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HARDWARE COMPANY

Profitability

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Retail Profitability

Vol. 26 No. 1
WINTER 2025

TOOLBOX

BLOUNTVILLE HARDWARE

3302

**NEW DEALERS
REBUILD COMMUNITIES
AFTER STORM HITS**

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6 New Dealers Rebuild Communities After Storm Hits

When the Houser family bought an abandoned hardware store building in Blountville, Tennessee, their original intent wasn't to reopen it as a hardware store. Then fate and faith intervened, and their new business, Blountville Hardware, ended up serving as an essential touchpoint to help their community rebuild after Hurricane Helene devastated the area.



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OVERCOMING CHALLENGES TO BUILD BETTER FOR THE FUTURE

We are in a good place now, but it has been an eventful year. When the snowstorm hit us in Knoxville on January 15, we lost 30,000 square feet of warehouse space for a long while. We didn't ship anything out of Knoxville for eight weeks. We've got the building repaired and stock back, and we greatly appreciate our customers for being understanding about the situation. We are currently shipping out of both new warehouses in Indiana and Arkansas and receiving is taking place at all four warehouses. We're not quite where we want to be, but we're getting close.

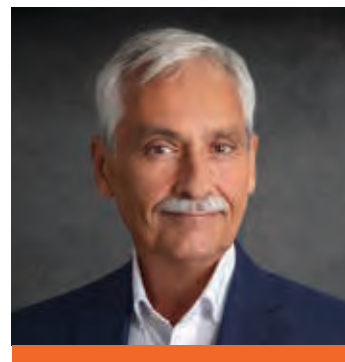
Now that we operate four warehouses, we believe our business can be operated more efficiently. We had been shipping some customers in Texas from Knoxville and to customers in Indiana from Prichard. A lot of work has been done this year to increase our operational efficiency for dealers, and we're pleased to see our fill rates are better.

There is a lot of activity going on in the industry with True Value declaring bankruptcy and then being sold to Do it Best. While we won't walk away from an opportunity to pick up new customers, our primary concern remains taking care of our existing customers. Loyalty is what you hang your hat on. We're still in the honeymoon phase with all the new customers that came over with Bostwick-Braun and Southern Hardware, and we want to make sure those dealers feel welcome and that all their needs are being met.

With any type of prospect, we have to show them we're a viable place for them to do business. We're way better positioned now with four warehouses. We've got to get our SKU count right. We don't have good distribution data yet in Arkansas and Indiana, but we have the perfect model in Prichard.

You never know what to expect when you venture to a new city, but our first dealer market in Charlotte turned out fantastic. With the storms affecting some of our customers' communities, we were down a few dealers. But I am pleased to report our sales from the market were up 33 percent, which shows that Charlotte is a viable place to hold a market and that our dealers are feeling optimistic about their businesses. More of our customers are using us as a primary supplier instead of a secondary supplier, and we are grateful for their trust in us. Our merchandising department did a great job setting up a much larger exhibit floor, which enabled us to showcase more vendors. It was nice to see more Bostwick dealers attend to check out what a House-Hasson dealer market is all about.

The success of the Charlotte market tells us we need to explore other venues. We have been so consistent through the years. We will still maintain our relationships with Nashville and Sevierville, but maybe find a location closer to the west for our October market. We are going back to Sevierville for the June market, set for June 12-14, 2025. For October, we are



looking at three or four different markets and should be able to announce a decision in the near future. Having to explore larger venues because we are growing so fast is a good problem to have.

New versions of Profit Point are coming out that promise to deliver additional efficiency for our customers. After a slow start, we're back on track with that roll-out. We have made several new hires in the IT department who will help us stay on top of the right technology for our company and for our dealers. Another new addition we're excited to announce is Dave Doering joining us as senior vice president of sales. Dave has had a lot of industry experience including from the vendor side and he'll be able to show us things we've glossed over. He will lead the whole sales team as well as our pricing and store set groups. He's already out making sales calls.

Storms happen and they are a reminder that rebuilding is what hardware stores are there for. It's why we work so hard throughout the company when there's a natural disaster or tragedy. It's a great thing to have so many hardware stores serving communities in the territories we reach, and it's important to be able to help them in any way we can when disaster strikes.

We hope you can join us in Nashville in January. Let's sell a lot of hardware! ■

Steve Henry
President & CEO



3302

NEW DEALERS REBUILD COMMUNITIES AFTER STORM HITS

After a hurricane causes widespread devastation to their region, the Houser family relies on relationships built up over a lifetime to help rebuild not just their community, but many other communities that had been hit hard.



Carl Houser Jr. was content with his life. He was selling cars at the family business, Carl's Autos in Blountville, Tennessee. Then his dad, Carl Houser Sr., went out and bought a hardware store building at auction that had been shuttered for two years. It turns out the Housers were meant to reopen the hardware store, because their community was about to need them in a big way.

"There had been a hardware store here for 55 years," Carl Jr explains. "Dad ended up being the high bidder at the auction in June 2023, but he didn't purchase it with the intent of running as a hardware store. We thought maybe we'd put in rental, but people kept bugging us to put in hardware."

Carl Sr. picks up the story: "Our expertise was more on the automotive side. We'd been in the car business since 1994."

"We finally decided to open a hardware store. It was needed in our town. You have to drive 16 miles to get a key cut," says Carl Jr. The previous store owner recommended House-Hasson, so that's where they started.

"We met with Bill Barnette and Will Horner. We learned that House-Hasson was a family business with a long history," says Carl Sr. "We went to the Sevierville show as guests and came away impressed. Then we went to the Nashville show as a customer. The relationship developed quickly."

Adds Carl Jr., "At the first show, we met a man who had his store for 50 years. He said he lost everything due to a flood and House-Hasson showed up on Monday and put the store back. Sounded like the type of company we wanted to do business with."

As novices to the hardware business, they needed to rely on House-Hasson's expertise to get the store reopened. The first step was to get the store building cleared out and come up with a design and assortment plan. House-Hasson was able to help them carve out an additional thousand



Carl Houser Jr. has found capable employees to rely on in Matthew Bryant (left) and Randy Estes (right).

square feet of space. "As big as the company is, they give us a personal touch. Bill (Barnette) started the project by leading us in prayer over the empty counter. I won't forget that," says Carl Jr.

He adds, "When House-Hasson's store set crew came in to set up they suggested we go up with the gondolas, so we did that at their suggestion. We made some changes, but they had a sound plan for us. We wanted to keep a hometown, community feel and be welcoming to ladies. House-Hasson has an understanding of what fast movers are. One to show and one to go. They didn't load us up with C and D items. They've helped us tweak our inventory and Taylor Hasson offered us assistance on pricing."

