers explore and select their options during the personalization process.



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## THE CHALLENGE

In 2020, Christian Brothers Interiors (CBI) sought the right partner to deliver a comprehensive range of the latest smart home products and services.

They required a technology solution that would work for all potential builders enlisting CBI's design services moving forward.

- Must be an applicable smart home technology for all production and custom builders
- Must be customizable to fit the needs of each homebuyer
- Technology would need to integrate with every other feature in the design center

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## THE SOLUTION

The CBI team took an innovative approach to bring technology into the home personalization process by featuring it directly in their design center and enlisting the award-winning Builder Services Program team at Nortek Control. After a thorough search, ELAN<sup>®</sup> Control Systems is now the connected home solution for CBI. Through this partnership, CBI can now benefit from the additional marketing, sales and technical support provided by the ELAN New Home Program<sup>™</sup>.

Tiffany George, Division President of Builder Services and Design Centers at CBI, noted, "ELAN Control Systems provide the best user experience, continue to be award-winning, and offer a single-app solution." George added, "The ELAN display assists our designers working with homebuyers to demystify the technology and focus on the lifestyle benefits that the ELAN New Home Program offers."

The ELAN automation system gives homeowners the ability to control lights, climate, audio, music, security, surveillance, irrigation and more, all from a single app or from the control panel's touchscreen. Plus, homebuyers can experience firsthand all the benefits the ELAN system offers by interacting with a live system in the CBI design center itself before purchasing.

[elancontrolsystems.com/builders-architects/](https://elancontrolsystems.com/builders-architects/)

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Tiffany George – CBI Division President  
Builder Services & Design Centers



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## KEY BENEFITS

- Display educates homebuyers about how they can personalize their connected home solution.
- Allows homebuyers to interact with the technology to select the best features to suit their needs and everyday life.
- Highlights smart home technology as a lifestyle benefit easily sold to potential buyers.
- Gives every builder a competitive advantage to better differentiate themselves while supplying the features most in demand by today's new homebuyers.