

8500W DC BATTERY BACKUP WALL MOUNT
WI-FI® GARAGE DOOR OPENER

DEALER PLAYBOOK.

Your go-to selling resource for 8500W.




**AUTOMATIC
GARAGE DOOR LOCK
INCLUDED**



NOT FOR CONSUMER DISTRIBUTION

SMART PARTNERS:  **ALARM.COM**

 works with the
Google Assistant

 Works with
Apple HomeKit

Works with
IFTTT

works with
 **nest**

works with
XFINITY Home

LiftMaster

ROOM TO GROW SALES.

Today's homeowners expect to use the garage for more than just parking cars. Whether they want to add more storage or create a home gym, our most advanced wall-mount opener helps them optimize garage space for more versatility. And because it's fully equipped with all of consumers' must-have features, including built-in Wi-Fi® for smartphone control, the LiftMaster® 8500W opens up more sales opportunities.

64%

OF AMERICANS
ARE **UNSATISFIED**
WITH THE AMOUNT OF
STORAGE SPACE IN
THEIR HOME¹



¹<http://www.businessinsider.com/ikea-infographic-on-home-organization-2013-5>

THE BOTTOM LINE:

WHAT'S IT WORTH TO YOU?



Expanded market: Stronger lifting power lets you sell to homes with even heavier doors, up to 850 lbs.*

*Battery Backup must be installed. Must use 15" or greater radius track. Door must be properly balanced.

\$ _____

Higher productivity: Improved collar design reduces callbacks after the install.

National average: \$100 per callback under warranty.

\$ _____

Free word-of-mouth advertising: 92% of active MyQ® users recommend their dealer.

National average: \$400 per conversion.

\$ _____

LEAD THE PACK.

Our top accessories are packed in with the LiftMaster® 8500W, making it the ultimate garage access solution. Now, homeowners can get more from their space with the added value of smart control, quiet operation and reliable performance.



ANYWHERE ASSURANCE

Built-in Wi-Fi® makes it easy to receive alerts and open and close the garage door from anywhere with the MyQ® App.*



SMOOTH OPERATION

Wall-mount design and DC motor reduce noise for quiet, powerful performance.

Battery Backup

STORM-PROOF POWER

Keeps the opener running even when the power's out.

Automatic Garage Door Lock 841LM

Deadbolts the garage door every time it closes.



Add 1 more for maximum wind defense (2 max.).

MyQ Remote LED Light 827LM

Mounts anywhere to fully illuminate the garage.



Add more lights for an even brighter garage.



MyQ FITS THEIR SMART HOME

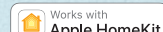
Homeowners can pair their opener and lights with their favorite smart devices and platforms.

*MyQ Remote LED Light must be installed to enable use of Timer-to-Close or MyQ smartphone control of the garage door. See User Guide for additional information.

**Linking to MyQ App requires subscription fee after 30-day free trial.

† Requires additional purchase of MyQ Home Bridge 819LMB.

Smartphone not included.

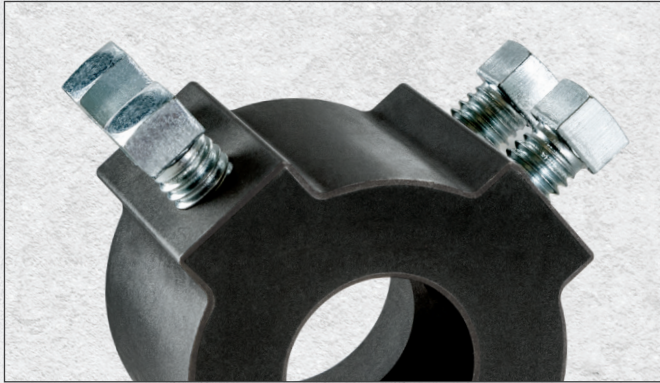


SEE FULL LIST OF MyQ PARTNERS:
LiftMaster.com/WorksWithMyQ

SIMPLER FROM THE START.

The 8500W has been engineered to reduce install time and follow-up service calls.

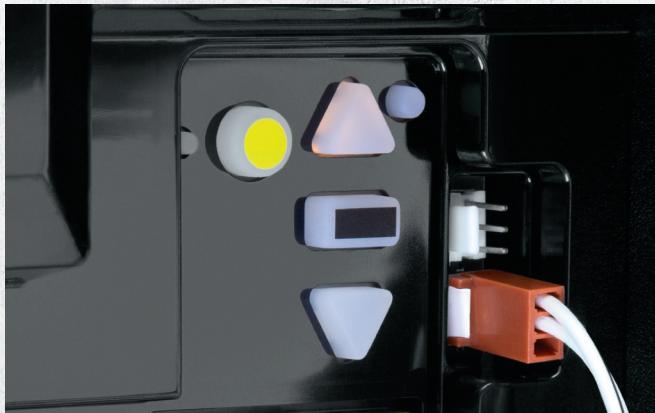
So you can move on to the next job, faster.



IMPROVED COLLAR DESIGN

Reduces callbacks

- Slip-resistant, single-piece design
- Common 3/8" square-head screws secure collar



USER-FRIENDLY INTERFACE

Speeds up setup

- Easy to program
- Comparable to LiftMaster® trolley openers
- Horizontal layout of wire connections



SIMPLIFIED WIRING

Enables more organized installs

- Wires feed cleanly through rear of unit
- Antennae neatly hidden inside

KEY TO SALES.

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



DO YOU WANT TO GET MORE USE OUT OF YOUR GARAGE SPACE?

The wall-mount 8500W opens up the ceiling for **additional storage**, such as overhead racks for bikes and bins, or even for **light fixtures**, to create a more versatile living space.

DO YOU STORE VALUABLE ITEMS IN THE GARAGE THAT YOU'D LIKE TO KEEP PROTECTED?

The included **Automatic Garage Door Lock** makes your garage door virtually impenetrable. A deadbolt lock engages automatically every time it closes.



DO YOU HAVE ROOMS ABOVE OR NEXT TO THE GARAGE?

Together, the **wall-mount design and quiet DC motor** virtually eliminate noise and vibrations for adjacent living spaces.

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.



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.

374UT



MINI UNIVERSAL REMOTE CONTROL

Compact and portable to provide quick, easy garage access.

877MAX



WIRELESS KEYLESS ENTRY

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

VIEW THE FULL PRODUCT LINEUP AT DEALER.LIFTMASTER.COM

TOOLS AND RESOURCES.



PRINT RESOURCES

- 8500W Product Brochure (LMGDENBR8500W 11/17)
- 8500W Product Guide (LMGDENPG8500W 11/17)
- 8500W Builder Product Brochure (LMBDENBR8500W 11/17)
- Residential Access Solutions Comparison Chart (LMGDENCT0001 11/17)
- Accessory Compatibility Chart (LMACENCTCAPC 11/17)
- Security Handout (LMGDENSCHOUT 11/17)



LOCAL ADVERTISING

- Co-op newspaper ads, postcards and banner ads



VIEW OUR INSTALLATION VIDEOS

SEE HOW TO INSTALL THE 8500W AND MORE (YOUTUBE.COM/LIFTMASTER)

Visit the Local Marketing Solutions Center or email DealerMarketingServices@LiftMaster.com to get started.

PLACE YOUR ORDER TODAY.



Dealer.LiftMaster.com



800.323.2276



Customer.Service@LiftMaster.com



Contact Your LiftMaster® Sales Representative

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