



Customer Information

Customer Name _____ Date of Visit _____

Address _____ City _____ State _____ Zip _____

Phone Number _____ Email Address _____

How did you hear about us?

- Radio TV Online Billboard Magazine/Newspaper
 Drive-by Word of mouth Tradeshow/Event Builder referral

Your Project

I'd categorize my project as:

- New construction - Starting from square one, you're wanting to enhance your space with a new hearth product.
 Retrofit existing fireplace - You've got an existing hearth, but want to start over completely with a new one.
 Home remodeling - You're remodeling your house/room and feel that it's time to beautify it with a hearth product.
 Update existing hearth - Your existing hearth needs a serious reboot: updating styles or blending better with your space.

I'm looking for a(n):

- Fireplace - A hearth foundation consisting of a hearth, firebox, mantel and chimney, to name a few.
 Insert - Using your existing fireplace, an insert is inserted into existing masonry to give you a new source of heat.
 Stove - A free-standing heating unit that provides desired warmth for areas where a fireplace may not be an option.
 Gas Logs - Used in a fireplace, consists of a gas burner made to resemble a log to simulate a wood-burning experience.
 Stone/Mantel/Cabinet - The various surrounding material around your hearth.
 Uncertain - Still not sure? Ask a salesperson about our Fuel Matrix to get a better idea.

I'd like to heat my home using:

- Wood - You like the hands-on approach to loading, stoking and cleaning your hearth product.
 Pellet - You appreciate hands-on, but like the idea of controlling it with a sustainable resource.
 Gas - Flip-of-the-switch convenience is your primary goal. The less hands-on, the better.
 Electric - When it comes to hands-off, you want a hearth product that's primary source of power is an electrical outlet.
 Uncertain - Still not sure? Ask a salesperson about our Fuel Matrix to get a better idea.

Your Room

I want to place this hearth unit in a(n):

- Living Room Family Room Media Room Bedroom Kitchen Bath
 Outdoors Other

This hearth unit would go perfectly in a(n):

- Inside Wall Outside Wall Corner Uncertain

I'd describe this particular room's style as:

- Traditional - *Your room's style might resemble an old-fashioned cabin or it simply embraces a rustic, cozy atmosphere.*
 Contemporary/Modern - *Your room's style is far from the typical. It may range from a New York-style loft or something more avant-garde.*
 Transitional - *The warm combination of traditional and contemporary décor elements.*
 Uncertain - *Still not sure? Check out our other sections and hopefully they'll inform your choice here.*

Your Reason

I want a solution that can provide:

- Heat/Warmth Value Efficiency Ambiance/Appearance

Your Timeline

I'm hoping to get started:

- ASAP 1-3 months 3-6 months 6-12 months 1 year+