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# GOT BIG PLANS FOR BLACK? FRIDAY?

Remember, if you buy \$500 in gifts at your local home improvement store this Black Friday, \$115 will stay in your community. Spend the same amount at a big box, and your community loses nearly half that amount.

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

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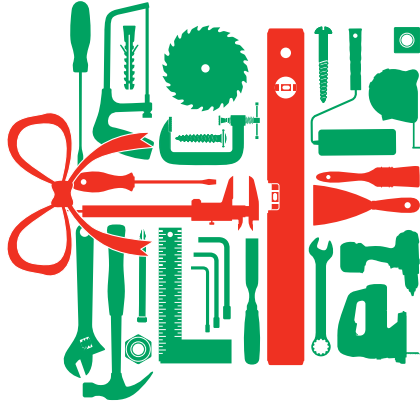
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Remember, a dollar spent at a locally owned home improvement store will generate 97 percent more local economic activity than a dollar spent at a big-box store this Black Friday.

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# HOMETOWN FOR THE HOLIDAYS

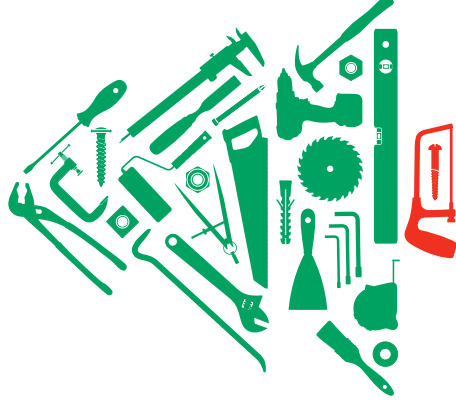


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