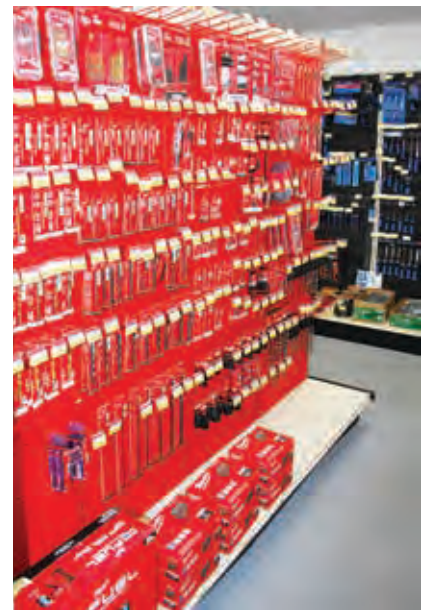
Blountville Hardware opened for business on March 25, 2024, with a sales floor a little over 2,000 square feet. They held a grand opening in May. There were food trucks, barbecue and door prizes. "The entire community came out and showed their support," Carl Jr. says. "Bill, Will and Ryan Helfenberger were here, even some of the credit department ladies came."

"As time progressed, we heard constant 'thank you's' from customers for opening the store," adds Carl Sr.

Team Effort

The Housers opened a car lot in 2008 that is still open. "It's about a thousand feet away from the hardware store, so I'm back and forth a lot. I'm here in the store half a day on Saturdays," Carl Jr. says. "If someone would've said I'd be running a hardware store, I would've said you're crazy."

Since he couldn't be there all the time, they needed to hire a few employees who



An assortment from Milwaukee has been well received by customers.



The community has responded with gratitude for having a local place to buy hardware.

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Electrical is one of the top-selling categories.



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could help run the store. Randy Estes had worked at Rural King, so his experience would come in handy, while Matthew Bryant was a teacher and coach. “Both can find a part for a customer and show them what to do with it. Both know the goal is to wait on the customer immediately,” says Carl Jr.

Adds Carl Sr., “We do things to be of service. Our business is not all about the numbers, but it’s personal. The customers make Blountville Hardware. We’re very proud of Randy and Matthew. I told everyone, we’ll do it right when we put hardware in.”

Bryant is especially grateful for the opportunity to work in the store. “My family built a house with everything but the truss purchased from the store that had been operating here, so there’s a personal connection for me,” he explains.



The Housers followed House-Hasson’s suggestions on assortments but continue to tweak their inventory.



House-Hasson developed an assortment plan that would make the store inviting to female customers.



Spec Ops is a tool line that attracted their attention at the June show.

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Carl Houser Sr. (in orange shirt in middle) is surrounded by employees, neighbors and friends who volunteered to help distribute products to those in need.



The Miller family from Mitchell, Nebraska, drove more than 1,500 miles to deliver essential supplies to Blountville with a 40-foot triple-axle trailer filled with clothing, blankets, shoes and other necessities.

Storm Creates a New Mission

Everything changed on September 27, 2024. That's when Hurricane Helene touched down in Florida as a Category 4 hurricane, reaching hundreds of miles north to cause the most devastation across the southern Appalachian Mountains. Right where the Housers were six months into their new experience as hardware retailers.

It was a test and it was an opportunity. Their community had never needed a hardware store like it did then. A lifetime of building relationships was about to pay off for two devout Christians who believe faith guides decision-making for the greater good.

Neither knew it at the time, but two days later both Carl Jr. and Carl Sr. were standing separately on stage in front of the congregations of two different churches promising to be a distribution place for Tennessee and the Carolinas. And they promised to deliver water in large quantities, if folks were willing to lend a hand.

"I looked up on Etoolbox and saw I could get 4,000 cases of water from House-Hasson. So, I told everyone in church I could get that," Carl Jr. says. "I learned that just because it's listed in inventory doesn't mean you can get it all. Meanwhile, my dad is at church telling everyone to come by and pitch in."

"It's the way we get involved—it's real personal for us. If people are in need, we're going to get busy. Church people immediately responded and gave \$600," Carl Sr. says.

House-Hasson came through and delivered 22 pallets of water to Blountville Hardware on October 1—that added up to 1,360 cases of water. There was so much water it almost covered up the entire front of the store. "When you have 22 pallets of water sitting outside your store, there are definitely some logistics involved," Carl Jr. says.

With Blountville Hardware serving as the distribution center, the Housers would eventually oversee the distribution of 44 pallets of water into four counties in Tennessee and several counties in North Carolina.



House-Hasson delivered 22 pallets of water a few days after Hurricane Helene caused devastation to the area.



Carl Houser Sr. shows what 22 pallets of water looks like when stacked in front of the store.

Spreading the Word on Facebook

People in Blountville had suffered damage but the surrounding counties got hit even worse. Everyone could see the devastation that had taken place in western North Carolina, which is what the national media focused on. Carl Jr. took to Facebook and started posting live videos asking for donations and volunteers, speaking from the heart with a servant's gratitude.

If you post it, they will come, or at least that's what the Housers discovered. Two men from Indianapolis showed up with a cattle trailer filled with materials—they had seen the Facebook post.



Two men from Indianapolis showed up with a cattle trailer filled with products that needed to be unloaded, sorted and distributed to those in need.



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Along the way they raised another \$1,000 to be used for tools, fuel and other supplies.

“One guy purchased skids of water and then delivered it all to North Carolina,” says Carl Jr. “I used to be a 9-1-1 operator in the 1990s and my former supervisor and some co-workers came by and asked to help out. There’s a retired firefighter who does a lot of local deliveries of LBM products and refuses payment. Another customer bought a hot water heater for a vet in need.”

After a few weeks, water was no longer needed in the community, but they still had a lot of water left. So, they asked folks to pick up a case of water for a \$5 donation and they would use that money to purchase needed building materials like drywall, plywood, screws, nails and framing 2x4x8’s. They quickly raised over \$4,000.

Carl Jr. has a lot of stories to share, because all his old relationships have paid off. “Nora Carrier used to be a volunteer fire dispatcher here and she’s in her mid-80s. She’s a store customer. We loaded up her truck three times and she and her son Chris delivered non-perishable food items, dishware and other essentials to Creston, North Carolina,” he says. “Ronnie Jones, who I met 37 years ago when we were both volunteer firefighters at Sullivan County VFD, volunteered to drive his truck to Creston with a load of camping gear, propane, charcoal grills, cook stoves, propane, hand tools and other supplies.”

The Miller family drove 1,538 miles from Mitchell, Nebraska, to Blountville Hardware in northeast Tennessee, because they had seen Carl Jr.’s Facebook posts about the storm’s devastation. It was their second trip. Their first trip was to Waynesville, North Carolina. They were hauling a 40-foot triple-axle trailer filled front to back with clothing, blankets, shoes and baby furniture—all needed to be sorted and distributed.

“God bless the Miller family from Nebraska. Their heart was in it and their generosity overwhelmed us. It shut down our parking lot for five hours,” Carl Jr. says. “I posted another video on Facebook asking for help and people showed up right away.”

“We had people waiting to help us unload,” says Carl Sr. “We got folks from the Bristol, Johnson City and Kingston rescue missions to come and take supplies for those that needed it. We loaded it all up for them.”

