

How key home areas and attributes impact home buyers and their purchase decisions.



# What is the Hot Spots Study?





**THE FIRST** } comprehensive examination of the emotional connections that are made with various areas of the home.



**THE FIRST** } use of advanced research to identify how a room's overlap among relaxation, socialization and functionality shapes attitudes.



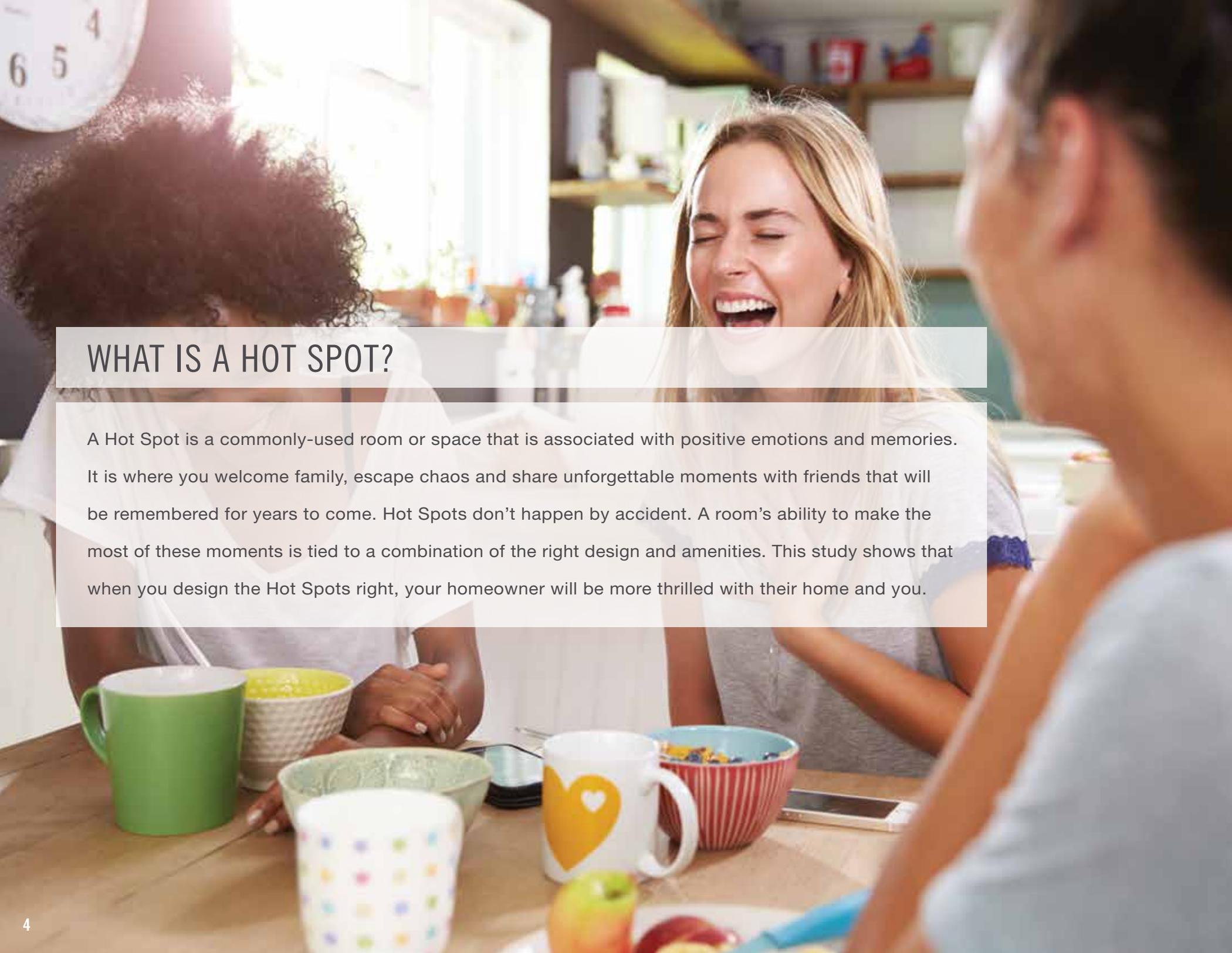
**THE FIRST** } in-depth understanding of how space design and corresponding amenities can increase home appeal.

