

EXAMPLE WORK OF B2B CONTENT PIECE

Don't Underestimate the Business Value of Sunken Fire Pits

Sunken fire pits often serve as the focal point of an expertly crafted outdoor living space in punctuating the “wow” factor of a hardscape project. Eco-connected millennials especially see the sunken fire pit as a vital outdoor addition.

This vital addition is not solely driven by homeowners' desires to impress neighbors and friends. Concern for functionality is driving growth in both outdoor living extension and hardscape choices. Few other such additions are as functional as the sunken fire pit.

The trend away from traditional fire features speaks to the demands of a younger generation seeking less opaque and obvious gathering space architecture in favor of a clean line look that a sunken fire pit offers. The feel of this feature is that of a naturally embedded element as the fire seems to light the ground itself or behave more like a camp fire rather than being contained in an obvious architectural “box.”

As expressed in an [article from HGTV](#) “one of the most wonderful things about in ground fire pits is that it looks like the flames are just bursting forth from the ground... the effect is beautiful.”

Opportunities Abound

The key to this feature is not the fire pit itself, it is how it serves to open up design opportunities which in turn can develop into additional sales opportunities. The sunken fire pit still provides all the elements of a centerpiece without breaking-up design elements that flow across and through the patio build. That can allow for more dynamic design concepts to be incorporated into a patio design as well as the entire hardscape project.

This in turn can lead to even more design element additions. In this manner, the addition of a sunken fire pit can virtually provide exponential value add-on sales. One design addition can lead to two others or more.

General Considerations

Similar to a traditional fire pit, a sunken fire pit comes with obvious selling points: it extends the outdoor living season further into the fall; it serves as a tangible draw for friends and family; it mesmerizes and entertains. Beyond those obvious selling points are often ignored benefits that a homeowner hasn't considered. As a professional craftsman, you do not need to be a sales person to sell those points.

The benefits of a sunken fire pit over a traditional fire pit can be overlooked when discussing it as an added hardscape element. Sunken fire pits can eliminate some of the safety issues that traditional fire pits carry for both people and property. Hot burning fires have been known to ignite low hanging trees or allow embers to fly onto nearby structures. A sunken feature provides a few extra feet of clearance and keeps embers lower to ground level.

You also have to be prepared to address some of the perceived negatives of this feature to mitigate any homeowner anxiety as kids and pets may be more prone to wandering into the danger zone.

As this feature blends into a patio, consider using unique and contrasting paver colors to create a border that will really set it off against the rest of the ground cover. This provides a safety zone delineation as well. Maintaining design consistency within this context can be achieved with the choice of materials. [REDACTED] pavers, for instance, include borders and accents in contrasting yet consistent color variations. An Alpine Gray color choice for a patio is offset nicely with a Sycamore color sunken fire pit border.

Build Considerations

The challenges of a sunken fire pit versus a traditional pit may be well worth the effort as sunken fire pits carry higher revenue potential. According to [Home Advisor](#), "Custom-built in-ground units with inserts are by far the most expensive type of fire pit." Those inserts refer to gas feeds and electric starters. Estimates vary but a sunken fire pit can fetch a price as much as 500% higher than a traditional fire pit.

The build cost may be greater too but the margin of return, if construction is properly planned, is also bigger. Those added costs include the addition of requisite block lining in the pit (that is contained under the patio rim), a gravel paver base behind the block with a 1 inch layer of leveling sand, added labor time for digging and construction, and drainage additions. The key to efficiency and reduced labor costs in that build is planning.

Project planning with [REDACTED] is a fantastic tool for ensuring a build proceeds smoothly and efficiently. It is also a great tool for visualizing how various material options can alter the dynamics of a project. This project planning tool allows you to test various feature considerations, which should incorporate the surrounding features of the environment and the home itself.

Rethinking the very shape of the fire pit based on those surrounding features can incorporate existing patterns that help the fire pit to come to life in a more artistic manner. A boost of style may come from considering the surrounding softscape features too. Do those features demand a rustic feel or a more modern appeal?

[REDACTED] specific fire feature pavers can offer creative inspiration in the design of a sunken fire pit. Dynamic textures in this product line alone, which include the smooth granite look of [REDACTED] to the antique-textured finish of [REDACTED] can provide a modern look or a timeworn, natural rock finish.

Also consider using different styles of iron inserts to give the pit a distinct look apart from the patio. Adding other functional points such as an incorporated staging area for fuel (a safe distance from the pit itself) offers a blend of convenience and functionality.

Seating considerations can provide a tremendous design opportunity as well in that artistic elements developed for the fire pit can be incorporated into it. Determining your clients seating preference comes first as a sunken seating area that surrounds the pit versus a semi-circle design of wooden benches on the patio may very well alter the entire feel of the projects.

Don't Underestimate Your Expertise

It seems apparent that many, if not most, expert hardscape craftsmen underestimate their ability to sell and promote their work as well as the added features which would serve to complete an outdoor living space. Some believe the sales side should be handled by marketers or dedicated salesmen but you should consider that you know your craft better than the best salesman. The less obvious selling points of a sunken fire pit have to be championed by the professional.

The opportunity lost by most contractors is that chance to upsell beyond what has been asked for by the homeowner. That term, “upselling”, may feel “wrong”, but all it refers to is offering value added features that alone can bring an entire outdoor hardscaping project together. Your client has turned to you to deliver something exceptional and a sunken fire pit adds to the image of a “complete project.”.

Let your enthusiasm for your profession empower explanations as to why an added hardscape feature like a sunken fire pit would transform the entire project from awesome to awe-inspiring.

Upselling an amazing stone patio install to include such stunning features should be driven by your passion for your work, the value it will add to the total project, and the near magical aspect of it bringing together loved ones in a circle of conversation. The last of those points is critical. Painting the picture of that dream is not a sales tactic. It is merely engaging the homeowner in a vision they most certainly already have expressed.

Maximizing Your Efforts, and Opportunities

Often overlooked is the “already onsite” cost savings aspect of a hardscape project, especially if that project is utilizing [REDACTED] products. A patio and wall project may already have the equipment and materials onsite to add a fire feature.

These costs savings can be passed on to the homeowner while providing additional revenue on the project. For instance, if you are already crafting a wall system using something like [REDACTED] exclusive [REDACTED], a sunken fire pit addition can utilize that same system as it is well designed for fire features. Several [REDACTED] products can perform similar multi-duty functions while delivering a host of colors and dynamic patterning options.

Your Materials as a Selling Point

It may feel like a pitch, but referencing [REDACTED] as a provider of remarkable and robust systems in this context is provided to put an exclamation point on the topic: value-added features such as a sunken fire pit in the context of a premium outdoor living space requires quality materials.

Utilizing a proven brand which carries both extensive color and effect options as well as “diversity of use” features creates an almost compound return for the designer and contractor alike.

Whether you are a [REDACTED] [REDACTED] are manufactured to exceed American Society for Testing and Materials standards for quality and strength while also providing options that amaze. It is highly likely due to the [REDACTED] reputation that a homeowner has at least heard of the company. More likely, they are aware of its brand integrity. [REDACTED] can thus be forwarded to your customer as a hand-in-hand part of their luxury hardscape project. Your choice of quality materials binds that integrity to your expertise, and your own brand building efforts.