



# Impact of Shopping Local

**LESSON OBJECTIVE:** Remind your employees of the benefits of shopping local and ask them to specifically thank customers for doing.

**HOW TO USE:** Distribute the downloadable infographic to your employees or hang it in the breakroom as a daily reminder. The trainer's notes will offer three points to discuss with employees.

**LENGTH:** About 3-5 minutes to review the PDF.

**DISCUSSION GUIDE:** We should always be thanking our customers for shopping our store, but this month, we'd like to make an effort to specifically thank customers for shopping local. Let's take a few minutes to review the benefits of shopping at locally owned businesses. When you thank customers for shopping here, you can remind them of some of these benefits.

## 1. How the Community Benefits

First tell customers that you know they have a choice of where they can go to buy their home improvement items. Thank them for coming to our store, which is a locally owned business. Then tell them that when they shop at a local home improvement store, they will put twice as much money back into the local economy compared to when they shop at a big-box store. Locally owned home improvement stores generate 97 percent more local economic activity than big-box stores. That is according to a 2015 NHPA/Independent We Stand Home Sweet Home Study conducted by the North American Hardware and Paint Association in conjunction with Independent We Stand.

## 2. Who Benefits

Everyone benefits when you shop local, but here are a few examples of specific places that benefit.

**Local Municipalities**—When the community has more money, the city can afford to upgrade and renovate city parks. Police stations will have more money, which will allow them to have better training and equipment.

**Local Businesses**—Local businesses will be able to grow, which means they can hire more community members.

**Schools**—When the community has more money, schools will have the additional funding they need for classroom supplies.

## 3. What You Can Do

Every shopper can have a big economic impact when they shop local. If consumers were to shift just 10 percent of their purchases from the big boxes to local home improvement stores, an additional \$1.3 billion would stay in hometowns across the nation each year.

**FOR ADDITIONAL TRAINING:** Contractor customers benefit the local economy when they shop local, too. Read the article in the July 2017 issue of Hardware Retailing that describes the impact builders and contractors make on the local economy when they shop at your store.