## T.O.C.

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- 03 About This Study
- 04 What Is/Makes a Hot Spot
- 06 How It Benefits You
- 07 Study Methodology
- 08 Ranking the Rooms
- 11 Make a Hot Spot Hotter
- 12 Hot, New Insight
- 14 Fireplaces in New Spaces
- 17 They Will Buy It
- 18 It Elevates You
- 21 Five Key Takeaways
- 22 About Napoleon

Napoleon is known for crafting and designing North America's best fireplaces, grills and HVAC equipment but it takes more than a great product to create a great home. That's why Napoleon delivers insights to improve the appeal of designs and projects, including tips and advice on how to enhance the quality and desirability of homes with smart design and amenities. Our Hot Spots Research Study was commissioned to explore how key areas of the home can be transformed into hubs for memorable moments.

A group of people are gathered around a wooden table in a bright, modern kitchen. They are laughing and talking. On the table are several colorful mugs and bowls of cereal. A woman with long blonde hair is laughing heartily in the center. To her left, a woman with curly hair is also laughing. In the foreground, a man's profile is visible on the right, looking towards the group. The background shows a kitchen counter with various items and a window with bright light.

## WHAT IS A HOT SPOT?

A Hot Spot is a commonly-used room or space that is associated with positive emotions and memories. It is where you welcome family, escape chaos and share unforgettable moments with friends that will be remembered for years to come. Hot Spots don't happen by accident. A room's ability to make the most of these moments is tied to a combination of the right design and amenities. This study shows that when you design the Hot Spots right, your homeowner will be more thrilled with their home and you.

# WHAT MAKES A HOT SPOT?

Research shows that when a room combines three perspectives (social, relaxation and functionality) its appeal and perceived value increases. That's when it becomes a Hot Spot.

## RELAXATION

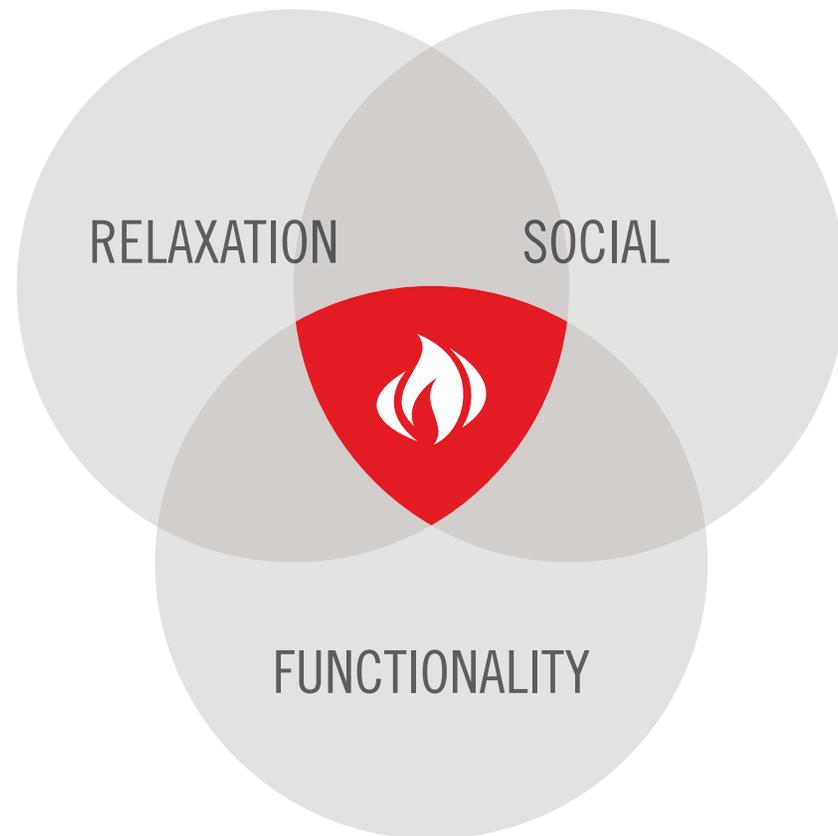
a space that encourages personal relaxation, intimacy and tranquility

## SOCIAL

a gathering space for social interaction

## FUNCTIONALITY

functional spaces that are used for a very specific, unchanging purpose



## SO WHAT?

Creating overlap creates hotter spots, which adds to the appeal of the room.

