

# THANK OUR CUSTOMERS FOR SHOPPING LOCAL

When you thank our customers for shopping at our store, there are three things you can tell them about the importance of spending their money at a locally owned business.

## Everyone Can Help

If consumers were to shift 10 percent of their purchases from big boxes to local home improvement stores, they would add an additional \$1.3 billion to hometown economies across the nation each year.

## We All Benefit

The entire community benefits when customers spend their money locally. For example, local municipalities can spend more money on parks and local businesses can hire more community members.

## Double Your Money

When customers spend money at a locally owned business, they put twice as much money back into the local economy compared to when they shop at a big-box store. There's more money to improve the community.



HARDWARE



Source: 2015 NHPA/Independent We Stand Home Sweet Home Study