

YOU TALKED, WE LISTENED

**NEW STREAMLINED WARRANTY REGISTRATION**

Thank you for your feedback via the “You Talked, We Listened” portal on myhht.com.

Due to your comments, we are excited to announce updates to the warranty registration process. We have created several new buttons to streamline warranty registration and save you time, making it easier than ever to capture sales information.

- **NEW Warranty Registration Button**

Allows you to directly enter the serial number and begin a warranty registration without having the extra steps of searching for the serial number if you already have the information.

- **NEW Related Claim Button**

After completing a warranty registration, this button allows you to immediately complete a promotional claim for the same unit. This button copies all the data you entered into the warranty registration directly into the promotional claim.

- **NEW Warranty Registration Types**

Warranty Registration types help you collect the right data to monitor your sales. In addition to Consumer, National Builder, and Other warranty registration types, you can now choose two new types: Local Builder or Remodeler.

We are continuously looking to improve myhht.com for your benefit and we appreciate your feedback. Please visit myhht.com to learn more about these updates or to submit your own comments. .

TRUE EMBER BED LIGHTING COLOR IMPROVED

Beginning with units produced on 5/31, the LED ember bed on the TRUE units will become even more realistic. Thanks to a suggestion from Bill Morisette at Fireside Hearth & Home - St. Cloud, we will be improving the color of the lights for the embers.

Thank you to these customers for their comments via the You Talked, We Listened section of the myhht.com homepage:

Bill Morisette - Fireside Hearth & Home - St. Cloud, MN

Al Corn - The Stove & Spa Store

Cynthia Heffley - Heffley's Hearth & Home

Lori Perryman - Village Fireplace & Patio

Brent Patterson - Franklin Fire Place

Gina Rodriguez - Majestic Distributing

In This Edition:

- You Talked, We Listened
- Programs
- Product
- Merchandising
- HHT Information
- Training
- Industry News

PROGRAMS

MYHHT REWARDS - HEARTH EXPERT ELITE GROUP



We are excited to announce the myhht Rewards program now includes a Hearth Expert Elite group for 2013. The Hearth Expert Elite group is comprised of the top sales representatives throughout the United States. This group was presented exclusive tools, specifically designed to help them continue to deliver great customer experiences. They will also incur other benefits and access to Hearth & Home Technologies throughout the year including:

- Priority calling into Technical Service, Order Fulfillment, Customer Service and the myhht.com Help Desk. This feature will ensure their questions are answered faster.
- Hearth Expert Elite branded apparel to show consumers they are working with the best.
- Hearth Expert Elite iPad Cover to convey their elite status when using iPads with consumers.
- An invitation to participate in a best practices quarterly conference call and webinar with other Hearth Expert Elite members.
- Their name will be included on the Hearth Expert Elite plaques at the Hearth & Home Technologies corporate office and manufacturing facilities.

We are proud to have the following sales representatives as the first-ever Hearth Expert Elite group and look forward to another successful year with them.

Darin Devries - Fireplace Professionals, Inc.

Morgan Keller - Wood Heat LLC

Chris Swier - Fireplace Professionals, Inc.

Jeanine Doubek - Alaskan Fireplace Co

Joey Glenn - Nixa Hardware

Erik Rast - Preston Trading Post

Bill Morisette - Fireside Hearth & Home - St. Cloud

Steve Droogan - Wood Heat LLC

Kresta Craig - Fireplace Center - Billings

Darren Cooper - Coastal Farm & Home Supply - Oregon City

Mike Frangipane - Wood Stove & Fireplac Center/
Alternate Energy

Rick Thebo - Gagnon Clay Products

Howard Scripter - KC Stoves and Fireplaces

Ashley Mainville - Rocky's Stove Shoppe

Christine Upton - NW Natural Appliance Center

Cliff Ezell - Comforts of Home

Wynston Withers - Fireside Hearth & Home Utica

Matt Freiberg - Fireside Hearth & Home Willmar

Matt Gullerud - Fireside Hearth & Home Eau Claire

Cynthia Heffley - Heffley's Hearth & Home

Peter Curran - Hearthside Fireplace & Patio

Trevor Narvasa - NW Natural Appliance Center

Matt Ferry - Buy The Fire

Shonda Stolz - Stolz Stove Sales

Wally Ren - Fireside Inc.

Tia Withers - Fireside Hearth & Home Canton

Jon Pierce - Fireside Hearth & Home Minnetonka

Reed McCloskey - AMI Fireplace Co.

Bob Balder - Fireside of Washington

Kevin Kraich - Rio Grande Co.

Scott Lewison - Fireside Hearth & Home Twin Cities

Nick Wilde - Fireside Hearth & Home Twin Cities

Gary Reuter - Hearth & Home Distributors of Utah

Ulan Thacker - Perfection Fireplace

Clete Webb - Trinity Hearth & Home

Chris Jones - Fireside Hearth & Home Bridgeville

Kevin Casper - Hearth & Home Distributors of Utah

Chris Tenan - Western Fireplace Supply

Karel Brazelton - Trinity Hearth & Home

Tom Klubert - Perfection Fireplace

Brandon Gentry - Dealers Wholesale

Dane Threlkeld - Western Fireplace Supply

NEW MYHHT.COM IPAD APP - NOW AVAILABLE!