Carl Jr. quickly thinks of another story to share: “A rep for Woodman



Fifty kerosene heaters were purchased by Woodmen Life Insurance Co. and delivered via truck and Blackhawk helicopter to Elk Mill, Tennessee.



Jesse Phenald delivered two pallets of water to a community without electricity.

Life Insurance called and said they needed 50 kerosene heaters. We don’t carry that, but I got them delivered here, loaded on a truck and then flown on a Blackhawk helicopter to Elk Mill, Tennessee. There was a dire need before the cold weather started.”

The community response has been gratifying and overwhelming to the Housers, and they’ve had donations come in from New York, Oregon, and Washington. “We’ve had churches coming in wanting to help. Young people helping. Businesses sending paid employees to help,” says Carl Jr.

Due to so many donation requests, Blountville Hardware signed up for a Venmo account (@Blountville Hardware). Customers can put “Helene Donation” in the description along with what particular item they wish that money to go toward, otherwise it will be applied toward whatever is most in need at the time.

“Dad and I have an empty wagon, and the community has filled it. We know where the help is needed,” Carl Jr. says. Then his phone is ringing, because there are still people to help and he’s a man on a mission. ■

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New Store Blends OLD-FASHIONED AND MODERN Retail Design

Jim Hargrove came out of retirement to reinvent Vaiden Farm Supply as a one-stop shop that will serve Vaiden, Mississippi, for generations.

Vaiden Farm Supply's new, 30,000-square-foot store allows for better service, more products, and deeper community connections.

WHEN JIM HARGROVE RETIRED FROM his beer distributor business five years ago, he didn't exactly have a plan. He figured he would rest, relax and take lots of naps. That lasted just six months. He got restless and wanted to find a way to stay engaged in the community while running a business.

Hargrove's entrepreneurial spirit led him to purchase Vaiden Farm Supply in Vaiden, Mississippi, about 83 miles north of the state capital in Jackson. After buying the 4,000-square-foot store, Hargrove quickly recognized the limitations it posed for both stock and customer accessibility. Today, Vaiden Farm Supply has



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House-Hasson was involved in every step of the design planning, building and merchandising of the store.

expanded into a 30,000-square-foot facility, housing retail, office space, and a warehouse. Hargrove envisioned that the store would meet the specific needs of a rural community by bringing together a blend of old-fashioned feed store charm and modern hardware retail.

Family-Friendly Store Design

The barn-like materials—such as galvanized steel panels and Mississippi cypress—that went into the store design reflect its community.

“I don’t want the store to be an overhyped, over-marketed casino-looking, big-box store,” Hargrove says.

Working with his distributor House-Hasson, Hargrove set out on an ambitious plan, and this past June the building was complete. The new, upscaled version of Vaiden Farm Supply opened in August. The new location, closer to Highway 35 than the previous building, has not only improved visibility but also allowed for a broader product range and a more customer-friendly layout.

“I wanted to create a space where people from all walks of life felt welcome, safe, and could find what they needed without hassle,” Hargrove says. “Now that we have the new facility, we’re more visible and picking up customers who didn’t know we existed.”

As a foundation, he wanted to be sure the store offers the top 50 to 100 SKUs in hardware at a competitive price. However, the larger space meant Vaiden Farm Supply could add several new product lines, and Hargrove says sales for those products have “picked up dramatically.” To determine the assortment in the new store, Hargrove relied on data from House-Hasson.

“House-Hasson does price-comparison research for me against Lowe’s and Home Depot and that has given me a distinct advantage in the market,” says Hargrove, who is proud that his store is able to beat the big boxes on most items. Some of those best sellers include air filters, metal plumbing fixtures, electrical panels and lighting accessories.



The large warehouse is fully stocked with feed and seed to meet the needs of the community.



The hand tool department features a deep assortment of Century and other leading brands.



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The new 30,000-square-foot store was designed to meet the specific needs of a rural community by bringing together a blend of old-fashioned feed store charm and modern hardware retail.

With help from House-Hasson, Hargrove says he continually learns new aspects of the retail hardware business. For example, Hargrove has discovered the satisfaction of helping customers solve problems.

“It can be finding a fitting that makes a sink work right,” he says. “Little things make a big difference. There’s more to being in business than chasing the dollar. I want to make a living, not a killing. You win by gaining the trust of customers.”

When working with House-Hasson to design the store, Hargrove wanted a layout that would appeal to young families. He wanted a bright store where parents could bring their children and that had bathrooms with changing tables.

“Our store gives young parents a safe, clean place to bring kids and shop,” Hargrove says. “It’s all about being part of the community and being safe.”

He also wanted to increase accessibility and make the store very ADA friendly with wide doors and generous parking spaces for handicapped customers.

A Strong Partner in House-Hasson

After decades in his family beer distributorship company, Hargrove had lots of business know-how, but he didn’t have extensive knowledge of retail hardware or how to merchandise a hardware store. He looked for a distributor known for its comprehensive services in hardware supply and store design.

For Hargrove, House-Hasson’s experience was essential. When House-Hasson acquired Southern Hardware in March 2024 as part of the Bostwick-Braun deal, the timing aligned perfectly with Hargrove’s vision to expand and modernize his business, according to Gary Wells, House-Hasson’s territory manager for Vaiden Farm Supply. With access to new shelving, a more comprehensive product lineup and House-Hasson store design expertise, the new and improved Vaiden Farm Supply became an even better one-stop shop for the local community.



Gary Wells (left), House-Hasson territory manager, offers his advice to owner Jim Hargrove.



A large portion of the sales floor space is dedicated to clothing and footwear, including workwear and Western boots.

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Jim Hargrove (left) relies on a capable group of employees in the warehouse including l to r: Wayne Fleming, Shawn Pee, Shamar Griffin and Nelson Glenn.

House-Hasson brought in an experienced team to set up and organize the store from scratch. This included detailed planning, stocking, labeling and designing the layout to make it easy to shop, allowing Vaiden Farm Supply to compete with larger chains on both appearance and product assortment.

House-Hasson customized the store layout, creating a plan that prioritized functionality and customer experience. The process involved multiple revisions to ensure the design catered to both casual shoppers and contractors. Over four to five weeks, a dedicated team set up shelves, merchandised products and enhanced the store's accessibility, making it more open, well-lit and retail-friendly. The expanded offerings include a full line of Milwaukee tools, hunting blinds and a broader range of feed, seed, boots and apparel, setting Vaiden Farm Supply apart in the region.

Hargrove emphasizes the importance of House-Hasson's involvement in every step of the designing, building and merchandising processes. "They know hardware like the back of their hand, and they set the store up to be a blend of Tractor Supply, Lowe's and the old-fashioned feed store we started as," Hargrove says.

House-Hasson's support extended beyond the setup, helping with software transitions and even providing local product comparisons to keep Vaiden Farm Supply competitive on pricing. With House-Hasson as a partner, Hargrove says he feels confident that his store can serve the community better than ever.

