



WHAT EVERY HOMEOWNER MUST KNOW ABOUT REPLACING THEIR FIREPLACE

(THIS COULD SAVE YOU THOUSANDS OF DOLLARS
AND HOURS OF HEADACHES)

Thank you for downloading this guide. We hope you find it extremely helpful in finding the right fireplace for your family and home. After helping hundreds of homeowners with their home comfort needs, we've realized something important – that above all else, our clients just want to trust that they are making the right choice. The informed choice.

That's exactly what this guide is designed to do. If you need further help after reading this guide, we are happy to send one of our highly trained Hearth Advisors to your home to guide you through the process. I urge you to take advantage of this offer.

Our advisors are knowledgeable, friendly and can help you quickly determine your best options.

Of course, we want to earn your business. But no matter who you decide to do business with, make sure you've taken the time to tackle the issues we present in this guide. It will save you time, money and headaches down the road.

Sincerely,



Elizabeth Seaton

President

Day or Night Plumbing & Fireplace



If you are considering buying a new fireplace this fall or winter season, and consider yourself somebody who makes “informed” decisions when it comes to large purchases, **what we are about to tell you may come as a surprise...**





**Why Replacing
Your Fireplace
is NOT a
DIY Project**

There are many renovations that savvy homeowners can handle themselves. All it takes is a little bit of knowledge and a whole lot of hard work! Unfortunately, there are some things that should not be a “DIY” project and replacing or installing a fireplace is one of them.

Why?

Some of it boils down to warranty and service. Often manufacturers will void their warranties if their hearths are installed by unlicensed people or homeowners, which means if something goes wrong, you won't have any warranty coverage. You also may run into risks with your own homeowners insurance if there is an accident or fire.

The larger concern is safety. Whether wood burning, electric or natural gas, fireplaces have specific venting requirements in order to be used safely. Determining how to vent a fireplace correctly and using the approved materials is vital to your family's safety.

Leave your fireplace replacement or installation to a qualified and trusted renovation partner.



The Different Types of Fireplaces

Fireplaces vs. Fireplace Inserts

When you think of a fireplace, you think of an opening in the wall with a flue above to remove/vent the smoke. Some fireplaces have glass doors on the front, or a screen making it closed. A fireplace can be built one of two ways: masonry or factory built.

A masonry fireplace is constructed by builders and is typically made of brick – although more upscale fireplaces are made of stone or even tile. The fireplace connects to the flue and chimney seamlessly.

Factory built fireplaces are a metal box, intended to be framed into a house without masonry. They are usually installed in framed walls and encased in non-combustible materials. Sometimes they are gas, but most of the time they are for burning wood! These fireplaces can be easily installed after your home has been built!

A fireplace insert can burn wood, gas or pellets and is inserted into an existing masonry fireplace to give it a facelift and rejuvenate your room.

Pellet Stoves & Inserts

These units are designed to burn wood pellets at a high temperature to increase efficiency while eliminating soot and creosote. You have a choice between a standalone stove, typically made of a heavy duty steel or cast iron or a fireplace insert, that will fit in your existing fireplace.

Pellet stoves and inserts require electricity to run; the electricity turns an auger that feeds the pellets into a burn pot. The faster the pellets move from the storage bin (hopper) to the burn pot and burn, the more heat will be generated.

Although this is a very simplistic explanation, all pellet stoves and inserts have a microprocessor similar to your computer.



This microprocessor monitors the unit to maintain safe and efficient operation.

Pellet stoves can be as much as 89% efficient and are fairly inexpensive to run. A single ton of pellets can last anywhere from one to several months, depending on your heating requirements.

Hint: Stock up on your pellets in summer for the best deal!

Wood Stoves & Inserts

These units are designed to burn wood pellets at a high temperature to increase efficiency while eliminating soot and creosote. You have a choice between a standalone stove, typically made of a heavy duty steel or cast iron or a fireplace insert, that will fit in your existing fireplace.

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Gas Logs - Vent Free

There are two different types of gas log hearths. The first is Vent Free, which has a closed flue and exhausts into the room. The second is Vented, which means that the flue must be open and they exhaust just like a real wood fireplace.

As you can imagine, Vent Free hearths have many benefits. They are typically 99% efficient – 99% of the heat is being returned into the room for your comfort. They burn very cleanly and produce minimal amounts of Carbon Monoxide and water.

Vent Free units are particularly well suited to a basement installation or anywhere that running venting would be difficult and costly. You can truly add a fireplace just about anywhere with the combination of a



pre-fabricated firebox and a vent free log set. You can even adjust the flame with a remote control!

