

Gas Log Fires Adding Value Not Just Heat!

Ray White



Auction

Saturday 25th February at 10.00am

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Nothing but the best

Showing the very best in contemporary living, this striking home features a spacious north facing dining and living room, highlighted by hardwood floorboards throughout. Recently renovated, the designer

Not only do Gas Log Fires provide comfortable heating for your home they can also give your property that extra wow factor and increase your house's value. The majority of potential buyers will make their choice of homes based on emotions and first impressions, rather than facts and figures. And there isn't much that creates a feeling of warm, secure ambience than Gas Log Fires.

Have you noticed that often the main picture on 'For Sale' boards is the living area? This is one of a potential buyer's most influential impressions of a home, and if that picture creates a feeling of being a home just waiting for them to live in, then it's much more likely the prospective purchasers will pay over the expected price range. A [Commonwealth Bank survey](#) of Australian buyers in 2013, found many home buyers admitted to being influenced by the 'emotional characteristics of the property up for sale — and 44 per cent paid more for a property simply because they "really liked it".

Try it for yourself; imagine a picture of a living area where the whole room is focused on a standard form of heating, such as a sooty old wood fireplace, a ducted heating vent, or a split system sticking out of a wall. Now picture a living space that is centred around the almost hypnotic drawing power of one of our Gas Log Fires. Which creates a feeling of romance and atmosphere for you? It's just these sorts of emotional reactions that drives prospective house owners to pay more.

We're finding that many of our clients, especially those aiming for the high end of

the market, are installing our Gas Log Fires as a major selling point of their home.

The 'For Sale' sign above is for a Surrey Hills home in which we recently installed one of our Gas Log Fireplaces. The one chosen from our range of Gas Log Fires, is one of our most popular models, a [Real Flame Landscape](#) 1000 with pebbles and stainless trim, Timber and plaster frameout with TV recess. Take particular notice that all the TV equipment / Foxtel etc is concealed in a hidden cupboard inside of the frameout. The Gas Log Fire Company is proud to be an outlet for the iconic [Real Flame](#) Gas Log Fires, whose design, manufacturing, service and distributing base is in outer-Melbourne.

Also worth noting, is how this specific model from our Gas Log Fires range, adds to the modern, clean appearance of the home, yet still looks warm and inviting. We're proud that this attractive area of the home's renovation was undertaken by our Gas Log Fire Company professional fireplace installers. The property's owners were delighted with the final result.

And it's easy to see how increasing this home's desirability with a Gas Log Fire could definitely add to the final sales price.



For a free in-home conference with one of our friendly consultants concerning the suitability of one of Real Flame Landscape 1000 installations, or if your home would be appropriate for any other Gas Log Fireplace - call 1300 373 745

For any information about our Gas Log Fires range, or any other makes and models of Fireplaces, pay a visit to our Gas Fireplace Showroom Melbourne: Unit 7 of 29/31 Clarice Road, Box Hill South, Phone: 1300 373 745, like us on [Facebook](#), fill out our [enquiry form](#), or simply [email us](#).

This blog is general in nature and is ONLY meant to give readers an overview of the subject matter. Do NOT rely on this information for your specific needs. If you are planning to install a fireplace in your home or business we highly recommend that you call us and arrange for an accredited fireplace installation professional to visit your premises to advise on your SPECIFIC requirements. We offer this as a free service to the entire Melbourne metro area.