



Premier Lighting & Home Automation Highlights Smart Motorized Shades for Dallas-Fort Worth Homes

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Premier Lighting & Home Automation, a Dallas-Fort Worth-based smart home systems provider, has placed a renewed emphasis on residential motorized shading solutions, responding to growing interest among area homeowners in energy-conscious window treatments that integrate with broader home automation systems.

The company reports that motorized shades have become one of the fastest-growing categories within the residential smart home market. Homeowners across the region are increasingly seeking shading systems that adjust automatically based on time of day, sunlight exposure, and personal schedules. In response, Premier Lighting & Home Automation has expanded its focus on shading design and installation, including outdoor patio shades, skylight shades, and retrofit options for existing homes.

Motorized shades allow homeowners to control natural light remotely through a single application, touchscreen, or voice assistant. When paired with lighting control, the systems can reduce energy

consumption by managing heat gain during peak sunlight hours while maintaining comfort throughout the day. The company installs shading systems from established brands, including Lutron, and integrates them with whole-home lighting and automation platforms.

"Motorized shades have moved from a luxury feature to a practical component of how families manage comfort and energy use in their homes," said Terrell Ray, spokesperson for Premier Lighting & Home Automation. "Homeowners want systems that operate quietly in the background, adjusting light and temperature without constant attention. Bringing shading into the same ecosystem as lighting and climate control makes that possible."

The emphasis on shading reflects a broader shift toward integrated home systems, where lighting, window treatments, audio, and security operate together rather than as separate products. Premier Lighting & Home Automation in Greater Dallas designs these systems to function through unified controls, allowing residents to manage multiple aspects of their homes from one interface.

"The goal is simplicity for the homeowner," Ray added. "A well-designed shading system should feel effortless. Whether someone is retrofitting an older home or building new, the technology should adapt to the space rather than the other way around."

Motorized shading is one of several service areas offered by the company, which also provides home lighting control, Lutron installation, smart home automation, and commercial shading and lighting solutions. Its automation services extend to home theater setup, multi-zone audio, home networking, and video surveillance, all designed to operate through centralized control.

Beyond residential work, the company serves commercial spaces with lighting control systems, motorized shading, and Ketra lighting installations across the metro area.

Premier Lighting & Home Automation is a Dallas-Fort Worth based company specializing in smart home systems and services. As a Josh.ai Certified Pro and authorized dealer, the company provides system design, installation, integration, and programming throughout the Dallas-Fort Worth region. Its service offerings include motorized shades, lighting control, Lutron installation, smart home automation, and commercial shading and lighting. The company holds an A+ rating from the Better Business Bureau and maintains a portfolio of completed projects across the metro area. Premier Lighting & Home Automation identifies as an LGBTQ+ friendly business serving homeowners and commercial clients throughout the region.

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For more information about Premier Lighting & Home Automation, contact the company here: Premier Lighting & Home Automation Terrell Ray +1 (214) 214-9458 info@premierhas.com Premier Lighting & Home Automation 5700 Tennyson Pkwy Suite 393 Plano, TX 75024, United States

Premier Lighting & Home Automation

Premier Lighting & Home Automation, LLC is a trusted Lutron dealer and Lutron installer in Plano, TX, specializing in advanced lighting control, motorized shades, and full home automation solutions.

Website: <https://www.premierhas.com/>

Email: info@premierhas.com

Phone: +1 (214) 214-9458

