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FOR IMMEDIATE RELEASE

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FMI Products Joins HomeSphere®

Partnership to expand sales in the residential construction industry

(Lakewood, Colo.) FMI Products and Lakewood-based HomeSphere, Inc. announced today they have entered into a joint agreement to offer FMI's gas and [wood fueled hearth](#) products to HomeSphere's network of builders using HomeSphere's technology-driven solutions.

FMI joins more than 75 manufacturing brands currently using HomeSphere's BRI® lead generation and marketing program to produce [new builder leads](#) and strengthen existing business, thus growing their market share through increased homebuilder sales.

"BRI is a powerful marketing tool," said Glenn Thompson, Senior Vice President of Sales and Marketing for FMI Products. "By offering product rebates on BRI, FMI Products gain brand awareness with over 1,100 BRI members, including mid-tier builders we otherwise couldn't reach."

BRI is a unique [builder rebate management](#) application serving the residential construction industry. Manufacturers use the BRI service to open sales channels with thousands of homebuilders and remodeling contractors, gaining inroads to new accounts and building recognition for their products and services. Builders, on the other hand, gain product knowledge and manage their cash-producing rebates, helping them to improve their bottom line.

Recognized worldwide as a leader in design and production of gas- and wood-fueled hearth products, FMI also provides professional builders with exceptional service and an outstanding support team.

"FMI's products are seen as innovative and advanced in the hearth market," said Chris Toth, Vice President of Sales for HomeSphere. "This partnership provides opportunities for our builder members to access new products and for FMI to grow and strengthen their relationship with the homebuilding industry."

About HomeSphere

Colorado-based HomeSphere connects the residential construction community to enhance the way they do business through technology-driven solutions. For more than a decade, HomeSphere has delivered innovative solutions to create a truly unique company tailored for the pace and complexity of the homebuilding and remodeling industry. With the loyalty of building product manufacturers, distributors, contractors, builders and homeowners, HomeSphere is the only company of its kind to offer user-friendly, intuitive and streamlined solutions to empower market collaboration. For more information, visit www.homesphere.com or call 1-800-274-2632.

About FMI Products

FMI Products prides itself in their distribution network throughout the United States and Canada. Our mission is to offer quality products to the professional builder with exceptional service and an outstanding support team. For more information, call 1-888-328-4537 or visit www.fmiproducts.com.

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