

How do you find

SEVEN RULES FOR SUCCESS

According to Walter Hachborn

Over fifty years ago, Walter Hachborn brought a group of independent Canadian hardware retailers together in St. Jacobs, Ontario to combine their buying power and take on their big box competitors. They called themselves Home Hardware, and fifty years later, Walter's core values continue to guide the way for Dealers old and new.

In the following pages, you'll read firsthand how Home Hardware has helped Dealers across the country thrive and build their businesses. While a whole lot of things have changed over the past 50 years, it's good to know that Walter's principles are just as valid today as they were in 1964.



1. Must be a Dealer-owned company
2. All Dealers must be treated equally
3. Must commit to a consistent brand image and standards
4. Must own and control our own paint line
5. Must have a complete wholesale assortment
6. Must hold our own buying show
7. Must pursue, build and maintain alliances

WITH HOME, WE'RE PART OF SOMETHING BIGGER WITHOUT SACRIFICING OUR

I N D E P E N D E N C E



"We joined Home because we didn't have to give up our independence in order to take advantage of everything Home offers. In fact, we were pleasantly surprised to learn that because it's Dealer-owned, we actually own Home Hardware (along with all the other store owners)."

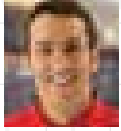
"Every Dealer is treated equally, no matter how many stores he or she may own. Plus, there's no long-term contract to sign, or any corporation or outside shareholders to please. And just like us, Home has and will always be 100% proudly Canadian."

Crystal Parsons
Cupids, NL

- 100% Canadian owned and operated since 1964
- Canada's largest network of independently owned hardware, lumber and building materials and furniture retailers



HOW DID WE POWER OUR GROWTH? WITH HOME'S



"As an LBM Dealer, getting competitive prices (especially for lumber), is key to growing our business and our profitability. With the buying power of over 500 other LBM Dealers, Home helps us get bulk and volume buys of key commodities. That's on top of one of the industry's best rebate programs, payable from dollar one, without any plateaus."

"Home even has a regional buying office in Atlantic Canada that knows our market inside-out, with district meetings and newsletters to keep us up-to-date and informed on pricing, supply and market trends. Home even helped us figure out the right mix of product to carry for our region."

Conrad LeBlanc
Cap-Pelé, NB



- Buyer power greater than some of our competitors' total retail sales
- Four LBM regional buying offices across the country in Alberta, Ontario, Quebec and Nova Scotia
- Home Hardware sells more pressure treated lumber than any other independent group



B
U
Y
I
N
G

P
O
W
E
R

YOU CAN'T SELL WHAT YOU CAN'T STOCK. FORTUNATELY, HOME'S DISTRIBUTION CENTRES ALWAYS



"With our previous banner, it was difficult getting the products we ordered when we needed them most. That's something I'm glad to say we've yet to experience with Home. They promised fill rates of 95+% – and then actually delivered, with shipments complete and on time.

With four distribution centres across Canada, it's also reassuring to know we've got access to over 60,000 products ready-to-ship when we need them."

Pat Mauro
Capreol, ON



- **Canada's most recognizable fleet: over 140 tractors and 500 trailers travelling over 17 million kilometres a year**
- **Four Distribution Centres nationwide: St. Jacobs & Elmira, Ontario; Debert, Nova Scotia; Wetaskiwin, Alberta**



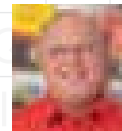
HOME'S

P
R
O
D
U
C
T

S
E
L
E
C
T
I
O
N



HELPS US SELL ITEMS WE'D NEVER EVEN STOCKED BEFORE



"Joining Home helped us broaden and expand our sales in areas we didn't have available before. It's also brought about 100 more people everyday into our stores, and that makes a big difference on the bottom line. We were even able to open a new category for us in kitchen sales."

"With over 60,000 SKUs ready-to-ship and an excellent fill rate, we always

get the right product to our customers in a timely manner. With Home's semi-annual Dealer Markets, it's even easier for us to choose what we'll be selling the next season and beyond. Plus, Home's Dealer retirement fund helps us plan for our future. It makes me wish we'd made the switch sooner!"

