



Copycat Hearth & Home Maintains Trade-In Programs for Hot Tubs and Hearth Products in Northwestern Wisconsin

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Copycat Hearth & Home continues to operate established trade-in programs for hot tubs, swim spas, and hearth products. The programs offer homeowners in northwestern Wisconsin a method to update equipment as models age or household needs change.

Trade-in evaluations occur during showroom visits or scheduled appointments. Technicians review the condition, age, and functionality of submitted units, typically accepting items up to 10 to 15 years old depending on maintenance history and brand compatibility. Credits vary by assessment but have historically ranged from several hundred to several thousand dollars toward new purchases, according to typical program outcomes observed in customer interactions over recent years. This process supports transitions to more energy-efficient options suited to the local climate.

The service integrates with standard procedures for removal of old equipment and installation of replacements. Brands involved include Hot Spring Spas for hot tubs and various manufacturers for fireplaces, stoves, and inserts. Homeowners receive guidance on compatibility during consultations, with attention to

site-specific factors such as electrical capacity and space requirements.

A Google review from a local customer described a positive experience with an upgrade process, noting efficient handling of the old unit and clear explanations during the transition. Such accounts contribute to understanding how the programs function in practice for regional residents.

"Trade-in programs allow customers to manage equipment updates based on their current needs and the performance of existing systems," said Bill Estridge, Owner of Copycat Hearth & Home. "Our evaluations focus on providing fair assessments grounded in the actual condition of each unit."

Details on current trade-in values require in-person assessment, as they depend on market conditions, inventory, and individual item status. The programs run year-round, with increased activity often noted in spring and fall when homeowners prepare for seasonal shifts in heating or outdoor use. This timing aligns with routine maintenance cycles, including winterization services completed in prior months.

Copycat Hearth & Home offers supporting services that complement trade-ins. These include on-site consultations, water analysis for spas, test soaks, chimney cleaning, repairs, and masonry work for installations. Streamlining these elements helps reduce the number of separate providers needed for complete projects.

"Homeowners often use trade-ins when preparing for reliable performance through changing seasons," added Estridge. "The approach helps incorporate updated features while addressing the practical aspects of equipment management."

The company traces its history to 1982, when Russ Estridge founded Copycat Fabricators in Danbury, Wisconsin. Initial operations centered on stove production in a garage. In 1998, Rick and Terri Estridge took ownership, relocated the business to Webster, and expanded offerings. In 2021, Bill and Jessie Estridge assumed leadership as the third generation, continuing operations at the same site.

The facility at 26500 Lakeland Ave N in Webster includes more than 4,000 square feet of showroom space with over 28 live burning displays. Inventory encompasses fireplaces, stoves, and inserts in gas, wood, pellet, and electric types. Additional categories feature hot tubs, swim spas, Tylö saunas, stone products, accent furniture, home décor, lighting, and gift items.

Services cover repairs and installations for most brands, chimney cleaning and repairs, on-site consultations, water analysis, test soaks, and winterization. The business serves communities across northwestern Wisconsin and nearby Minnesota areas. Trade-in participation requires appointment scheduling to allow sufficient time for thorough evaluations and discussion of replacement options.

This ongoing availability of trade-in programs reflects the company's role in assisting with both acquisition and responsible management of home comfort equipment. Homeowners interested in participation can arrange assessments through the Webster location to determine eligibility and potential credit for their specific circumstances. The process emphasizes transparency in valuations and coordination to support smooth transitions.

By maintaining these programs alongside core services, Copycat Hearth & Home provides a consistent resource for local residents navigating equipment lifecycles in a region with distinct seasonal demands.

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For more information about Copycat Hearth & Home, contact the company here: Copycat Hearth & Home
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Copycat Hearth & Home

Copycat Hearth & Home is a family-owned hearth, hot tub, and home comfort store with deep roots in northern Wisconsin. Since 1982, we've helped homeowners stay warm, relax, and make the most of their living spaces.

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