## HOW DOES THIS BENEFIT YOU?



### SELL

more homes & projects  
at higher margins.



### STRENGTHEN

homeowner satisfaction  
& referrals.



### DIFFERENTIATE

your homes & projects  
from the competition.



## METHODOLOGY.

This study included about 900 potential home buyers. It was conducted by Hoffman York, an independent full-service, integrated marketing agency located in Milwaukee, Wisconsin, with a distinguished background in home products research. Their recent studies have included exploration in trends and preferences in categories such as outdoor kitchens and indoor kitchen design elements. This study involved hours of interviews and hundreds of surveys, all to help reach a better understanding of what helps rooms become Hot Spots.

## HOW WE DID IT.

### **PHASE I: Qualitative**

In-depth interviews were conducted in 2016 with women and couples. All respondents were between the ages of 30 and 60 with an average household income of at least \$100,000. Each of their houses were over 2,400 square feet with a fireplace. Finally, all respondents were considering buying or building within the next five years.

Respondents were also asked to create poster boards including pictures of spaces that could inspire their next home. These boards were used as discussion starters, as well as used in final analysis. (See page 12.)

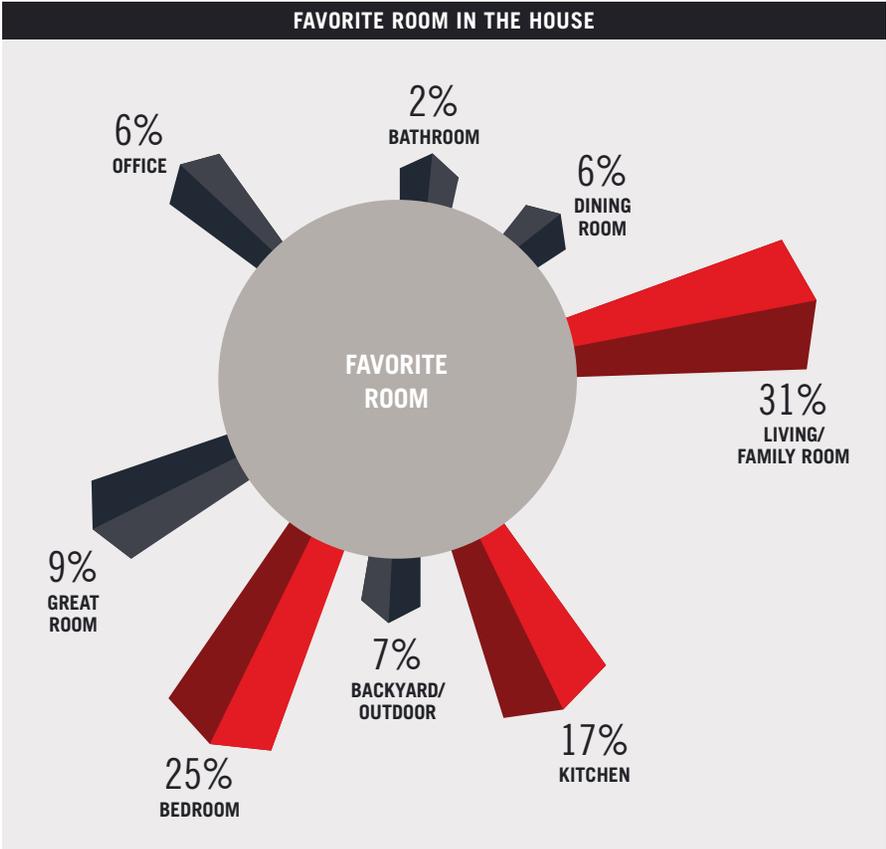
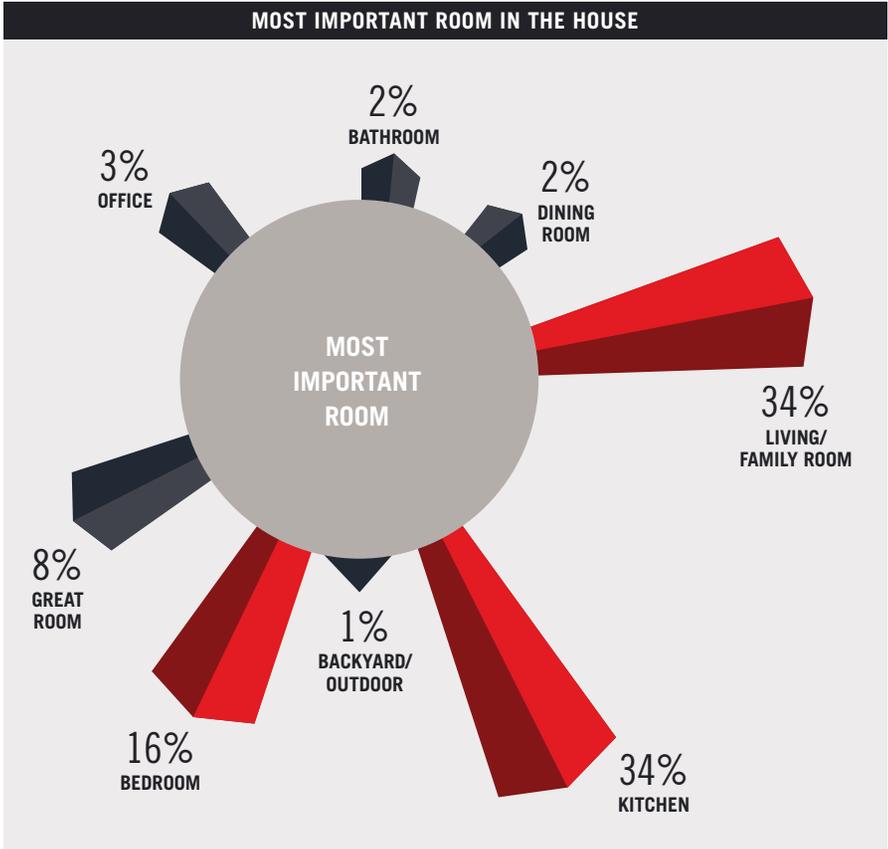
### **PHASE II: Quantitative**