What's the downside to a vent free Fireplace? For most people there isn't one. However, if you or someone living in your home is sensitive to odors or suffers from asthma, emphysema or chronic bronchitis, A vent free set is not recommended.

Gas Logs - Vented

Vented log sets have amazing realism Without the hassle of lugging wood in from the outside on a cold winter day. Until recently, vented log sets did not produce much heat and used a tremendous amount of gas.

These units do require your damper to be left open all year round, so selecting tight sealing fireplace doors is a must.

Vented log sets are not quite as efficient as vent free log sets, averaging 20 – 30% Efficiency. These are still significantly more efficient than a wood burning fireplace, which is only 7% efficient!



Other considerations include a higher level of Carbon Monoxide and soot, so your Fireplace must be well vented.

They do have beautiful lazy yellow flickering flames that appear very realistic – and some units even have glowing embers!

Direct Vent Fireplaces

Direct vent fireplaces do not go into existing fireplaces – they are a type of Premiere-fabricated fireplace perfect for people who are remodeling or in the process of building a new home. They require venting the outside but the piping is very flexible and a skilled installer can vent the unit from just about anywhere!

Direct Vent fireplaces are the safest fireplace unit for your home since they pull air from the outside for the combustion, and expel the fumes and Carbon Monoxide directly outside. The front of the unit is sealed with glass and an airtight heat resistant seal.

You have so many looks to choose from! You have options for the finish of the louvers,



Mantels and surrounds truly allowing you to customize your new fireplace to the style of your home.

These fireplaces are 71 – 86% efficient, making them an economical and beautiful choice to heat your home.

Gas Direct Vent Fireplace Inserts

This is a highly efficient fireplace that slides in the hole in your fireplace where you would typically burn your wood. Once it is installed in your fireplace, a “flashing” or “surround” is placed around the box to form tight fit between the insert and the edges of your existing fireplace. Most installations will have a new metal chimney threaded through your existing chimney for ventilation purposes.

These inserts have many advantages over a log set. The biggest advantage is HEAT! High quality inserts offer a variable speed fan that pulls cool air into the box from the room, circulates it around the box without coming into contact with the fire and expels clean, hot air into your room.



Inserts are much more decorative than a log set, and since they feature a glass front they are very clean burning and there is no soot or Carbon Monoxide expelled into the room. Add in a flush front or bay window front and you will have a beautiful decorative centerpiece.



**5 Costly
Misconceptions
About Replacing
Your Fireplace**

1

You should wait as long as possible to replace your fireplace.

No. Fireplaces have major air gaps – they can send up to 8 percent of valuable furnace-heated air flying out of the chimney, making them inefficient even if they aren't being used.

You can easily transform your firebox into an efficient room heater by adding an insert, which will pay for itself by slashing monthly heating costs.

2

The only reason to replace your fireplace is energy efficiency.

No. If your home has an older masonry fireplace you may find that it has started to deteriorate and costly repairs are needed. Installing a fireplace insert is an easy fix.

Additionally, you may find that your old, open air fireplace is a safety concern for your family if you have small children or pets. Even when equipped with a mesh screen, logs can roll out of the fireplace or expels embers. A fireplace insert gives you the beauty and ambiance of a crackling fire without the safety concerns.

3

Putting a fireplace in a home after it has been completed is impossible.

No. Masonry fireplaces must be installed when the house is built but a direct vent gas fireplace can be installed in any home, typically with minor renovations.

You can have that warm, inviting showpiece at the center of your home no matter the age of your home!

4

The construction will be disruptive and take weeks to complete.

No. Each installation will present challenges to your specific home, so it is difficult to give an exact estimate of installation time. However, you can inspect the installation of a vented gas fireplace insert to take two days, while simpler vent-free units will take less time.

5

Any honest renovation company should be able to provide an exact price over the phone

No. Giving an accurate quote without seeing your actual home is only a well- educated guess.

Sometimes there are unforeseen situations that can also effect the final price. Asbestos or other environmental factors may be present. An honest, reputable renovation company should walk you through all of the possibilities and explain pricing in such instances.

Your renovation partner should offer a no-pressure in-home consultation where both your family and your home's needs are assessed and a custom solution is presented.



How to Avoid 3 Fireplace Replacement Rip-offs

Your fireplace is the centerpiece of your home – where family and friends gather and great memories happen. You want to be confident that any renovations you invest in will improve the value and the comfort of your home.

Like any industry, there are unscrupulous contractors that will cut corners and short change their customers but...

...you can rest easy after knowing these 3 tell-tale signs of a fireplace replacement rip-off.

