

1 New Research Shows the Importance of Keeping Home Improvement Purchases Local

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3 INDIANAPOLIS, December 1, 2018 - Retailers across the country should remind customers of the importance of shopping local. Where consumers choose to shop for their home improvement needs can have a dramatic impact on the communities where they live.

A new study shows that for every a dollar a consumer spends at a locally owned home improvement store, nearly twice as much of that money stays in the local community than if the purchases were made at a big-box chain store.

That means, when consumers buy products at their local home improvement stores, such as ABC Hardware, rather than from a major chain, local communities clearly reap the benefits.

The data comes from a study sponsored by the North American Retail Hardware Association (NRHA), Paint and Decorating Retailers Association (PDRA) and Independent We Stand, which are organizations dedicated to helping independently owned businesses succeed. Civic Economics, an economic analysis and strategic planning firm, conducted the study on behalf of the organizations.

Because about half of Amazon's sales come from third-party sellers who collect sales tax on a very limited basis, states and communities would see a substantial loss of revenue if those sales shifted from independents to Amazon.

4 When consumers order home improvement products online from an independent business, their money has more than twice (130 percent higher) the impact on local economies through jobs, taxes, charitable giving and revenue than if they were to buy online from Home Depot or Lowe's.

Online sales from independent home improvement dealers and major chains, combined, represent only 2.3 percent of overall online retail sales.

5 "All we ask is that the next time you need a home improvement item, you consider our store and the impact you will have on our community by making your purchase at ABC Hardware," says John Doe, owner of ABC Hardware.

6 For more information about the study, visit hardwareretailing.com/Home-Sweet-Home.

About the North American Retail Hardware Association (NRHA):

The North American Retail Hardware Association (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 for more information.

About Independent We Stand:

Independent We Stand helps business owners across the country inform their communities about the importance of buying local products and how these efforts bolster their local economies. For more information, visit www.IndependentWeStand.org.

About the Paint and Decorating Retailers Association:

7 PDRA is an organization dedicated to supporting independent dealers in the paint & decorating retail industry. PDRA helps its members by providing the tools and resources necessary for them to succeed, including education, advocacy, networking, and research. Visit pdra.org to learn more.

About Civic Economics:

Civic Economics is a research firm that studies the economics of local retail and service. The company provides a data-driven approach to business and community initiatives for clients across North America.

About ABC Hardware: ABC Hardware is a fictional hardware store that has been serving the downtown Indianapolis community for 1,000 years.

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1. Headline

Use a headline that quickly and easily lets readers know what the press release is about.

2. Contact Information

Include contact information that tells members of the media who to call or email if they'd like more information.

3. Location and Date

Add a location and date, so media can accurately report where and when this happened/is happening.

4. Description

Use supporting information that ties directly back to the main point of the press release. In this example, it's data from a study.

5. Quote

Write a quote from you, the owner, or whomever in your store would be the appropriate person to speak with. This may or may not be the same as the person listed as the media contact.

6. Links

Link to a website where the reader can find more information. It's a good idea to bold this URL to catch readers' attention.

7. About

Place company information about the organizations listed in the press release at the end.

8. Ending

This indicates the end of the press release.