Using a national e-panel to reach people fitting the same description (except for gender which was split 60 female/40 male) as the qualitative, we interviewed hundreds of people looking to either buy or remodel in the next five years.

# WHICH ROOMS ROSE TO THE TOP?

Participants in the study were asked which rooms were most important and which were their favorites.

There was a noticeable difference. All rooms aren't created equal.





LIVING ROOM



BEDROOM



KITCHEN

## THREE ROOMS STOOD OUT.

73%

marked one of either the living/family room, kitchen or bedroom as a favorite.

84%

marked one of either the living/family room, kitchen or bedroom as most important.

## SO WHAT?

The living/family room, kitchen and bedroom are considered the most important AND favorite rooms in a house, making them prime targets for creating Hot Spots.



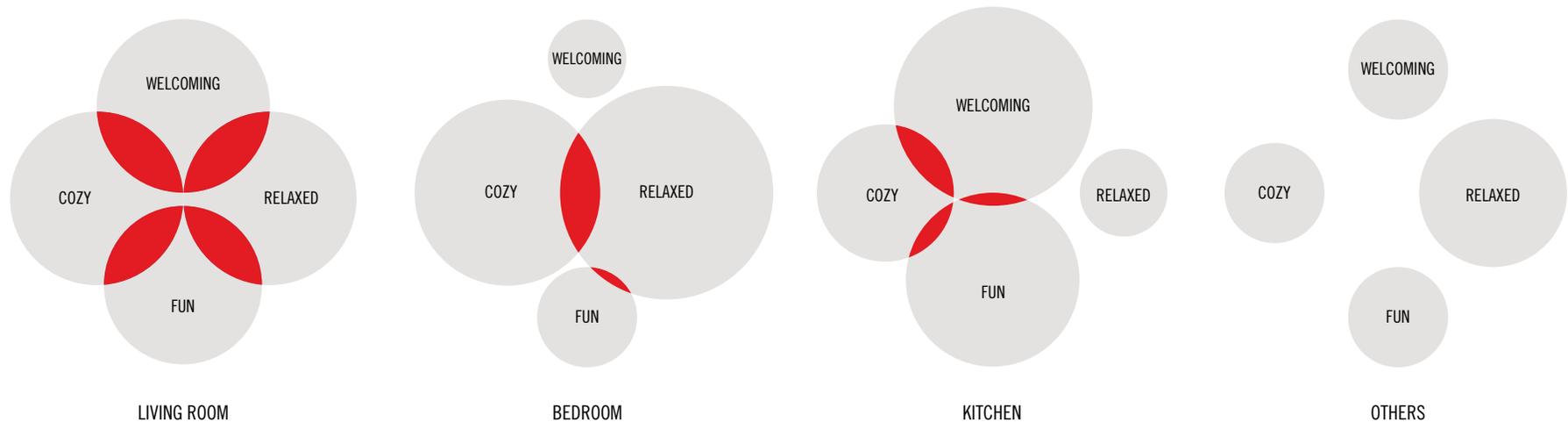
*“The kitchen is part of our lifestyle and our daily routine ... I think about camaraderie, family, teaching my boys how to cook....”*