Niches and Customer-Centric Offerings

For Hargrove, Vaiden Farm Supply aims to offer a smart mix of products and services tailored to the specific needs of its rural Mississippi customer base. The store stocks hunting supplies, animal feed, Western wear and work boots, alongside hardware and farming essentials. By listening to customers and closely analyzing community demands, Hargrove has expanded the store's offerings.

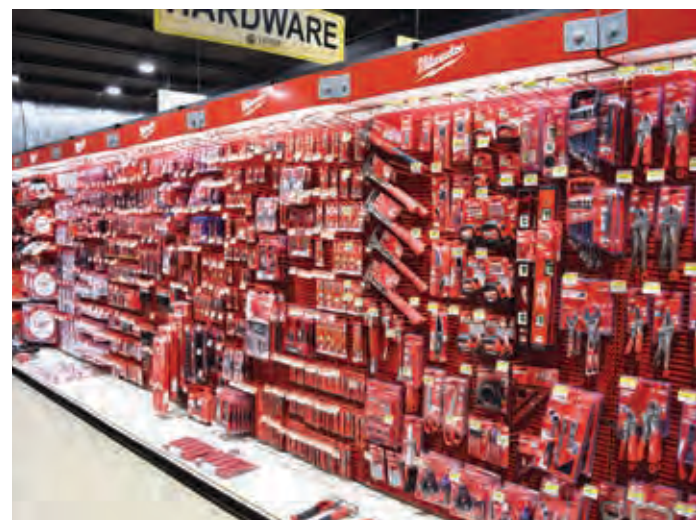
Popular seasonal items include sporting goods, hunting supplies in the fall, and gardening products in the spring. The store's layout also caters to families, with wide aisles for strollers and a family-friendly restroom—making it a comfortable shopping destination. A large portion of the sales floor space is dedicated to clothing and footwear, including workwear and Western boots. Hargrove chose the clothing to stock based on utility for



Roxanne Mathern helps a customer select a paint product, reinforcing the store's emphasis on customer service.



A large wooden entrance area provides a dramatic look to the exterior.



The store offers a full line of Milwaukee tools.

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Bold, prominent department signage ensures customers know where to find products.

those working on farms or in construction, and he says his store has become a destination for those products.

Along with a thoughtful assortment, Vaiden Farm Supply hosts events such as “chicken swaps,” where locals can trade and purchase farm animals and supplies. Vaiden Farm Supply is a destination for more than just shopping; it’s a gathering place that strengthens local ties. This aspect of community engagement is at the core of Hargrove’s philosophy.

“Being part of the community isn’t just about selling products; it’s about building relationships and creating a welcoming space,” he says.

According to Wells, one of Vaiden Farm Supply’s standout qualities is its responsiveness to community needs. Hargrove and his team are known for their willingness to adapt and stock new products based on customer requests. This flexibility, combined with a well-organized layout and clear signage, has created a shopping experience that balances small-town charm with big-store convenience.

Building for the Future

Hargrove’s vision for Vaiden Farm Supply goes beyond profit margins and product sales. He is focused on creating a business that will serve the community for generations. With plans to diversify further, he is considering expanding the range of agricultural equipment parts, exploring more eco-friendly options, and developing educational spaces for community gatherings and training sessions.

Hargrove designed the Vaiden Farm Supply building to include a community room that includes a kitchen, where local groups can have meetings. House-Hasson store owners and sales representatives in the area have gathered in the meeting room. Also, the local USDA rep holds meetings with local farmers there.

Through steady growth and a focus on community needs, Vaiden Farm Supply is carving out a unique place in Mississippi’s retail landscape. For Hargrove, it’s not just a business—it’s a mission. And as he continues to innovate and expand, Vaiden Farm Supply is positioned to remain a cornerstone of the community for years to come.

“Vaiden Farm Supply was here long before I was and will be here long after,” Hargrove says. “I’m just the current custodian and hoping to leave it in better shape than I found it.” ■



The store design incorporated wide aisles to make shopping customer-friendly.



End caps are fully stocked and designed to attract impulse sales.



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Justin Miller had experience running a hardware store when his dad, Merv, bought Black's Supply in Barnwell, South Carolina, and asked him to run it.

BRINGING NEW LIFE to an ESTABLISHED STORE



BLACK'S SUPPLY IN BARNWELL, SOUTH CAROLINA, celebrated its 40th anniversary in 2024, but it has only been owned by the Miller family for just under one year. The business was founded by Harold Black in 1974, who passed it on to his son Phil and grandson Travis. Merv Miller bought it in early 2024.

"An opportunity came up and my dad asked me if I would run the store for him," says Justin Miller, Merv's son. "I had worked in a hardware store for six years as a manager, so I said, 'Sure, I can do that.' Our family now owns a hardware store."

Black's Supply started humbly, essentially operating out of a small shed in the early years. "There was no POS system, but Harold knew where everything was. They built this current building in 2010 and products were put wherever they fit," Justin explains.



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Black's Supply has been serving the residents of Barnwell, South Carolina, since 1974.

The store has been a long-time customer of House-Hasson, and the Millers quickly saw the value their supplier brought to the table. “We’ve been very happy with House-Hasson so far. We’ve been to one House-Hasson show so far. Dad and I went to the Charlotte show, and I was able to bring my wife and kids. I enjoy attending the shows, because you’re buying profit,” Justin says.

If any issues crop up, they have discovered their territory manager, Terry Taylor, quickly has a resolution for them. “Terry found a bunch of fixtures for us in an old warehouse. He was right there helping us load and unload everything,” Justin says.

Once the Millers took over the business, there was much work to be done to revitalize the store. “The paint department needed a lot of work. We moved that to the front so it was visible to customers when they came in,” Justin says. “Then House-Hasson got us hooked up with Valspar and Sherwin-Williams. It would be nice if we could expand the paint offering even more.”

Next, they added a full assortment from National Hardware. “The store had almost no hinges, hasps or hooks. We bought the whole National display from the show,” Justin points out.

Taylor and Regional Manager Bill Barnette met with them and convinced them of the benefits of doing a store reset. “They did a regional analysis of our market. We were impressed with what they thought we could do. There was a lot of untapped potential in our trade area,” Justin says.

Once they agreed to do a reset, they were glad they decided to have House-Hasson handle the work. “It was very worth it to not do the reset work ourselves. The reset crew was here about two months,” Justin says. “David Tanner was very good at knowing the particulars of the project and how to do it the most efficient way. The reset wrapped up in late August and we’ve been getting a great response from customers.”



The store now carries gates, doors, hinges and hooks from National Hardware.



The paint department was moved up front and inventory increased to attract female customers.

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New department signage has made the store more shopper-friendly.



Customer service is the main mission of the store, with a steady stream of customers coming in all day.

Taking Business to New Heights

They beefed up plumbing, electrical and paint during the reset. “Those are our three biggest departments now. At least three full-time plumbers are regular customers here,” Justin points out.

He adds, “We’re selling to plumbers, electricians and DIYers but not contractors and builders until we have lumber and building materials available for them. I would love to expand our outside sales with LBM but that requires time and money.”

