

## NSC Expands New Home Program

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26. 02. 2019

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Nortek Security & Control (NSC) announces the expansion of the newly rebranded Nortek Security & Control New Home Program to include the complete lineup of solutions from the company.



In addition to solutions from ELAN, SpeakerCraft, Panamax and other custom installation brands originally included in the ELAN New Home Program, the Nortek Security & Control New Home Program adds 2GIG security, Linear access control, Numera health and wellness and GoControl connectivity solutions.

The Nortek Security & Control New Home Program helps builders create complete and effective connected home strategies. It aligns builders with certified dealers and offers a complete range of benefits, including aggressively priced standards and upgrade packages, "sell-through" services, direct manufacturer product and marketing support, project oversight, and model home and incentive programs.

According to NSC, the program benefits homebuyers with ease-of personalisation and ease-of use delivered by ELAN smart home control. The security solutions in the program are supported by a network of security dealers and monitoring service providers with extensive national, regional and local presence in numerous communities, an option not available from internet-only vendors.

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