*— Wendy, age 35*

# MAKE A HOT SPOT HOTTER.

## Why do some rooms rank higher than others?

It's all about the emotions attached to each one. Once you create a room that combines relaxation, social and functionality, design the space to evoke positive emotions. A true Hot Spot is a room that ranks at least 50% in two of the following categories: welcoming, cozy, relaxed and fun. The more that emotions overlap, the hotter the Hot Spot.



EMOTIONS	LIVING ROOMS	BEDROOM	KITCHEN	OTHER ROOMS
WELCOMING / SOCIAL	68%	20%	67%	30%
COZY / WARM	68%	66%	41%	33%
RELAXED / PEACEFUL	68%	71%	27%	45%
FUN / ENJOYABLE	61%	33%	58%	30%

## SO WHAT?

Rooms with features such as fireplaces, high ceilings and built-ins evoke positive emotions that increase consumer appeal.

# HOT, NEW INSIGHT.

Consumers were asked to put together poster boards of images that represented what they wanted in their next home.

They gravitated to photos that included fireplaces, living rooms, kitchens, bedrooms and outdoor spaces.





# CURRENT HOMES AND FIREPLACES.

When asked to evaluate their current homes, participants indicated that rooms with fireplaces were much more likely to be associated with the positive emotions people crave.



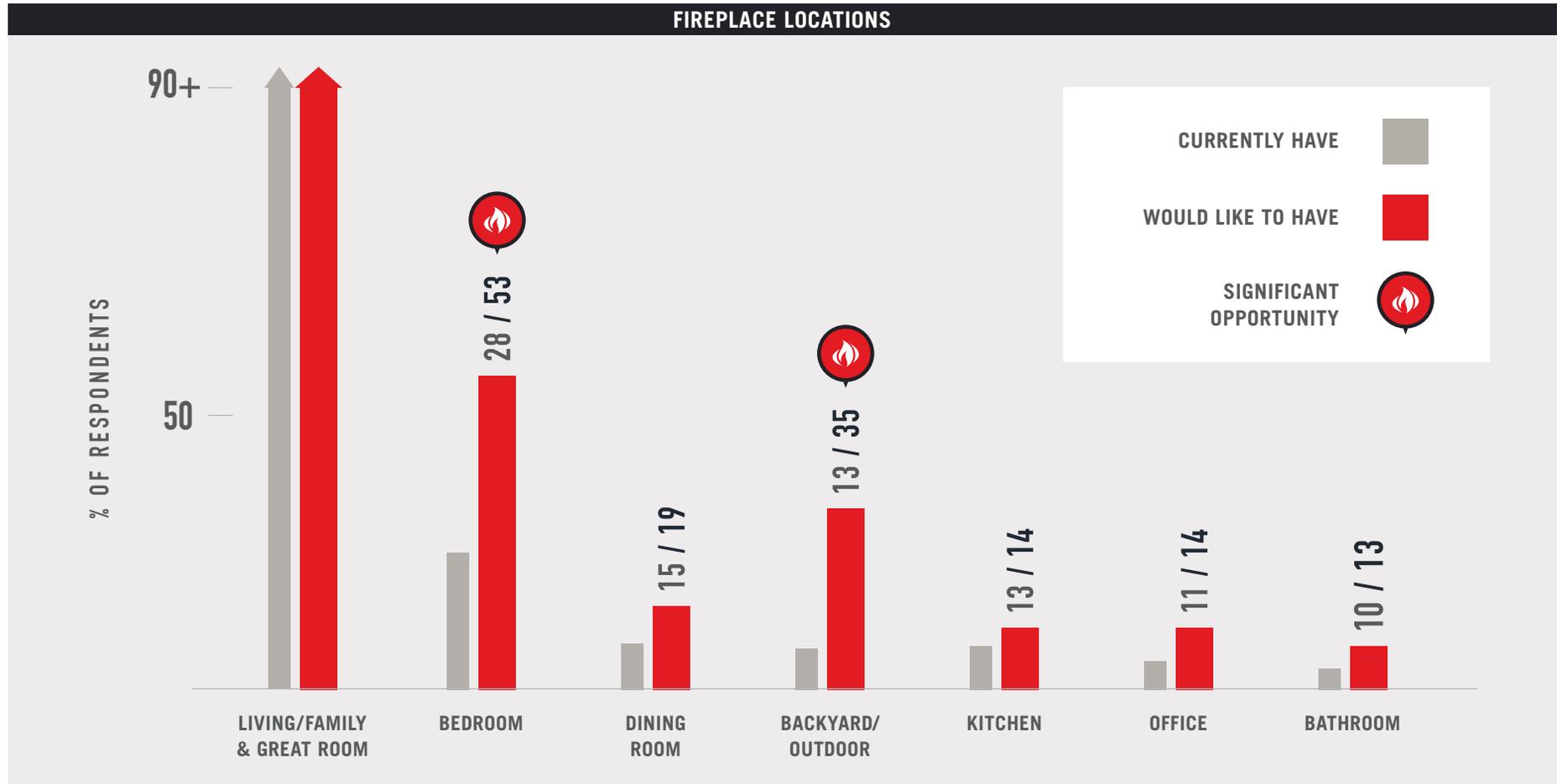
EMOTIONS EVOKED	ROOMS WITHOUT FIREPLACE	ROOMS WITH FIREPLACE
WELCOMING / SOCIAL	32%	50%
COZY / WARM	44%	52%
RELAXED / PEACEFUL	48%	57%
FUN / ENJOYABLE	35%	47%

