



Fireplace Selection Guide Special Application Instructions

■ Open Floor Plan

A "room" is defined by an area sectioned off from adjoining rooms by walls, differences in ceiling heights, arches, pillars, or other structural separations. Small adjacent nooks should not be factored into the room dimensions.

When the living space is open to another room and there are no structural separations, you should always step up to the next largest grouping of fireplaces to ensure that product selected has the appropriate proportion to the living spaces from which it will be enjoyed.

When living space is open to another room and there ARE structural separations, you have the option to move up to the largest grouping at your discretion. The greater the square footage of the adjoining rooms, the more strongly you should consider moving up to the next larger fireplace grouping.

■ Calculating Dimensions in Rooms with a Sloped Ceiling

When a room has a vaulted or sloped ceiling, you should calculate the room dimensions using an average ceiling height based on the high and low points in the room.

■ Corner Applications

When using a single-sided fireplaces in a corner application, take the average wall area of the two walls that the unit adjoins.

■ Raised Hearth

If the fireplace is to be installed with a raised hearth, you may want to consider selecting a fireplace with a shorter glass height of the given choices to maintain balanced proportion in the room.

■ Windows, Cabinets, and Entryways

When performing hearth selection calculations, do not adjust measurements to account for windows, cabinets and entryways. The fireplace selection should be proportionate in size and performance to the room's complete area and volume. Always follow manufacturer's recommended clearances when installing a fireplace in addition to other structural room features.

■ See-Through Fireplaces

When calculating wall area and room area, use the calculations for the larger of the two rooms that the fireplace separates. When calculating the room volume, take the volume of both rooms and divide in half (in other words, take the average volume).

■ Pier Fireplaces

The wall a Pier fireplace extends from should have a minimum of 225 sq. ft of wall area.



The Basics of Fireplace Selection FOR TRADITIONAL WALL APPLICATIONS

There are 3 basic principles to keep in mind when recommending the right direct vent gas fireplace for a room. Memorize these basic principals to ensure that the fireplace you recommend is visually proportionate in the application.

■ 1) Wall length determines the appropriate glass width of a fireplace

Wall Length	Fireplace Glass Width
Up to 10'	Less than 30"
10' to 15'	30" or greater
15' to 22'	36" or greater
22' and greater	42" or greater

■ 2) Ceiling height determines the appropriate glass height of a fireplace

Ceiling Height	Fireplace Glass Height
Up to 8'	21" or less
9'	21" or greater
10"	24" or greater
10' and greater	31" or greater

■ 3) Room area determines the appropriate unit depth of a fireplace

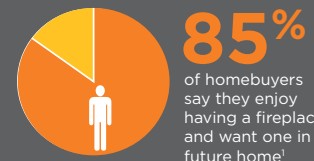
$$\text{Room Length} \times \text{Room Width} = \text{Room Area}$$

Room Area (sq. ft.)	Fireplace Depth
Up to 200	12"
200 to 400	18" to 19"
Over 400	21" or greater

Why a Fireplace?

■ Homebuyers Want Fireplaces

- 85% of homebuyers want a fireplace in their new home
- Fireplaces are the #2 desired amenity, second only to outdoor spaces¹
- "The Hearth is the Heart of the Home." – Frank Lloyd Wright



■ Fireplaces are a Good Investment

- Fireplaces increase your homes' appraised value by \$3500 on average, unlike other non-structural amenities in the home
- We make it easy to make 40-50% profit on options that sell
- Homebuyers desire personalization and are willing to pay for upgrades



■ Fireplaces Set Your Home Apart

- Differentiate your homes from others with a unique focal point
- A majority of homebuyers rate fireplaces a key selling feature²
- Direct Vent gas fireplaces are clean-burning and energy-efficient



¹ 2011 NAHB Homebuyer Study

² 2010 HPBA Hearth Consumer Research

³ According to the 2011 Marshall & Swift Residential Cost Handbook, a very good direct vent gas fireplace will increase a home's appraised value by \$2950-\$5900 depending on the finishes. Fireplaces used as a heat source will provide an additional \$640.



Fireplace Selection Guide From The Hearth Experts™

"Bringing the Blueprint to Life"



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Fireplace Selection Guide from The Hearth Experts™

As part of the world's leading manufacturer of hearth products, Heat & Glo® has collaborated with design professionals to develop this tool based on a combination of three architectural principals* applied to the hearth category. This tool will make it EASY for you to select the right fireplace for your builder, ensuring that their homebuyers will be fully satisfied with their fireplace – the heart of their home.

*Architectural Principals employed in the design of this guide include: **The Golden Section:** Provides ratio guidelines for proportionate design. **The Renaissance Theories:** Provides the progression of ratios that determine room dimensions and proportions of space. **Quadrature Method for Harmonious Design:** Provides the basis of mathematical equations for design that is pleasing to the eye.

Step 1: Ask the Builder About the Homebuyer's Needs

Your builder will be happy to know that you have the best interests of their homebuyers in mind. When preparing your recommendations to present the right fireplace to the builder, the following questions need to be answered. This will ensure you recommend the right fireplace choices to delight the homebuyer.

1) What type of homebuyer are you building for?

- Entry
- Move Up
- Luxury
- Active Adult
- Other _____

2) In which room(s) will the fireplace(s) be installed? (Select all that apply)

- Family/Great Room
- Bedroom
- Outdoor
- Office/Den
- Bathroom
- Kitchen
- Media/Multi-Use Room
- Guest Suite
- Other _____

3) Where will the fireplace(s) be installed in the room? (Select all that apply)

- Inside Wall
 - Outside Wall/Exterior Chase
 - Outside Wall/Built into Room
 - Corner
 - Mid Wall
- Is the fireplace a raised hearth? Yes No

4) What does your homebuyer desire from their fireplace?