Since the reset was finished, the store began offering hundreds of new items like Retyz reusable ties, Thermacell mosquito repellent, pine straw, and a large stock of 3-gallon and 6-gallon gas cans. They installed a key-cutting machine from Hy-Ko.

They can already tell the reset has accomplished their primary goal of meeting the needs of local customers. “As we’ve expanded and finetuned our assortments, we’ve been getting fewer comments about the products customers would like to see added,” Justin says. The new department signage was House-Hasson’s idea and it helps customers find what they need more quickly.

With a fresh look and new assortments for the store, Justin established a Facebook page and started doing Facebook ads to spread the word. To help boost store traffic they will bring in a food truck such as Mr. Cheeseburger Food Truck and have it stationed in the parking lot from 11 a.m. to 4:30 p.m.

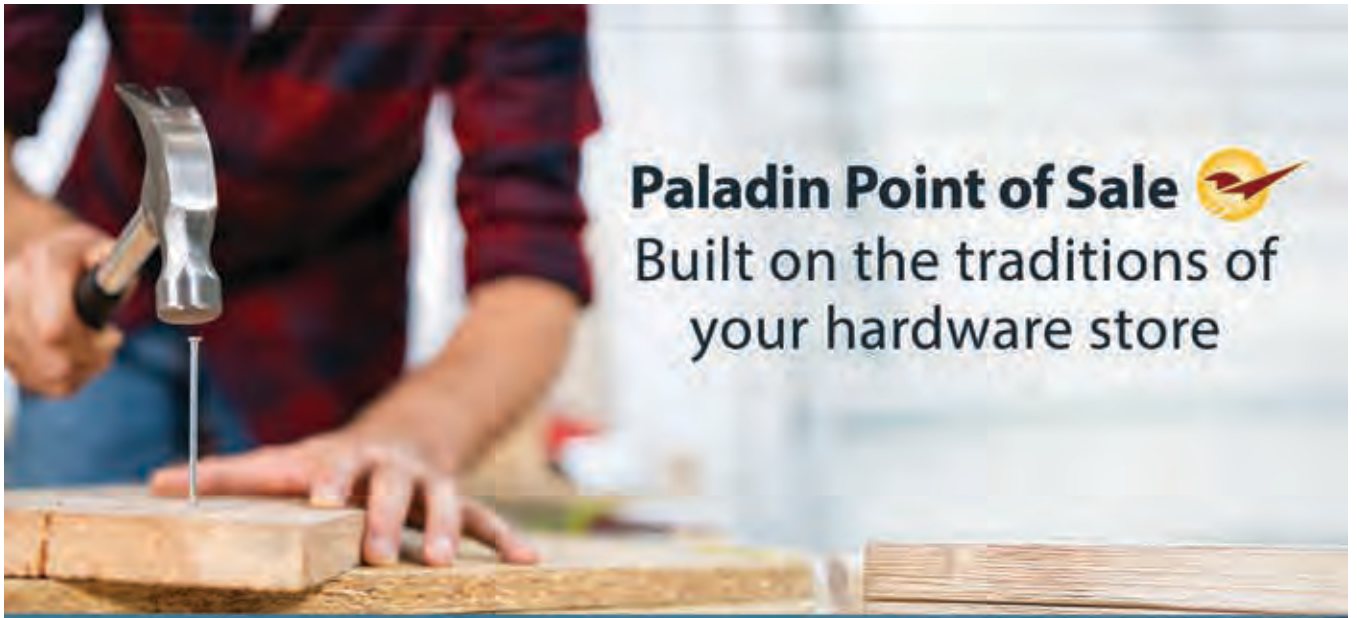
“We don’t have much local competition. There is a Walmart and a Tractor Supply nearby and they both send us customers all the time. The nearest big box is 45 minutes away and my old hardware store is 15 minutes away,” explains Justin, who adds there used to be three hardware stores in Barnwell, which has a population of



Justin Miller is very pleased with the job House-Hasson has done to reset his store and help him navigate challenges that face the business.



The weekly arrival of the House-Hasson delivery truck helps ensure the store has what customers need.



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Beefing up the plumbing assortment during the reset has led to a strong sales boost.



Doing a market evaluation led them to expand the electrical department during the reset.

about 4,500. “We have a good relationship with my former store and trade things back and forth.”

They are staying out of pet food and lawn and garden for now, but plan to keep an open mind about future sales opportunities. “Terry has been a very good consultant and has given us many helpful ideas and suggestions,” Justin says.

He adds, “When we first started talking with House-Hasson, my dad was impressed by their independence and how they allow us to be independent.”

Since reopening this past spring, Black’s Supply has been on a strong uptick. The small store in the small town still has big dreams to chase. ■

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Dealer
Spotlight

STORE DESTROYED BY HURRICANE IS REBORN

Victoria Burns and Randy Garner make sure customers' needs are taken care of at Willie Earl's Hardware in Panama City, Florida.

BAYOU GEORGE HARDWARE IN PANAMA CITY, FLORIDA, was on the upswing after completing a store reset with House-Hasson in the fall of 2017. The Garner family followed House-Hasson's advice and shifted its 50-50 split in grocery and hardware to go all in on hardware.

The reset and hardware expansion were an instant hit. "We're seeing customers we have never seen before, especially female shoppers, which is encouraging," said Brad Garner at the time, who was running the business with brothers Randy and Mike and sister Jeannie Capps. "Sales are up nicely as a result, so I'm very satisfied with the decision to expand into hardware."

Then disaster struck. A year later in October 2018, the hardware store was destroyed by Hurricane Michael, the first Category 5 hurricane to make landfall in the Florida Panhandle. It featured maximum sustained winds of 160

mph, which caused devastation throughout the area. The storm also wiped out Garner's Piggly Wiggly Express, a grocery store owned by the family a mile away.

"We worked for days selling to the public what was salvageable, and then we were told to stop doing that. Our community was wiped out and we felt bad we couldn't do more to help them," Brad says. "House-Hasson did what they could, but it was in the insurance company's hands. Insurance is never enough to replace everything, but it worked out."

They got the Piggly Wiggly up and running in two years, but it took nearly six years to get the hardware store re-opened. All the family members worked in the grocery business while the hardware business was sidelined. "It's been a long, slow process," admits Randy Garner.

Brad says their initial plan was to build down the street right next to the family's grocery store, but the local

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House-Hasson oversaw all elements of the store design process.

authorities wouldn't let them do that. "Ultimately, it was cheaper to rebuild in the same place," he says, adding that House-Hasson was supportive of them every step of the way. "They went above and beyond to help us reopen."

The building was finally redone in March 2024. Their House-Hasson territory manager, Stan Jones, worked with the store design team to ensure the design and setup process went smoothly. "We came in and came up with a design plan and offered to finance it for a year," Jones says. Two guys from House-Hasson's store set crew came and put in all the shelving for the 6,000-square-foot store.

"We had to put a lot of the insurance money into the building, so we didn't have enough money to replace all the inventory. It's been a slow process to get reopened, but each month we're making more progress," Randy says.

