

Chamberlain Professional Products Provides High-Performance Products and Tools for Growth

With a sluggish economy and oversaturated housing market, many professional door dealers are discovering that by adding depth to their product portfolio and services, they can expand their customer base and increase profits. As the single source provider for secure, convenient, quality, stylish and now green products for every access point, Chamberlain® Professional Products can provide professional door dealers with a complete line of tools, training and products to successfully expand their offerings and increase their profits. The extensive Chamberlain Professional Products offering includes everything from residential gate operators to wireless access systems and telephone entry systems.

"Whether your customer base is comprised of homeowners, gated communities, multi-housing units or commercial, industrial or manufacturing facilities, Chamberlain carries a gate access system designed for the job," said Randy Planck, director of marketing, Chamberlain Professional Products. "Dealers, whose core business is residential garage doors and openers, are already access experts. By expanding their offerings to include installation and service of automated gate operators as well as access control and communication products and accessories, dealers have the opportunity to create viable and profitable new business segments."

Get To Know Gate Operators

The majority of gates fall into three categories: swing, slide gates and barrier arms. Residential and public access applications tend to favor single or double swinging gates; in commercial and high-security applications, sliding gates are more common. Barrier arm gates are no longer used only in parking applications, but for traffic control as well. In fact, barrier gates are becoming common for use in combination with slide or swing gates in gated communities, or even to control traffic flow at car washes.

Each type of gate requires a specific type of gate operator with a particular rating, from light duty to continuous heavy duty. Similar to specifying a residential garage door opener or commercial door operator, the size and weight of the gate, along with the maximum number of times the gate needs to open and close per hour, determine the necessary duty rating. It is also important to recommend the proper type of system since installing the wrong gate operator can result in a malfunctioning or insecure system. Chamberlain Professional Products offers a complete line of Elite® and LiftMaster® gate operators for swing, slide gates and barrier arms. The newest addition to the LiftMaster family of swing gate operators is the LiftMaster Residential Solar Gate Operator (Model LA412). Designed to provide an easy solution for residential applications where a power source is not convenient or available, the LA412 is outfitted with a 12VDC motor, which provides exceptional torque as well as soft start and stop operation. Capable of operating residential gates up to 16 feet long and weighing up to 550 pounds, the LA412 dependably manages power through an innovative solar charging system which only draws energy from the two on-board batteries when operating the gate, minimizing power consumption when not in use.

Get Connected to Wireless

Another way to further support and simplify your newfound gate and gate access business is to go wireless. Without the physical limitation of wire, wireless door and gate access products can be installed just about anywhere, providing unique solutions for each individual customer's needs. Plus, by avoiding considerable labor and material expenses typically associated with hardwired systems, the dealer has newfound freedom during the design and installation of the wireless access system. This also provides seamless coordination with the installation team, making it faster and less costly than a wire-based system.

Wireless access products, such as gate access panels for multiple installations and self-contained keypads for a single gate entry, add depth to the dealer's product offerings and provide an additional opportunity to increase growth and profitability. By offering gate customers and your garage door opener customers' exceptional features like wireless access, dealers have the opportunity to create customized access and communication systems using minimal amounts of power.

Chamberlain Professional Products also carries a complete line of LiftMaster wireless access control and communications systems that are fully integrated and provide the connectivity, reliability and digital clarity your customers require. As a professional dealer, you are already on your way to entering the gate access system, as well as the wireless access control and communications business:

You are most likely equipped with the tools you need and aligned with manufacturers that can provide you with the products and education to move forward with adding gate operators as well as access and communication systems to your areas of service.

With the move towards gate operators and wireless products, Chamberlain Professional Products also took steps to ensure that the technical support center, customer service specialists and dealer extranet are all readily available to assist dealers.

Chamberlain Professional Products also provide hands-on installation and maintenance training.

Check out the training programs already in place for those looking to be certified in gate operators and access systems thanks to a collaborative effort involving committee members from the American Fence Association (AFA), Door and Access Systems Manufacturers Association (DASMA), National Ornamental and Miscellaneous Metals Association (NOMMA), International Door Association (IDA), and the Institute of Door Dealer Education and Accreditation (IDEA).

Out in the field, inquire with your own customer base on gate and access system needs. There may be an opportunity at your next garage door opener installation or maintenance call.

Keep in mind that there is an opportunity to expand your business, increase profits and provide greater customer satisfaction at every access point, giving you "full access" to move your business to the next level.