## SO WHAT?

Consumers associate positive emotions with rooms with fireplaces, which increases purchase intent.

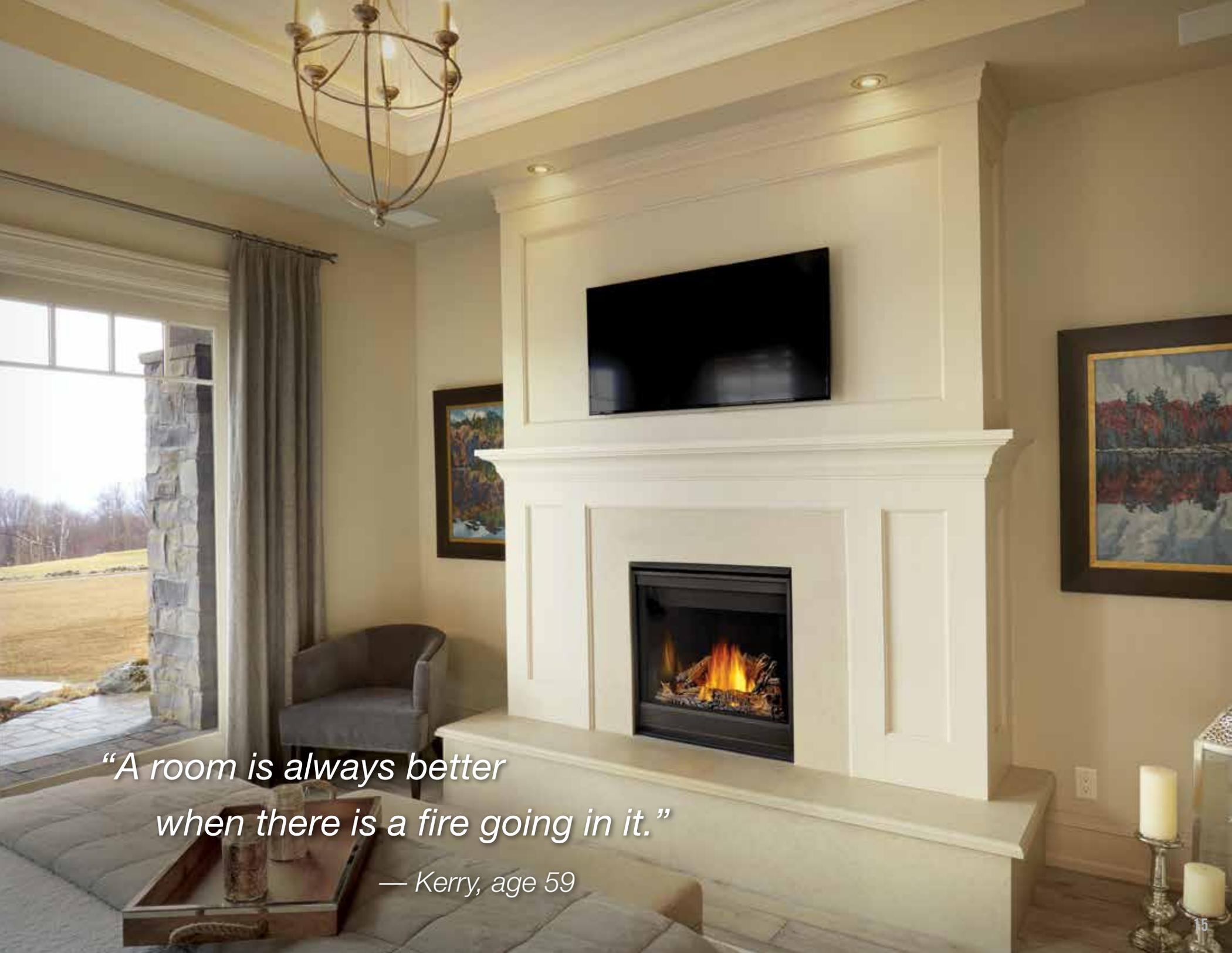
# FIREPLACES IN NEW SPACES.