When the store reopened in May 2024, it had a new name—Willie Earl's Hardware. The Garners decided to name it after their dad, Willie Earl Garner, who passed away in August 2016.

Willie Earl lived in Bay County all his life. He worked at a grocery store for 25 years before opening Garner's Supermarket and then Bayou George Grocery and Hardware.

"It was very nice that they named the store after their dad. They even came up with a store logo that incorporates fishing because Willie Earl loved to fish," says Jones.



The fasteners department was expanded and moved to a prime location by the front door.



Core category assortments were planned by House-Hasson with local demographics in mind.



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Rebuilding the inventory levels has been a slow process, but the store is on track to be fully stocked in 2025.



The new store design features lots of end caps to promote impulse purchases.

A Community Rejoices

After five years customers go elsewhere, so they had to start at ground zero to bring customers back, Jones points out. So far, the community response has been all positive. The nearest hardware store is 10 miles away, so Willie Earl's Hardware provides convenience that is appreciated.

"Our customers are 100 percent impressed with the new signs on the aisles. House-Hasson did a really nice job with those," Brad says. The large aisle signs ensure customers know where to find products while reinforcing their brand.

Getting the store restocked has been an ongoing project. "It's ones and twos for now, until they can get their inventory built back up. I'm confident they will get back to the same level they were at before, but it will take a year to 18 months," says Jones. "They're sacrificing to take care of the community and people are supportive."

With the new store layout, they moved fasteners to the front, where it makes a statement when customers first walk in. "That's been a big pull for us. It really tells the customer we're in the hardware business," Randy says. That is not readily apparent to everyone who drives by and sees the gas pumps outside. The business offers ethanol-free gas and adds premium ethanol-free gas in the summer.

They hope to expand into lumber in early 2025. They had just introduced lumber to the mix shortly before the hurricane hit. "Adding lumber will get the contractors back. There's a lot of new housing going in around them," Jones points out.

Grocery Roots Evolve Into Hardware

Willie Earl started the business in 1983 as a grocery store that also sold gas. "Someone came in and built a



Crescent tools and sockets remain a strong-selling category for the store.

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Dealer Spotlight



After a hurricane destroyed the building in 2018, it took nearly six years for the Garner family to rebuild and reopen under a new name. Willie Earl's Hardware honors the memory of their father. Selling gas is a convenience that helps build traffic.

store shortly after that was supposed to put us out of business, but three years later we ended up buying him out," recalls Brad, who started working in the store when he was 15.

When a hardware store up the road went out of business in 2012, they started adding a few hardware items. "We had sold no hardware before that," Brad points out. They quickly developed hardware into about half the store and started buying from House-Hasson. "Stan Jones is the House-Hasson sales rep who called on us and he talked my dad into expanding into hardware," Brad says. "We were looking at other wholesale suppliers, but we liked what House-Hasson had to offer."

Brad has always loved doing business with House-Hasson. "They take care of problems. Stan is a good guy who has always looked after us. There have been no problems of note. They helped us learn the hardware side in the beginning, because we only knew grocery. And I love attending the dealer markets, because you see a lot of good deals," he says.

"They are good people to work with and their store does a nice job for the community. We are happy to help out where we can," Jones says. ■



Plumbing had been expanded in the old store before the storm hit, and it remains one of the key departments.

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WHO'S READY FOR NASHVILLE?

Make sure you finalize your plans to attend House-Hasson Hardware's "Nailed It" Hardware Savings Event. Set for January 29-February 1 at the Opryland Resort and Convention Center in Nashville, Tennessee, the January market is shaping up to be our biggest and best market ever. You will be blown away by the best prices we've ever had. It's a great way to boost your sales and profits just in time for the spring selling season.

"We have some changes coming up. We will continue to have the Bonus Buy Breakfasts, but there will be some surprises and new twists," teases Pat McCutcheon, vice president of sales-South. "We're going to do a few things differently, so don't miss out on being there Friday and Saturday."

The family-friendly event kicks off Thursday afternoon with the exhibit hall open from 1 to 5:30 p.m. At 3 p.m. a seminar on ProfitPoint will be conducted by Joel Barker. Find out everything you need to know about House-Hasson's new electronic communication and ordering system. Get your questions answered and see up close how the system works during this informative session.

When you walk the show aisles each day, you will discover deals that are exclusive to House-Hasson dealers. That means you can buy margin and take advantage of unbelievable vendor discounts. Vendors will also have great dating so you can better manage your payments, as well as cash spiffs to put in your pocket or back into your store. Coupons and Super Savers will be available to order two weeks before the market.

Make sure to also connect with the House-Hasson marketing department. Our team can walk you through our various programs and share how advertising can grow your business. Learn how our innovative digital advertising tools can grow your sales with targeted advertising that ties in with social media.

"Our October market in Charlotte was outstanding, and we had lots of new vendors, but January is always our biggest show of the year," said McCutcheon. "This is



January's "Nailed It" Hardware Savings Event will attract the year's biggest turnout of dealers and exhibitors.

about as late as we've ever had our January show, so no one has to feel rushed after the holidays and everyone can get settled into the new year."

He adds, "The January market is a great way to jumpstart spring sales and find those new items to pull in customers."

Bonus Buy Breakfasts

The market kicks off Friday morning at 7:30 a.m. with a complimentary buffet breakfast in the Governor's Ballroom. At 8 a.m., McCutcheon will outline all of the great deals on merchandisers that House-Hasson's buying team has put together from industry-leading vendors. You might even be one of the lucky winners of a cash prize.

When you attend House-Hasson's two Bonus Buy Breakfasts, you can be certain you are buying in-demand items at the year's lowest prices—up to 50 percent discounts! Our buyers have worked extra hard to come up with the best deals our vendors have ever offered, so know that our vendor partners are pulling out all the stops to make sure 2025 gets off to a fast start.

"We're going to continue highlighting our key vendors with Bonus Buy merchandisers. There will be more broad savings across the board and we'll focus more on the right time of year for buying," McCutcheon says.

Then wait until you see the incredible deals on items at the Saturday Bonus Buy Breakfast. Expect to be surprised and stunned at what takes place in the ballroom that morning. Don't miss out, don't forget and sleep in, just be in attendance and ready to take advantage of deals fit for a superstar.

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Also don't miss out on the daily giveaways for pallet specials. For each pallet order you will be given a ticket. This ticket gives you a chance to win your order in the giveaways on Friday and Saturday afternoons. You must be present to win. "Our giveaways continue to grow with Bonus Buy merchandisers, Super Savers and Coupons," points out McCutcheon. "Our dealers expect that, so we don't want to change that format."

Friday Night Entertainment

House-Hasson has planned a fun evening for our dealers to enjoy after the market closes on Friday. The activities start at 6 p.m. with a casual reception in the Governor's Ballroom, with complimentary refreshments available to all attendees. A delicious buffet dinner will follow starting at 6:30 p.m. The whole family is welcome to attend any and all of the evening activities.

