Showroom Audit

For every unit on the floor, ask each of these questions (and document the answer).

☐ Why is this here?
☐ What problem of our customer's does it solve?
☐ What price category is it?*

☐ Does it overlap with anything else on display?
☐ How many did we sell last year?
☐ How many quotes are out for this product?

Based on this audit, which units need to go?

Find Places To Sit

People are nervous when they come into a fireplace store and one of the best ways to ease tension and build trust is to sit down—yes, physically sit down—with the customer. Most retailers should remove 3-5 overcrowded units to make room for a comfortable sitting area. We recommend having 2-3 sitting areas in a showroom—it will absolutely skyrocket your sales.

Group Fireplaces By The Application They Fit Into

Open Fireplace

This section of the showroom will have inserts and gas logs that are intended to be installed into an open fireplace that burned wood at one time.

Remodel/New Construction

This section will display Zero-Clearance Fireplaces with a framing width that is larger than 42" wide.

Fireplace Replacement

This section is for customers looking to replace an existing Zero-Clearance fireplace and will show models with a framing width of 42" or less, a depth of 22" or less, and both a top and rear vent option. Fireplaces of this size will fit the framing spec of nearly any "builder box" unit installed over the last 30 years.

Free-Standing Stove

This section of the showroom will have freestanding stoves.

Signage And Pricing

- Display an "Average Installed Price" for every product (within $700).
- Use large signs to compare the features of brands with each other.
- Clearly connect the model on the floor with the sign above.
- Make sure brochures are clearly marked and always accessible for each model.

*Fireplace categories should be thought of in terms of Good, Better, Best, and Luxury.