First, we asked consumers where they currently have fireplaces and where they would like to have them in their next home.



## SO WHAT?

Adding fireplaces to the bedroom and outdoor spaces represents the biggest opportunity to impress consumers and increase revenue.



*“A room is always better  
when there is a fire going in it.”*

*— Kerry, age 59*

# IF YOU SHOW IT...

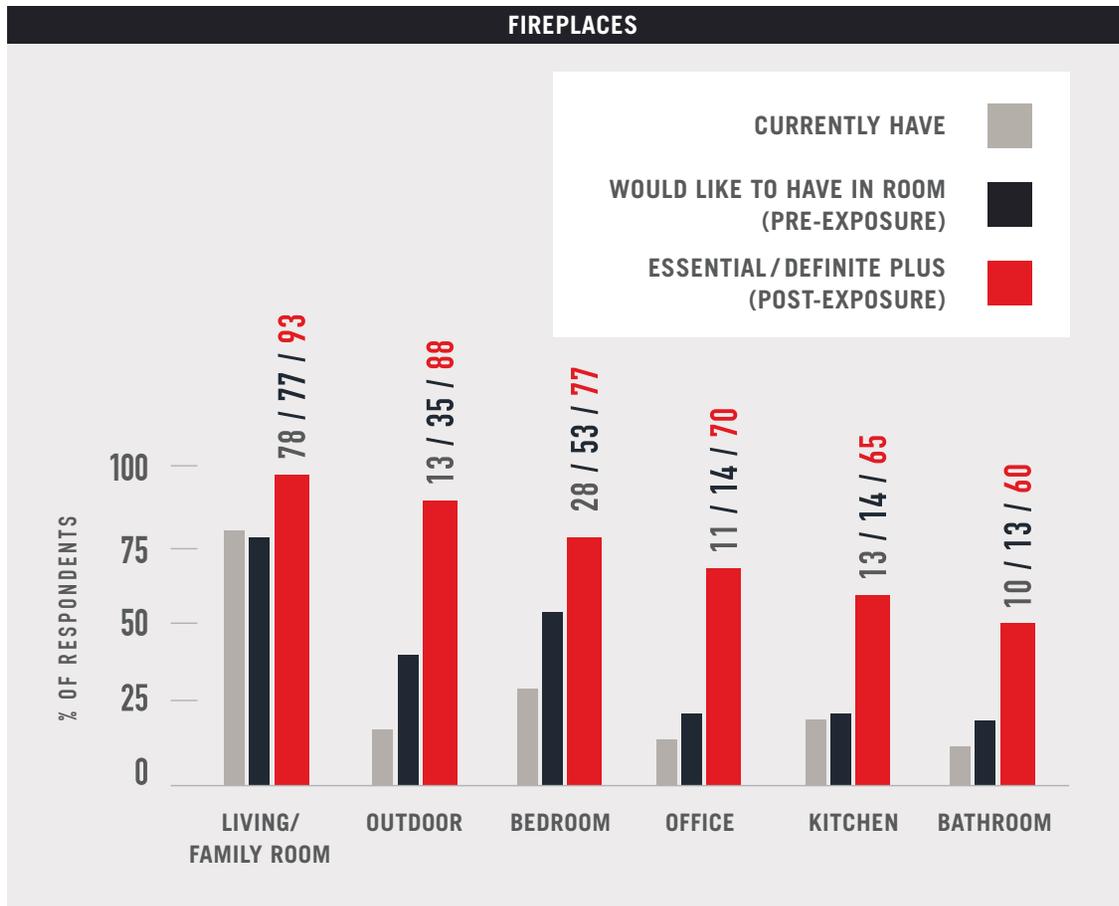
Next we showed them examples of what they could have and these were the results.



