**When Pros Buy Local, Our Community Benefits**

(City)(Date)—New research shows that if professional builders, contractors and tradespeople purchase supplies at independent home improvement stores, it can have a dramatic impact on the local community.

The data comes from *Home Sweet Home Pros’ Edition*, a study conducted by the North American Retail Hardware Association (NRHA) and Independent We Stand. Both organizations are dedicated to helping independently owned businesses succeed.

The research shows when professionals purchase home building supplies and products from independent retailers like (insert your store name), more than twice as much money stays in the local economy compared to identical purchases made at big-box chain stores like Lowe’s or The Home Depot. Independent home improvement and building supply dealers recirculate 250 percent more dollars locally than major chain competitors.

The potential national impact of professionals shopping at local home improvement stores is large. Nationwide in 2016, a total of $243 billion was spent on single-family residential construction in the private sector. Collectively, these projects would require $133.7 billion in purchases of tangible goods. If professional contractors, builders and tradespeople shifted just 10 percent of those purchases from national chains to independent suppliers, hometowns around the nation would enjoy the benefit of an additional $1.5 billion in economic activity.

Consider the impact this could have on (your city/town). If professional contractors and builders shifted their spending to local retailers instead of national chain stores, more money would recirculate for parks, jobs, charities, schools, police protection, bike paths and more in (your city/town).

Houses being built in (your town/city) could also mean hometown improvement in other ways. Consumers can encourage the contractors they work with on home improvement projects to shop local to make the biggest impact they can for the future of our community. And professionals can share the impact their locally made purchases have on the community with their customers, which will help recirculate this important information.

For more information about the study, visit (website) or call (store) at (number).

More about the North American Retail Hardware Association (NRHA):

NRHA is a nonprofit trade association with a mission to help independent hardware stores, home centers and lumberyards in the U.S. and Canada become better and more profitable retailers. NRHA fulfills its mission by providing information, training programs, educational resources and networking opportunities to thousands of retailers. Visit [www.nrha.org](http://www.nrha.org) for more information.

More about Independent We Stand:

Independent We Stand is an organization that helps business owners across the country inform their communities about the importance of buying local products and how these efforts bolster their local economies. Independent We Stand supports all local and national causes committed to boosting local economic development projects. Visit [www.IndependentWeStand.org](http://www.IndependentWeStand.org) for more information.