- Supplemental Ambiance Warmth
- High Efficiency / Green – Zone heating
- Focal Point / Design Feature

5) What is your homebuyer's style?

- Traditional
- Contemporary / Modern
- Transitional
- Other _____

Step 2: Input Room Dimensions into the Fireplace Selection Key

By using the room dimensions where the fireplace will be installed, the **Selection Key** will guide you to the right selection of fireplaces that are proportionate to the application, while also providing the appropriate amount of heat output to meet the homebuyer's comfort needs. Start by calculating "Wall Area" in the left column of the Selection Key to determine which path you will follow: Small Wall, Medium Wall, or Large Wall. From that point forward, work your way toward the right by calculating Room Area and Room Volume to further narrow down your selections - ultimately ending with a short list of fireplace selections.

- **Room Length** (length of fireplace wall): _____
- **Room Width:** _____
- **Ceiling Height:** _____

Step 3: Offer the Builder Multiple Choices

This guide will bring you to a limited number of fireplaces for the builder's homebuyer. As The Hearth Expert, you should always offer the builder at least two options. From the fireplaces you arrive at with this tool, select the mid-range of those as a **Standard**, and step up in the tool for **Upgrade** or **Premium** recommendations. Refer back to your homebuyer profile questions in Step 1 to help select the right optional fireplaces you will offer. As a rule of thumb, a builder should be investing a minimum of 1% of the construction cost of the home. Use the following categories as a guide when you define the options for your builder:

- **Base** - The smallest fireplace the builder should consider for the room, without compromising the homebuyer's satisfaction.
- **Standard** - The "right" fit for the room, with features that the homebuyer will enjoy. Provides attractive profitability for the builder.
- **Upgrade** - The "right" fit for the room, with high-value upgrade features the homebuyer is willing to invest in, and will tell their friends about. Provides the builder with an opportunity to increase profits.
- **Premium** - Make an impression, by selecting an impactful fireplace that will be a focal point in the room to set the builder apart and delight the homebuyer. The builder's most profitable opportunity.



Direct Vent Gas Fireplace Selection Key

TRADITIONAL WALL APPLICATIONS	Wall Area		Room Area		Room Volume		Homebuyer's Style (Homebuyer Profile Q.5)	Fireplace Selection	
	Room Length	Ceiling Height	Room Length	Room Width	Room Area	Ceiling Height			
Up to 125 sq. ft. (Small Wall)			Up to 100 sq. ft.		Up to 1000 cubic ft.		Traditional/Transitional	DV3732SBI	
			100-225 sq. ft.		1000 to 1600 cubic ft.		Traditional/Transitional	SL-350 TRS	
					1600+ cubic ft.		Traditional/Transitional	SL-550 TRS	
125 to 200 sq. ft. (Medium Wall)	200-300 sq. ft.				Up to 2800 cubic ft.		Traditional/Transitional	SL-750 TR	
					2800 to 3400 cubic ft.		Traditional/Transitional	SL-750 TRS	
							Contemporary	6000 Modern	
	300+ 400 sq. ft.				3400+ cubic ft.		Traditional/Transitional	6000 C	
							Traditional	Cerona - 36	
							Traditional/Transitional	6000 CLX	
200+ sq. ft. (Large Wall)	Up to 450 sq. ft.				Up to 4500 cubic ft.		Traditional/Transitional	SL-950	
							Contemporary	8000 Modern	
							Traditional/Transitional	8000 C	
							Traditional/Transitional	8000 CL	
	425+ sq. ft.				4500 to 5500 cubic ft.		Transitional	TRUE 36	
							Traditional/Transitional	8000 CLX	
							Traditional	Cerona - 42	
	5500+ cubic ft.						Contemporary	LUX 36	
							Transitional	TRUE 42	
							Contemporary	LUX 42	
						Transitional	TRUE 50		
MID-WALL APPLICATIONS	Wall Area		Room Volume		Homebuyer's Style		Fireplace Selection		
	Room Length	Ceiling Height	Room Area	Ceiling Height	(Homebuyer Profile Q.5)				
	Up to 125 sq. ft.			Up to 1000 cubic ft.		Contemporary		Soho	
						Traditional		Crescent II	
						Contemporary		Cosmo 32	
						1000+ cubic ft.		Contemporary	Metro 32
					Transitional/Contemporary		Everest		
	125 to 200 sq. ft.			Up to 4500 cubic ft.		Contemporary		6000 Modern	
						Contemporary		Cosmo - SLR	
	200+ sq. ft.			Up to 5500 cubic ft.		Contemporary		8000 Modern	
Contemporary						LUX 36			
Contemporary						RED 40			
Contemporary						RED 60			
Contemporary						Solaris			
5500+ cubic ft.						Contemporary		LUX 42	
SEE-THROUGH	Wall Area		Room Area		Room Volume		Homebuyer's Style (Homebuyer Profile Q.5)	Fireplace Selection	
	Room Length	Ceiling Height	Room Length	Room Width	Room Area	Ceiling Height			
	Up to 125 sq. ft.			Up to 225		Up to 1600		Contemporary	Metro ST 550TM
	125 to 200 sq. ft.			200 to 400		NA (one side is exterior)		Contemporary	Twilight Modern
						Up to 3400		Traditional/Transitional	ST-36 TR/TRB
	200+ sq. ft.			200 to 400		Up to 2800		Contemporary	RED 40 ST
				400 +		3400+		Traditional	Escape ST
				NA		Up to 3400		Contemporary	Solaris ST