# THEY WILL BUY IT.

Participants in the study were exposed to pictures of rooms **with and without** certain amenities, including fireplaces. The intent was to measure favorability of different rooms and the impact of adding amenities.

**We learned that the impact of an added fireplace was significant.**



# 41%

After being exposed to pictures of alternative rooms with a fireplace, **desire for fireplaces in rooms increased 41%.**

## IT ELEVATES YOU.

Research shows that the consumer's perception of their contractor, builder, remodeler, designer or dealer increases when they showcase or include features such as fireplaces in multiple rooms.

# 52%

of people had a more positive perception of professionals who integrate unique features such as fireplaces, high ceilings and built-ins into their designs.





*“I would think the seller/home is more upscale ... definitely not standard. If all else is equal, it would make me look at them.”*

*— Beth, age 43*

*“They’re putting resources into making it look and feel nicer... giving a sense of comfort and luxury. You would take away a positive feeling.”*

*— Heather, age 45*

A modern, bright living room with a minimalist aesthetic. In the center, a woman with glasses is lying on a white sofa, reading a book. The sofa is adorned with several white pillows and a grey blanket. In front of the sofa are two white ottomans with metal legs. To the left, a large window with sheer white curtains allows natural light to fill the room. A white chair and a vase of white flowers are visible near the window. In the background, a staircase with a dark railing leads to an upper level. A large, red circular graphic is overlaid on the center of the image, containing a fireplace with a fire and the text "FIVE KEY TAKEAWAYS".

FIVE KEY  
TAKEAWAYS

1

Hot Spots are those spaces in the home where the most memorable moments with friends and family naturally occur, either every day or on special occasions.

2

The quality, magnitude and frequency of those experiences can be greatly enhanced (made “hotter”) by incorporating the right designs, increased room functionality and amenities.

3

Hot Spots are fueled by emotion, combining at least two of the following:  
welcoming, warm, relaxed or fun.

4

Fireplaces can help spark these emotions, thereby turning a room into a Hot Spot.

5

Showing unique features around the home greatly enhances the appeal of the home, as well as the perception of the builder, contractor and designer.



Beyond simply designing and crafting fireplaces, grills and HVAC equipment, Napoleon delivers the insight needed to improve the appeal of designs and projects. And now, Napoleon has extended its marketing partnership with our customers through this unprecedented study of homeowners.

By applying a sophisticated combination of qualitative and quantitative research techniques to study how consumers enjoy various areas of the home, Napoleon has been able to identify valuable insights that can help contractors, builders, remodelers, architects, designers and dealer partners.

Napoleon is your information resource, with a combination of insights and tools to help your business grow.

Design better spaces that have mass appeal. Include key amenities that trigger the anticipation of future memories.

And in the end, sell more projects and amenities, making more efficient use of space.

# HOW TO PUT THIS INFORMATION TO USE.

Napoleon wants to provide you with the information to design spaces that inspire homeowners and provide you with the tools to help sell your homes and projects.

## HOT SPOTS DESIGN GUIDE

This book, co-authored by nationally acclaimed architect Wayne Visbeen, is full of ideas you can use throughout the home to create rooms that enhance the most memorable moments your customers will enjoy.



## HOT SPOTS ONLINE DESIGN GALLERY

Napoleon's new design gallery is loaded with the designs, tips and resources you need to significantly increase the appeal of your projects.

[www.NapoleonFireplaces.com/inspiration](http://www.NapoleonFireplaces.com/inspiration)





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