

CREATE OPPORTUNITIES WITH FIREPLACES

Take advantage of consumer trends in fireplaces. Heatilator® and Heat & Glo® will help you make more money, and set your business apart.

CONSUMER FIREPLACE TRENDS



MODERN & CONTEMPORARY

- ▶ Differentiate your homes with significant consumer appeal
- ▶ Largest growing fireplace category¹
- ▶ Dramatic focal point with minimum footprint



OUTDOOR

- ▶ Outdoor spaces and fireplaces are the #1 and #2 most desired amenities among homebuyers²
- ▶ Outdoor lifestyle is a cost effective way to increase the square footage of your homes
- ▶ Simple installation makes it easy to add a fireplace to indoor/outdoor, patios, decks and courtyards



PERSONALIZATION

- ▶ Homebuyers desire personalization and are willing to pay for upgrades
- ▶ We make personalization easy! Offer unique choices without changing dimensions or specifications
- ▶ Offer options with 40-50% gross margin opportunity



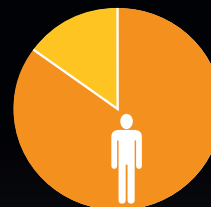
GREEN

- ▶ Homebuyers will pay \$5,000 more for a home that will save them money on utilities³
- ▶ 61% of homebuyers rank energy-efficient appliances as an important feature in their new home⁴
- ▶ Direct Vent gas is the preferred technology in every green building program



YOUR HOMEBUYERS WANT FIREPLACES

- ▶ 85% of homebuyers want a fireplace in their new home
- ▶ Fireplaces are the #2 desired amenity, second only to outdoor spaces²
- ▶ "The Hearth is the Heart of the Home." - Frank Lloyd Wright



85%
of homebuyers say they enjoy having a fireplace and want one in a future home¹

YOU WILL GROW YOUR PROFITS WITH FIREPLACES

- ▶ Fireplaces increase your homes' appraised value by \$3500 on average
- ▶ We make it easy for you to make 40-50% profit on options that sell
- ▶ Homebuyers desire personalization and are willing to pay for easy upgrades



A gas fireplace will add between **\$2,950 - \$5,900** to a home's value⁵

FIREPLACES GIVE YOU A COMPETITIVE ADVANTAGE

- ▶ Sell your homes faster: A majority of homebuyers rate fireplaces a key selling point¹
- ▶ Promote the benefits of clean-burning, energy-efficient fireplaces
- ▶ Differentiate your homes with a unique focal point



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

1 2010 HPBA Hearth Consumer Research; 2 2011 NAHB Homebuyer Study; 3 2012 Better Homes & Gardens Real Estate Survey; 4 Professional Remodeler magazine, January 2011; 5 2011 Marshall & Swift

BEST BRANDS

Heatilator and Heat & Glo are pillars of success throughout the industry. Add these two brands to your homes and remodels, and take your business to the next level.

TIME-TESTED DEPENDABILITY AND VALUE



Heatilator introduced the first factory-built, heat-circulating fireplace in 1927. This inventive appliance enabled more homeowners to afford putting a fireplace in their home. Today, Heatilator remains known for dependability and value. Homeowners and builders alike reap the benefits of easy installation and unmatched reliability from Heatilator appliances.

Deliver the most-recognized, preferred and installed brand in the industry. Deliver Heatilator.

INSPIRATION AND INNOVATION



Heat & Glo thrives on innovation and design. Over the past three decades, Heat & Glo has produced several patented technologies and expanded the hearth industry.

Heat & Glo offers a variety of cutting edge gas appliances. The Modern Collection elevates any room, or two, with unrivaled style. European-inspired models radiate contemporary chic and prestige. And traditional direct vent gas fireplaces and inserts deliver impressive efficiency and anchor any space.

Make your bid with the best. Heat & Glo will grab the attention of your customers and separate you from your rivals.

- ▶ Check out the **Show Village** to learn more about products and consumer trends
- ▶ Visit **fireplaces.com/pro** to find your local distributor, sign up for communications, and access helpful tools and information



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