After dinner, prepare for an unforgettable night of Nashville honky tonk, showcasing the best country music talent from Music City! Enjoy world-class singers and incredible fiddle and steel guitar soloists, along with interactive line-dancing instruction from Rodeo Disco.

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House-Hasson's Trip Rewards and Room Reimbursement programs save you money by helping to make your trip to the market more affordable. Sign up today if you haven't already.

For every \$10,000 you spend (including stock and drop-ship orders) at the market, you will be reimbursed for one night (maximum of three nights) at House-Hasson's special rate, plus tax, at Gaylord's Opryland Hotel. To receive reimbursement, you must submit your room receipt no later than March 3, 2025.

Participating dealers will have 5 percent of their December 2024 warehouse purchases, at their regular buying plan price, applied toward travel expenses for the market. You will be reimbursed at 40 cents per mile, round-trip, from your store



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President Steve Henry welcomes the company's retail customers to each dealer market.



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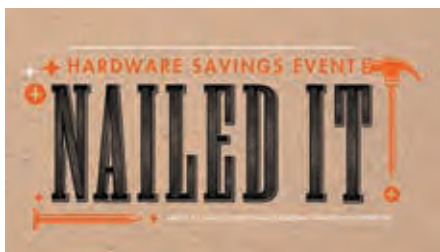
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- Purchase a minimum of \$10,000 at the market (stock or direct).
- Sign up for Trip Rewards on the invitation registration form.
- Submit your airline ticket receipt or mileage request by March 3, 2025. Please note that Trip Rewards cannot exceed the price of the plane tickets or mileage for one vehicle. This deal cannot be carried over to the next market.

The incentive is good for the January 2025 Nailed It Hardware Savings Event only and cannot be carried over to the next market. Start making your travel plans today!

Opryland's Fun-Filled Resort

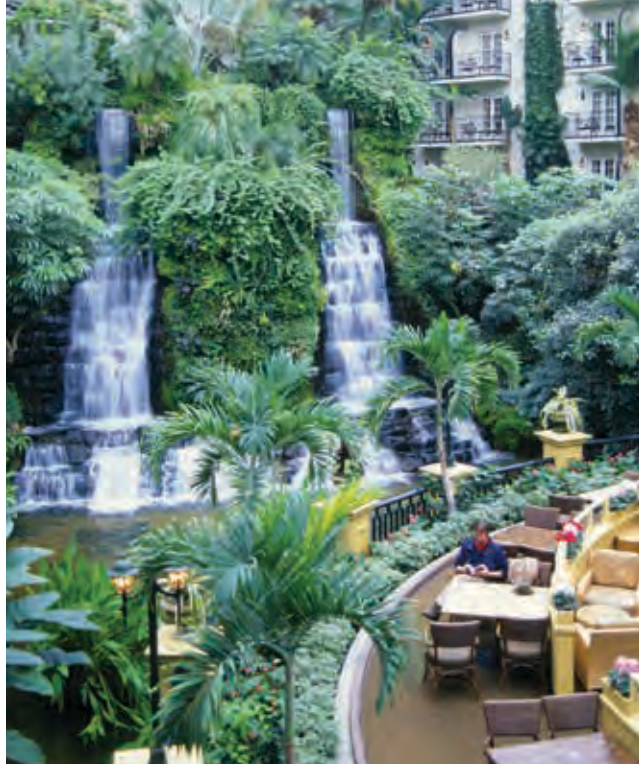
Gaylord's Opryland Resort is a world-class attraction that offers fun and excitement for all ages. Situated in the heart of Nashville, the world-famous Gaylord Opryland Resort & Convention Center welcomes guests to a spectacular, one-of-a-kind resort experience. From SoundWaves, the city's premier indoor waterpark, to an exciting lineup of family-friendly activities and entertainment, there is something for the entire family to enjoy.

Take advantage of the special House-Hasson group rate of \$212 for a traditional room and \$242 for a premium room. For reservations call 877-351-5021 or 615-889-1000 and tell them you are with House-Hasson or use this link: <https://book.passkey.com/go/HseHsn2025>.

Guests can explore nine acres of airy, indoor garden atriums, a wide selection of award-winning restaurants and bars, the world-class Relâche Spa and a state-of-the-art fitness center. The resort features 2,712 well-outfitted guest rooms and 176 spacious suites, along with an indoor river with its very own Delta flatboat.

Get the most out of your next visit by using the Gaylord Hotels Wayfinding App. Pinpoint your location within the resort and let the app guide you with step-by-step directions. View dining options and make reservations at your favorite restaurants.

You can also enjoy hotel shuttle service to some of Nashville's popular attractions such as The Grand Ole Opry, Ryman Auditorium and The Wildhorse Saloon.



Cascading waterfalls are among the spectacular features of the Opryland Resort Hotel in Nashville.



You will be amazed at the nine acres of indoor gardens and indoor river with a Delta flatboat at the Opryland Resort Hotel.



Christian Rose of the Blue Wolf racing team graciously signed autographs and met with dealers at the October market in Charlotte.

INNOVATIONS FROM THE INDUSTRY LEADER

WOOSTER.
We Take Pride In Your Results™



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SECURITY

#1 SELLING U.S. LOCK BRAND*

Based on NPD Data Unit Share Report 2024



House-Hasson held its October dealer reception at the NASCAR Hall of Fame in Charlotte. For the January market, Friday night's complimentary reception will be held in the Governor's Lobby at the Opryland Hotel.



Leading vendors like Milwaukee offer booth specials that represent tremendous savings.

Store Service Solutions

House-Hasson's marketing and advertising staff, along with our valued service providers, can help you with the following important business areas:

- **All-Inclusive Advertising**—See Kim Gibbs about our 2025 advertising program.
- **mSpark**—Circular distribution, flyer printing and distribution. Contact Leslie Winn at 217-440-3319 or lwinn@mspark.com.
- **Store Remodels and Resets**—See Jonathan Boals, Rick Parker or Ryan Helfenberger about giving your store a fresh look with new assortment selections.
- **IT Services** — See Chris Collins, Martin West, Turner Bennett, Cole Fox, Gary Nadeau or Matthew Krahel for Etoolbox, CipherLab™ handheld device questions.
- **Retail Services** — See Taylor Hasson about improving your gross margins.
- **Store Programs** — See Jonathan Boals about Priced Right Everyday!®, Trustworthy® and Sentry® store programs.
- **LBM Services** — See Jay Varnell for your lumber and building material needs.
- **New Media Retailer** — Find out how New Media Retailer can help your company reach more customers with the following: ecommerce websites, social media management, search engine optimization (SEO), Google My Business™ and Facebook® ads. They can also track your results. Contact Derek Hughes at 607-316-6124 or dhughes@newmediaretailer.com.
- **American Hardware and Lumber Insurance** — AHLI offers insurance coverage for medical, dental, disability, whole life and more. They also offer coverage for personal home, auto and life. Get a free quote. Contact Carl Dent at 704-379-2175 or cdent@americanhli.com.
- **Charter Merchant Services** — Credit card processing services. Contact Zachary Nelson at 800-441-0231 or nelsonrz@bellsouth.net.
- **HALO Branded Solutions**— Logo apparel and promotional products. Email Wendy Wilson at wendy.wilson@halo.com.
- **Good L** — Shopping baskets and carts. Contact Lisa Bailey at 615-894-3236 or lbailey@bigbasketco.com.
- **Point-of-Sale (P.O.S.) System Providers** — A wide range of P.O.S. companies will be on hand to answer questions about their automated systems including J-3 POS, Business Management



Dealer markets are a good time to buy margin on products you sell all the time.



