



Frequently Asked Questions

1 How do I know if I have DMC available?

Log in to your Lutron My Business Portal and click the DMC tab at the top of the page. There, you'll see your available credits and any prior redemptions.

If you don't see a DMC tab, contact your Lutron Sales Rep — access may depend on your permission level.

2 How do I redeem my DMC?

The process is straightforward:

- Complete your approved marketing work
- Submit your paid receipt in the My Business portal under the DMC tab
- Lutron reviews and applies the credit

Most submissions are reviewed within 24–48 business hours.

3 When do my DMC funds expire?

All DMC submissions must be completed by December 31, 2026. This includes submitting receipts — not just starting a project.

4 What services qualify for DMC reimbursement?

DMC may be applied to Lutron-approved marketing initiatives, including eligible services provided by One Firefly that support your Lutron lighting and shading business.

If you're unsure whether something qualifies, your Lutron Sales Rep can confirm.



5 What additional credits does One Firefly offer?

Eligible Lutron dealers may also receive One Firefly service credits, which are applied directly to your invoice. These credits stack with DMC and are verified based on your dealer status.

6 Can DMC or One Firefly credits be used with other vendors?

No.

- Lutron DMC must be used for approved Lutron initiatives
- One Firefly credits are part of the Lutron and One Firefly partnership and must support Lutron-focused marketing

Credits cannot be transferred to other vendors or platforms.

7 What have other Lutron dealers successfully used their DMC for?

Many growth strategies, including:

- Lutron-focused website pages or landing pages
- Email campaigns to existing customer lists
- Direct mail campaigns with tracking
- Paid digital advertising featuring Lutron
- Brochures, one-pagers, and showroom materials

The most successful efforts align with clear business goals.

8 I'm newly certified or haven't marketed Lutron yet. Where should I start?

Start with fundamentals that create momentum:

- Communicating with your existing customer base
- Adding Lutron-specific content to your website
- Capturing photography and video from real projects

This content supports SEO, AI visibility, social media, and sales conversations all at once.



9 How long does it take for DMC approval once the submission is made?

Most DMC submissions are reviewed within 24–48 business hours after the receipt is uploaded in My Business.

10 Who should I contact with questions or next steps?

- DMC access, balances, or eligibility: Your Lutron Sales Rep
- Marketing ideas or One Firefly credits: sales@onefirefly.com

Explore additional resources for Lutron dealers and contact the One Firefly team to schedule your free DMC strategy call here.

onefirefly.com/lutron

