



FOR IMMEDIATE RELEASE

Press Inquiries:

Sarah Taylor
757-340-7425

saraht@themeridiangroup.com

The North American Retail Hardware Association and Independent We Stand Announce Findings of Home Sweet Home Study at National Hardware Show

Groundbreaking Research on How Buying Locally Enriches Your Community

LAS VEGAS, Nev. – The North American Retail Hardware Association (NRHA) and Independent We Stand recently announced the findings of their “Home Sweet Home Study,” which examined the economic impact of supporting independent home improvement retailers as opposed to national home center chains. The study, conducted by economic analysis and strategic planning firm, Civic Economics, was released on May 6, 2015 at the National Hardware Show® in Las Vegas.

Key highlights include:

- Purchasing home improvement products from locally-owned retailers generates twice as much local economic activity than purchases made at big box chain stores.
- Purchasing STIHL products from an independent dealer results in a 71% increase in local economic activity compared to purchasing comparable outdoor power equipment products at the major chains.
- Together, the two largest national home center chains sold more than \$114 billion in goods in 2013 (excluding installation services). If just 10% of that business had gone instead to independently owned retailers, hometowns around the country would enjoy the benefits of an additional \$1.3 billion in economic activity.

“We worked hard to create dynamic research that accurately depicts the economic influence locally owned establishments have on an individual community and how that initial impact has the potential to generate national economic activity. It’s crucial that retailers and consumers alike are aware of the impression we leave when we choose to shop local,” said Dan Tratensek, NRHA vice president and publisher of *Hardware Retailing*, the industry’s leading trade magazine.

Tratensek presented the findings along with Bill Brunelle, co-founder of Independent We Stand, and Roger Phelps, promotional communications manager at STIHL Inc. Additionally, they introduced the [“Home Sweet Home Economic Impact Calculator”](#) which allows a consumer to



enter their zip code and see what kind of impact buying at a local home improvement retailer can have in their community.

This report builds on the findings of previous analyses of impacts locally owned businesses have over national chains on communities. One of Independent We Stand's goals is to educate consumers about the importance and strong economic benefits of supporting locally owned businesses, and through research, they have found a way to do so.

"There's no doubt that supporting local businesses is beneficial to a community. Previous research has shown that independently owned businesses provide substantial, quantifiable economic benefits. Our work with NRHA has produced some exciting results which illustrate the impact specifically within the hardware, outdoor power equipment, paint, and lumber industry. We are thrilled to share the findings of the Home Sweet Home Study and their potential impact on locally owned hardware stores," said Brunelle.

For more information on Independent We Stand, visit www.IndependentWeStand.org.

About the North American Retail Hardware Association

Founded in 1900 by a group of retailers, the North American Retail Hardware Association is a not-for-profit trade association whose mission is to help hardware stores, home center and lumberyards in the U.S. and Canada become better and more profitable retailers. Governed by a board of independent hardware retailers, NRHA fulfills its mission by providing information, communication, training programs and networking opportunities for the industry it serves. Each month NRHA publishes Hardware Retailing magazine, which reaches over 34,000 stores in the U.S. and Canada. NRHA also provides a wealth of online training and educational resources to thousands of retailers on www.nrha.org.

About Independent We Stand

Independent We Stand is a movement of independent business owners across the country to inform their communities about the importance of "Buying Local" and how these efforts bolster their local economy. This movement supports all local and national causes committed to boosting local economic development projects. The Independent We Stand movement is sponsored in part by STIHL Inc. and Fiat Chrysler Automobiles. www.IndependentWeStand.org

###