



## 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+