1

Unbelievably Low Prices

To some degree, all of us are attracted by low prices because we want to work within a budget. So when we see a company advertising energy efficient fireplaces with free installation at bargain basement prices, we think it's a great deal and call them.

But some renovation companies use price as the bait; once they're in your home, they pressure you into buying "add-ons that are necessary." Or, they'll wait until they've ripped out your existing fireplace to bring up problems that they "didn't notice before."

2

Bait & Switch Advertisements

Here's how it's done: first, they "bait" you with a basic fireplace installation at an unbelievably low price.

Then they come to your home, remove your fireplace – and try and "up- sell" you to a more expensive model, explaining that the advertised price was only meant for some type of homes (which you don't have) or it only includes basic installation, and that really isn't adequate because _____, so you need this other kind of installation which is more expensive. If you don't fall for their switch, you are likely to receive poor workmanship or they won't guarantee the installation.

3

Hidden Charges

Sure, the quote you accepted sounds reasonable – but when the invoice is in your hand, that charge does not reflect the original pricing.

Suddenly, you're paying for additional fees: environmental fees, service fees, trim work, garbage disposal, overtime fees – and more that were not discussed when you first requested your quote.

Unfortunately, these “bad apples” make the entire renovation industry look bad.

We feel it's important to bring these advertising and sales tactics to your attention so that you may be aware of them and make informed decisions when it comes time to have your home comfort equipment replaced.

Knowing these tactics will help you avoid the headache of choosing the wrong renovation company.



7 Mistakes to Avoid When Hiring a Renovation Company

1

Choosing a renovation company based on brand alone.

No question, you want the best value for your hard earned money when renovating your home and some brands give significantly better value than others. But the quality of the brand does not always indicate the quality of the contractor. You want a company who has properly educated their employees and who are skilled and experienced.

2

Choosing a renovation company based on price.

Low priced contracts could present possible issues in three ways:

1. Low price that can be the bait that attracts your attention, but the fine print charges for things you initially thought were included.
2. Low price can mean that the company operates with cheap, old construction tools or “cuts corners” during installation.
3. Low price can also mean that the contractor is not a legitimate company and may not have bonded, insured professionals doing the jobs — putting you responsible for any injuries to the workers in your home.

2

Not confirming any hidden charges.

When you request your renovation quote, specifically ask for their pricing information. They should be willing to offer all information regarding extra charges that could occur during the installation.

4

**Selecting a contractor
without a firm
guarantee.**

Every renovation company specializing in fireplaces should be fully accountable for its work, and offer a straight-forward guarantee in addition to the manufacturer's warranty of the fireplace itself.

5

Hiring a contractor without reviewing testimonials.

Look for available testimonials on the company's website or online review websites. You should also ask for references of satisfied homeowners in your area of the city that may be willing to show you the completed work

6

Not reading the contract and warranty fine print.

The quality of the installation will go a long way to a lifetime of satisfaction with your fireplace but to protect yourself, read the fine print of the contract and the warranty. Is there a maintenance requirement to keep the warranty valid? Is it transferable Ask these questions before you commit to the renovation.

7

Not considering the total cost of your investment.

There's more to consider when you're replacing or installing a new fireplace than just the installation cost. Investing in a higher quality of installation and product can prevent thousands of dollars in damage down the road.

Consider how long you plan on staying in your home before you make your final selection



Frequently Asked Questions

What Service & Maintenance Do Fireplaces Require?

You should do regular visual inspections of your fireplace as well as clean it according to the manufacturer's guidelines. Each year you should have a trained fireplace technician come in to your home and inspect all fireplaces and stoves.

During your annual maintenance the technician will check for any safety concerns or repairs needed and perform a full cleaning to restore the unit to optimal efficiency.

5 Questions to Ask Yourself When Replacing Your Fireplace

1. What style of fireplace do you want?
2. What are your heating efficiency requirements?
3. If you're thinking of a gas fireplace insert, do you want a direct vented or unvented insert?
4. What is your budget?
5. What is the return on investment?

What Should I Expect During an In-home Consultation?

Every company has a different approach to working with homeowners, but we developed a process that we feel has guaranteed success for our hundreds of satisfied homeowners.

The first step is to visit us at the largest fireplace showroom in Maryland at 7410 Coca-Cola Drive in Hanover. A Hearth Designer will show you style and finish options and answer your questions.

Then, we visit you at your home to do a consultation and inspection. We'll take pictures and measurements so that can be confident in your selection.

After doing some careful calculations to account for the uniqueness of your home, we'll be able to provide you with a proposal with multiple options for you to choose from.

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**7410 Coca-Cola Drive Hanover, MD 21706
(410) 988-4058**



www.DayorNightPlumbingandFireplace.com