



HEAT & GLO MEZZO SEE-THROUGH

**heatilator**  
The first name in fireplaces

**HEAT & GLO**  
No one builds a better fire

## FIREPLACES...SELL HOMES FASTER AND MAKE MORE MONEY

### FIREPLACES...YOUR HOMEBUYERS WANT THEM!

- Fireplace is the **#1 most desired decorative appearance product**<sup>1</sup>
- Fireplace is in **top 10% of all most desired products in a new home**<sup>1</sup>
- Fireplace is one of **top "dream home amenities" for Baby Boomers, Gen X & Gen Y buyers**<sup>2</sup>

**#1**

New homebuyers rank fireplaces as the #1 most desired decorative appearance product in a new home<sup>1</sup>

### FIREPLACES...YOU WILL GROW YOUR PROFITS!

- You will make **at least \$300 profit per square foot** with fireplaces
- Homebuyers **desire personalization are willing to pay for upgrades and options**<sup>3</sup>
- **Optimize your profits & specify the "Right Fireplace for Right Homebuyer"**
- Increase your home appraised value **by \$3500** on average<sup>4</sup>



A gas fireplace will add between

**\$2,950 - \$5,900**  
to a home's value<sup>4</sup>

### FIREPLACES...YOU WILL HAVE A COMPETITIVE ADVANTAGE!

- **Sell your homes faster**, fireplaces are a key selling point for homebuyers<sup>1</sup>
- **Create unique design focal point in any area of the home**, including outdoor, kitchen, bathroom
- **Promote the clean burning, style, design and convenience** of fireplaces in any room



Direct vent gas is the **preferred technology** in every green building program.

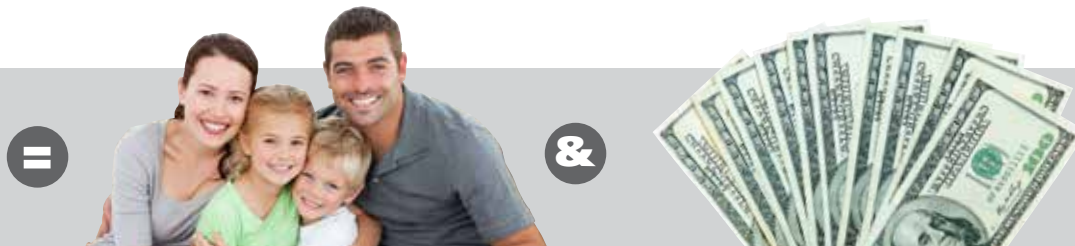
<sup>1</sup> 2013 NAHB "What Homebuyers Really Want"

<sup>2</sup> 2014 GfK Roper Report – Top Dream Home Amenity Research

<sup>3</sup> 2013 USA Today 24/7 Wall Street

<sup>4</sup> Marshall & Swift Residential Cost Handbook. A direct vent fireplace will increase appraised home value between \$2950 to \$5900

# FIREPLACES WILL GIVE YOU A COMPETITIVE ADVANTAGE



**HOMEBUYER SATISFACTION**

**PROFIT GROWTH**

## STRONG, SUCCESSFUL AND HERE TO STAY

**THE HEARTH EXPERTS** We support the best brands in the industry with professional installation and service in your market.

**BEST BRANDS** Heatilator® and Heat & Glo® are the #1 and #2 fireplace brands and pillars of success throughout the industry.

**HEATILATOR: TIME-TESTED DEPENDABILITY AND VALUE** Heatilator® is the #1 preferred and installed fireplace brand by building professionals and has been synonymous for value and dependability since 1927. Today, the brand continues to provide versatile hearth solutions with a full lineup of gas and wood fireplaces, fireplace inserts and accessories in a broad range of design choices. Deliver the most-recognized, preferred and installed brand in the industry. Deliver Heatilator.

**HEAT & GLO: INNOVATIVE TECHNOLOGIES & DESIGN** Heat & Glo® has been the industry leader in design and innovative technologies since its inception by brothers Ron and Dan Shimek. The brand pioneered Direct Vent gas technology in 1987 and has since revolutionized the way fireplaces look and function. Today, Heat & Glo holds the most patents, honors and awards in the industry and continues to push the boundaries of where fire can go and how it can look in a full lineup of gas fireplaces, inserts and accessories, offering an expansive breadth of product; from traditional to ultramodern. Differentiate your homes with the best: Heat & Glo.

**SIGN UP FOR NEWSLETTER**

Sign up for our e-newsletter for new product information, special offers and more at [fireplaces.com/signup](http://fireplaces.com/signup).



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