Don Liley
Lucan and Clinton, ON

- Over 100,000 products available – 60,000 ready-to-ship
- Over 10,000 Dealers, vendors and staff attend the fall and spring Dealer Markets every year

H O M E
E X
C L
U S
I V
E S

- Over 12,000 private label and Home exclusive products available only at Home Hardware

- Home to Canada's only Dealer-owned paint manufacturing facility in Burford, Ontario

ARE GREAT FOR OUR CUSTOMERS – AND FOR OUR MARGINS



"We never considered paint a big part of our business until we joined Home. But Home's own Beauti-Tone Paint line – not to mention all the training and in-store support – has boosted our business in a big way. Now we're selling more paint and also helping more customers choose what's right for them."

"Our customers are big fans of our other Home exclusive products, too. It's important to us that we can offer them quality products at competitive prices that proudly bear the Home Hardware name."

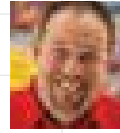
Andréanne Perron
Coaticook, QC



HOME GIVES US

BRAND - NAME

RECOGNITION



"Joining Home is the best decision I ever made. My customers love the Home Hardware brand, and it's important to them that we're a 100% Canadian-owned and operated company. From the TV commercials, everyone knows and recognizes the Home Hardware name – which helps drive business to our stores."

"Home Hardware is owned by us Dealers, so it feels good to have our fellow Dealers represented on TV and in-store, too. From the brand recognition and product assortment to the people (vendors and staff) supporting us, Home gives us a winning formula for success."

Paul Wilson,
Rockwood, ON

ACROSS THE COUNTRY

- "Home Owners helping Homeowners" is the most correctly identified tagline in the home improvement category – identified correctly three times more often than the competition
- Home Hardware is an Official Supplier to the Canadian Curling Association's 2014-2015 Season of Champions
- Home Hardware spokespeople include Kitchen Expert Anna Olson, Gardening Expert Mark Cullen and Design Expert Bev Bell





ONLINE
SHOPPING



MEANS MORE WAYS TO REACH MORE CUSTOMERS



"With Home, our customers can shop online and pick up their products in-store – and trust me, it's already made a big impact. Now we're selling lots of things we don't necessarily stock regularly, whether it's karaoke machines or paddleboats."

"It's good to know that Home is embracing technology and moving forward with it."

After all, 50 years of history makes for a good story – but I'm looking forward to another 50 years, and Home is helping us every step of the way."

Michel Robidoux

Sainte-Julie and Acton Vale, QC

- Over 50,000 products available to buy online on homehardware.ca
- Home's recent collaboration with FedEx allows participating Dealers to house full service FedEx Authorized ShipCentres within their stores
- Home Hardware has been recognized as one of Canada's Best Managed Companies for the past three years

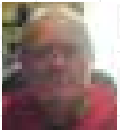


IT TAKES A LOT OF HARD WORK TO BUILD A

B
S U C C E S S F U L

S
I
N
E
S
S

BUT JOINING HOME MAKES IT THAT MUCH EASIER



"Although our business has always had a solid bottom line, joining Home Hardware is still the best decision I've ever made. It's given us more sales and more profits. Home's advertising – from flyers to TV and seasonal catalogues – has really helped drive new business into our stores. In fact, the brand is so strong we've attracted new customers simply because they're so familiar with Home.

The rebate program is another big help for us. No one succeeds without hard work, but Home's huge product assortment, special order sales and retirement savings program make building a successful business that much easier."

Stewart Pumfrey
Dresden, ON



To find out how you can
benefit by joining Home, visit

HOME-OWNERS.CA

or talk to one of us.

- Dunc Wilson, **National**, 519.498.1302
- Kevin MacDonald, **Atlantic Canada**, 902.368.1620
- Luc Martin, **Quebec**, 819.357.0203
- Andrew Parkhill, **Alberta, British Columbia**, 604.751.3853
- Georgette Carriere, **Ontario, Manitoba, Saskatchewan**, 519.501.5988



Home
hardware



Home
hardware
building centre



Home
building centre



Home
furniture