We are excited to announce that the new myhht.com iPad app is now available to download from the Apple App Store. This app provides quicker, easier access to consumer-friendly content for use during the sales process. With a few simple touches on your iPad, you are able to access product brochures, installation manuals, videos, images, MSRP pricing and more! Utilizing your unique myhht.com login, this content is available both on and offline. Visit the Apple App Store today to download. Note that depending on how many brands you have access to, the initial download of the app can take awhile. We recommend that you plug in and download at night. See other tips and tricks in our quick help guide [here](#).

2013 AUTHORIZED DEALER PROGRAM - FIRESIDE PREMIERE LEVEL DISPLAY CREDITS

Customers that qualify for the new top tier within the 2013 Authorized Dealer Program called Fireside Premiere, are held to the highest standards and also receive the most benefits. There was a mis-print in the brochures, so to clarify one of those benefits: the Fireside Premiere level dealers are eligible for 10% static display credits. They will receive 100% burning display credits on required displays only and on new product when displayed within 90 days of the new product launch. To learn more about the 2013 Authorized Dealer Program and the new Fireside Premiere tier, contact your Account Manager, or [click here](#) to view the updated brochure.

PRODUCT**ORDER THE REVO TODAY**

The Heat & Glo REVO Series is now available for order. The REVO Series is an unprecedented fusion of technology, design and safety. Three REVOLUTIONARY new models—square, linear and vertical—push the boundaries of where fire can go and how it can look. A thin, 7-inch deep profile provides the ultimate in contemporary versatility, while providing efficient, furnace-rated heat output.

Stunning design and powerful heating have never been this simple. Just hang these units on the wall—quicker and easier than ever. Sell the Heat & Glo promise: “No One Builds A Better Fire.”

Marketing Materials for the new REVO Series will be available to download on myhht.com (Path: Marketing Support > Product > Heat & Glo > New Product > REVO) beginning Monday, June 3rd. Start placing your order today!

**SPECIAL DISCOUNT PRICE ON DISCONTINUED SIMPLIFYRE ELECTRIC UNIT**

As we phase out the old SimpliFyre™ electric products and replace them with the more robust electric product line up, under the new SimpliFire™ brand, we are offering a special discount price to clear inventory.

Currently, we have inventory of the SFE-35 unit only. Until supplies last, on a first-come, first-serve basis. This is a great profit opportunity for any projects you have in the works. This exclusive offer will end when supplies run out. We have changed your special pricing to this new discounted price—take advantage today!

Please contact your sales representative with any questions.

MERCHANDISING

BROCHURE UPDATES

| Brochure | Order Availability Date | Update Details | Part Number |
|----------------------------|-------------------------|---|-------------|
| DV3732SBI BUILDER SHEET | Now | Added technology QR codes | HNG-1103U |
| 6000 & 8000 C SERIES | Now | Updated photos of Stratford refractory swatch and New Bronze front finish swatch | HNG-1102U |
| TRUE SERIES | After June 1st | Updated Heat & Glo logo and trademark "Brand of Hearth & Home Technologies" line | HNG-1119U |
| LUX | Now | Corrected typo in Direct Vent Tech section, Updated Heat & Glo logo, Updated "Brand of Hearth & Home Technologies" line | HNG-1120U |
| OUTDOOR LIFESTYLES | After June 17th | Removed obsolete Twilight II fronts | HHT-1032U |

HHT INFORMATION

INDEPENDENCE DAY CLOSURE

Hearth & Home Technologies will close Thursday July 4 and Friday July 5. No shipments will be made on these days. If this holiday closure affects your regular shipment, you will receive a letter with your holiday shipment date along with the last possible order dates. Please plan your orders accordingly.

TRAINING

100,000 ON-LINE MODULE COMPLETIONS ON MYHHT TRAINING!

In 2008, Hearth & Home Technologies launched a new tool, which provided sales, installation and service training for customers. Five years later, the myhht Training site has surpassed **100,000 on-line module completions**—thanks to you!

Dawn Johnson, of *The Fireplace Corner* in Duluth, MN, completed number 100,000 and we sent her a cake to celebrate. As an avid user of myHHT Training, here is what Dawn had to say: *"HHT's online Training has helped me in many ways. There are so many differences in the various fireplaces and the technologies behind them. By using the online training, I have been able to decipher between technologies. The training courses have also taught me how to approach, create, and maintain a sale from beginning to end. I am a learner; I enjoy learning as much as I can about the products I am selling and the training courses have given me an inside look and an edge that I feel our competitors do not have."*

INDUSTRY NEWS

TOLL BROTHERS PROFIT BEATS ON HIGHER HOME PRICES - YAHOO!

(Reuters) - Luxury homebuilder Toll Brothers Inc (TOL.N) reported stronger-than-expected results on higher average selling prices and booked its highest quarterly orders in seven years, sending its shares up 7 percent. [Read More.](#)
