



DID YOU KNOW...

If consumers shift just 10% 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?

MAKE TWICE THE IMPACT IN OUR COMMUNITY!



**INDEPENDENT
HARDWARE STORE**



**BIG-BOX
STORE**

When you shop at a local home improvement store, you put **TWICE** as much money back into the local economy compared to when you shop at a big-box store.

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

**INDEPENDENT
WE STAND**
Powered by STIHL and FastTrack Networks

NRHA
National American Retail
Hardware Association

TURNING HOME IMPROVEMENT INTO HOMETOWN IMPROVEMENT.



 Locally owned home improvement stores generate
97 percent more local economic activity than big-box stores.

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

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WE STAND**
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NRHA
North American Retail
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TURNING HOME IMPROVEMENT INTO HOMETOWN IMPROVEMENT.



For every \$1,000 you spend at your local home improvement store, \$230 of that stays in your community. Spend the same amount at a big box, your community loses nearly half of this.

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

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