



CASE STUDY

## Brothers Wiring Concepts and Tarr's Home Improvements Tackle URC Install on Long Island

Innovative smart home delivers advanced functionality and luxury experience



It may take a while, but in the end gaining the trust in a contracting relationship can be years in the making. Brothers Wiring Concepts' burgeoning relationship with Tarr's Home Improvements is proof of how these deep-rooted relationships can be beneficial for everyone involved.

Starting with a single project several years ago, both companies realized the value their combined services offered to homeowners and how their collaborative skill sets could provide homeowners with luxury experiences.

"We started with a single project and continued to work together over the years," recalls Adam Hersh of Brothers Wiring Concepts.

### Brothers Wiring Concepts

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"Now we work together as a team where home automation and technology are an integral part of the planning team," stated Hersh.

Today, with the growing awareness of consumers and smart home technologies, many luxury homebuilders are investigating the value of technology in the home and are interested in building relationships similar to the Brothers Wiring Concepts alliance with Tarr's Home Improvements.

Howard Tarr, Jr., owner of Tarr's Home Improvement, recommends integrators educate builders on the



### Brothers Wiring Concepts

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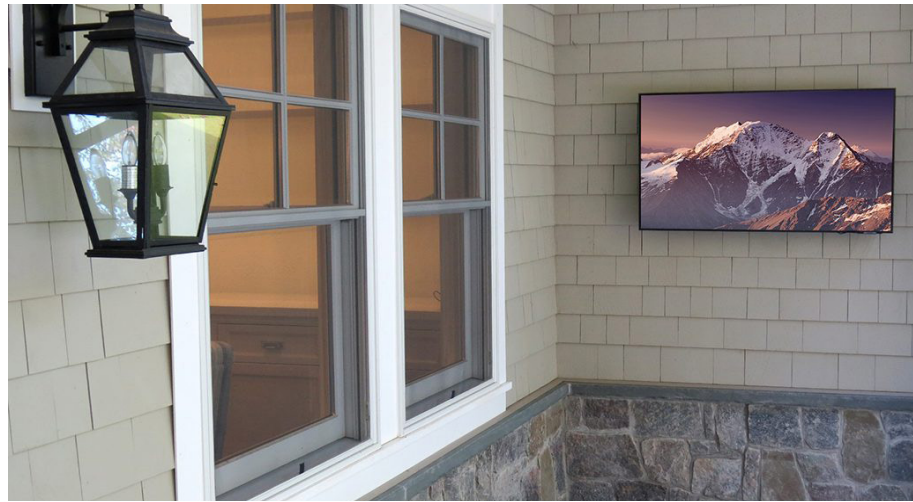
value of technology, and work towards working with builders, architects and interior designers on the planning stages of homes that include smart technologies.

Tarr advises starting simply like his company did with Brothers Wiring Concepts and beginning with a single project. From there, he continues, that trust can be built through consistent communications and good support services.

Once the trust has been built integrators can be looked at by builders in the same light that plumbers and electricians are viewed.

“As the smart home experts, we consider Adam as an extension of our team and include him during the planning phase to ensure network, cabling and automation devices are not an after-thought, but as part of the planning team,” notes Tarr.

Through years of partnering together, Brothers Wiring Concepts and Tarr’s Home Improvements have teamed on a range of projects. One of the companies’ recent collaborations involved a home on Long Island, NY, that presented a challenge of addressing the needs of a family and the additional capability of entertaining extended family.

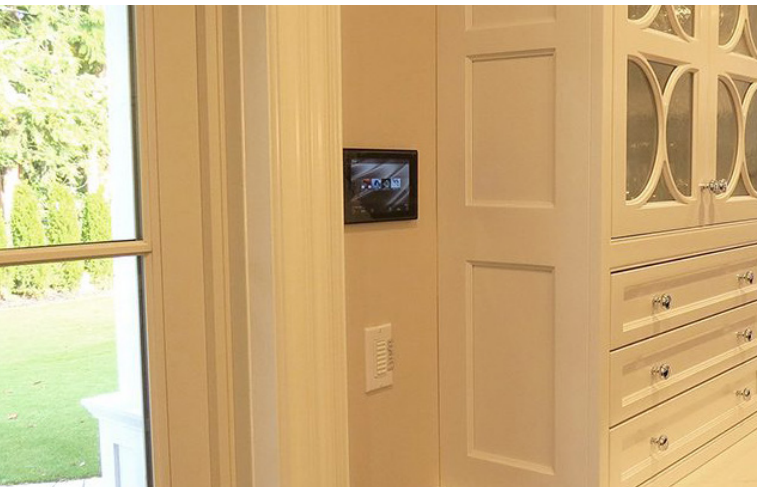


The project started with new construction on an existing property and the desire of the homeowner to have a modern smart home.

Some of the amenities the homeowner wanted include audio, video, climate control, shades, security, lighting and home theater. As part of the project, Brothers Wiring Concepts and Tarr’s Home Improvements also planned for technologies that would be appropriate for the homeowner’s parents. It was critical to provide easy access and simple touch or voice technology.

Selecting components from URC to provide control, automation and whole-house entertainment Hersh utilized components that include URC’s MRX-30 System Controller, along with two HDA-8100 High-Definition Audio Amplifiers, and in-wall touch screens that included the TKP-9600 and TKP-7600. Complementing those control interfaces were multiple TRC-1480 handheld remote controls.

Other equipment utilized in the Long Island home include Denon HEOS components, along with several Samsung televisions, a Yamaha AVENTAGE RX-A2A receiver, as well as, a Yamaha RX-6A receiver, Ring Pro doorbells, Baldwin Z-Wave door locks, a Hikvision NVR, Proficient in-wall and in-ceiling speakers, a 144-inch Dragonfly Acoustic Weave screen, and a Sony VPL-VW295ES projector.



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Additionally, Brothers Wiring Concepts installed Ubiquiti networking equipment and lighting control from Lutron.

Looking back on the installation, Hersh says, “the Long Island installation was the largest job Brothers Wiring Concepts and Tarr’s Home Improvements have worked on together.”

Underscoring how beneficial their working relationship has become to his company, Hersh points out that once an integrator finds a good home builder it becomes important to foster that relationship because of how productive it can become as that relationship matures.

“When you find a good builder, you have to hang on to them,” emphasizes Hersh.

“It’s important to work with a contractor that has a great attention to detail. Mine and Howie’s [Tarr] relationship started a while ago, and I do work for other contractors, but if Howie gave me enough of these jobs, I wouldn’t work for anyone else.”

Tarr sums up the relationship between the companies succinctly by pointing out, a good partnership comes down to getting the little things right. It saves time and money.

#### Equipment List:

MRX-30, HDA-8100 (2), TKP-9600, TKP-7600 (3), TKP-5600 (9), TRC-1480 (2), TRF-ZW3



“I am all about relationships, it’s as simple as answering a text message or phone call,” states Tarr.

“I don’t deal with guys as much if they don’t get back to me. That’s a huge part of it.”

## About URC

Headquartered in Harrison, NY USA, URC is a global leader in smart home and commercial building automation and control solutions. URC technology is respected for unsurpassed performance and reliability with over 100 million remote controls sold in the past 10 years alone. URC control systems include Total Control® and Complete Control®. Innovative URC user interfaces include tabletop controllers, in-wall touch screens, handheld remotes, keypads and mobile apps – plus voice control integration with Amazon Alexa, Apple TV, and Comcast Xfinity. URC systems are custom designed, installed and maintained by a network of URC trained systems integration professionals. Its award-winning technical support and training make URC the best choice for home automation.



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