

ENHANCE THE SYSTEM.

Offer even more home control with these handy accessories.

825LM



REMOTE LIGHT CONTROL
Enables home lighting control through a garage remote or a smartphone.

829LM



GARAGE DOOR AND GATE MONITOR
Monitors and closes up to 4 garage doors from any room in the house.

387LM



UNIVERSAL KEYLESS ENTRY
Provides convenient, secure access from outside the garage with a 4-digit PIN.

374UT



MINI UNIVERSAL REMOTE CONTROL
Compact and portable to provide quick, easy garage access.

VIEW THE FULL PRODUCT LINEUP AT DEALER.LIFTMASTER.COM

TOOLS AND RESOURCES.



PRINT RESOURCES

- Product Brochure (LMGDENBR8550W)
- Product Guide (LMGDENPG8550W)
- Counter Mat (LMGDCMOELT)
- Garage Door Openers Feature Set Chart (LMGDENCT0001)
- Accessory Compatibility Chart (LMACCTCAPC)
- Price Guide (LMGDENPG0019)



LOCAL ADVERTISING

- Co-op newspaper ads, postcards and banner ads

Log on to our Local Marketing Solutions Center or email **DealerMarketingServices@LiftMaster.com** to get started.

PLACE YOUR ORDER TODAY.

Dealer.LiftMaster.com | 800.323.2276
Contact Your LiftMaster® Sales Representative

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LMGDENPB8550W

LiftMaster

8550W DC BATTERY BACKUP BELT DRIVE
WI-FI® GARAGE DOOR OPENER

DEALER PLAYBOOK.

YOUR GO-TO SELLING RESOURCE FOR 8550W.



NOT FOR CONSUMER DISTRIBUTION

LiftMaster

SALES CLOSER.

Homeowners have rated the feature-rich 8550W garage door opener highest among the LiftMaster® lineup for its industry-leading quiet operation, smooth performance and state-of-the-art technology. With so many desirable features built in, every conversation—from sales pitch to repair call—becomes an opportunity for a sale.

P3
MOTORS®

ULTRA-QUIET PERFORMANCE
The powerful DC motor is reliable and built to last.

myQ

CONTROL FROM ANYWHERE
Built-in Wi-Fi® makes it easy to connect to a smartphone or tablet.

Battery Backup

STORM-PROOF POWER
Keeps the opener running even when the power's out.



SMOOTH OPERATION
Soft start/stop eliminates jolts and jerks—and prevents wear and tear.



WiFi
OUR MOST ADVANCED ACCESSORIES. PACKED IN.

KEY TO SALES.

Walk your customers through the benefits of choosing the premier garage access solution.



DO YOU HAVE LIVING SPACES NEXT TO OR ABOVE THE GARAGE?

The ultra-quiet **DC Motor Belt Drive System** in the 8550W is engineered for lasting power with fewer vibrations.

HAVE YOU EVER WORRIED THAT YOU LEFT THE GARAGE DOOR OPEN?

Built-in Wi-Fi® makes it easy to connect to the opener with your smartphone or tablet. Receive alerts and open and close it from anywhere with the FREE MyQ® App.



WOULD YOU LIKE TO AVOID BEING LOCKED OUT DURING A POWER OUTAGE?

With **integrated Battery Backup**, you can get in and out even when the power's down.



DO YOU WANT AN OPENER THAT OPERATES SMOOTHLY FOR YEARS TO COME?

Soft start/stop reduces wear on moving parts for maintenance-free performance.



THE BOTTOM LINE:

WHAT'S IT WORTH TO YOU?



Customer satisfaction: High satisfaction rates for garage door opener and Wi-Fi setup lead to future sales.
National average: \$30 for each MyQ® Accessory sale; \$400+ for future replacement.

\$_____

Enhanced reputation: In an independent survey, builders rated LiftMaster as the #1 garage door opener brand, as reported in *Builder* magazine.

INVALUABLE

LiftMaster®