Rodeo Disco will be performing on Friday evening.



Don't miss the hot deals at two Bonus Buy Breakfasts.

NEW NO LEAD BRASS PUSH-ON FITTINGS



IN STOCK NOW



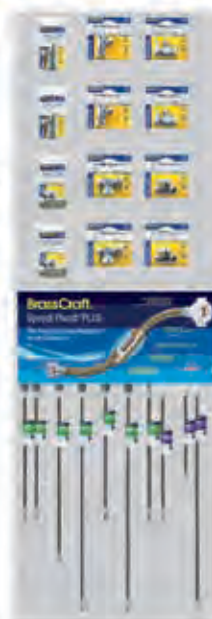
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Systems, Retail Automation, Paladin Data Corp., TransACT, DBMS and Positrak. See Martin West or Matthew Krahel for additional information.

• **PricingHunter**—Tracks your competitors' prices every day. Contact Leroy Marshall at leroy.marshall@skuudle.com.

• **Watcher Total Protection** — Get help with loss prevention, sensormatic solutions, video surveillance, and cash handling/counterfeit detection. They consult, design, install and support as part of their services. Contact Laura Freeman at 877-289-2824, ext. 112 or laura@watcherprotect.com. ■



See Kim Gibbs at the Marketing and Advertising Services booth to learn about the 2025 advertising program.

Schedule of Events

Thursday, January 30

10:00 a.m.-5:00 p.m.	Dealer Registration and CipherLab® setup (Ryman Hall C1-4, 5, 6)
1:00 p.m.	Dealer Market Open
3:00 p.m.	Profit Point Seminar — Joel Barker (Hermitage C)
5:30 p.m.	Dealer Market Closes

Friday, January 31

7:30 a.m.	Bonus Buy Breakfast (Governor's Ballroom)
8:00 a.m.	Bonus Buy Merchandisers
8:30 a.m.	Dealer Market Opens
11:30 a.m.—1:00 p.m.	Lunch (Governor's Ballroom)
5:30 p.m.	Dealer Market Closes
6:00 p.m.	Dealer Reception (Governor's Lobby)
6:30 p.m.	Dinner and Live Entertainment — Rodeo Disco (Governor's Ballroom)

Saturday, February 1

7:30 a.m.	Bonus Buy Breakfast (Governor's Ballroom)
8:00 a.m.	Bonus Buy Items
8:30 a.m.	Dealer Market Opens
11:30 a.m.—1:00 p.m.	Lunch (Governor's Ballroom)
3:00 p.m.	Dealer Market Closes

PULSAR®

2024

NEW INVERTERS

See is in our booth

All models feature CO Sentry Technology



9500W
INVERTER GENERATOR

- 7600W GAS, 7200W LPG
- 145cc Engine



4000W
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- 3200W GAS, 2800W LPG
- 145cc Engine



4000W
INVERTER GENERATOR

- 3200W GAS, 2800W LPG
- 145cc Engine



5000W
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- 4000W GAS, 3600W LPG
- 191cc Engine

• All Feature A Stable Sine Wave

• Remote or 1-Push Electric Start with Pull Start Back-up

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Up to 26,000
BTU Output



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AW1120E-P WOOD BURNING STOVE

Heats up to
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Up to 68,000
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Fits up to
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AP5613-W WI-FI PELLET STOVE

Heats up to
1,300 sq. ft.



Up to 25,000
BTU Output



50 lb.
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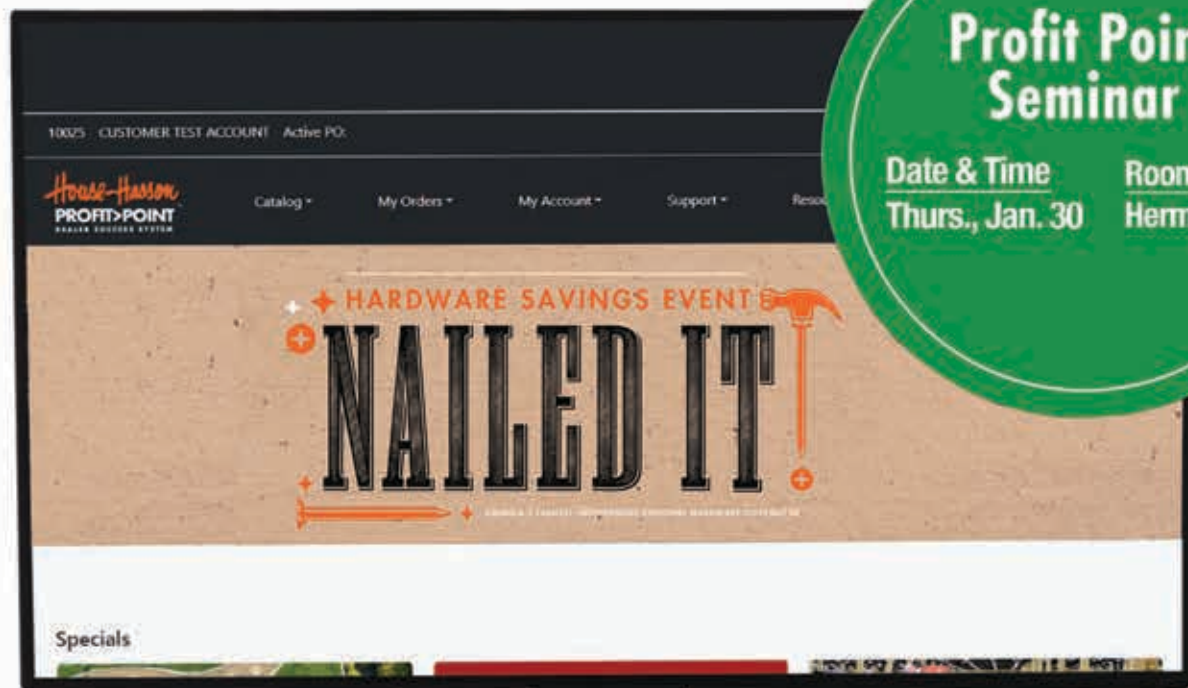
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Profit Point Seminar

Date & Time
Thurs., Jan. 30

Room
Hermitage C



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House-Hasson | Nailed It Hardware Savings Event



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- More turns at retail
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- 4" and 8" Modular Displays Available
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2 FT. SCREEN & STORM DOOR ASSORTMENT

Assortment Part # 91681000





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60 Days Dating
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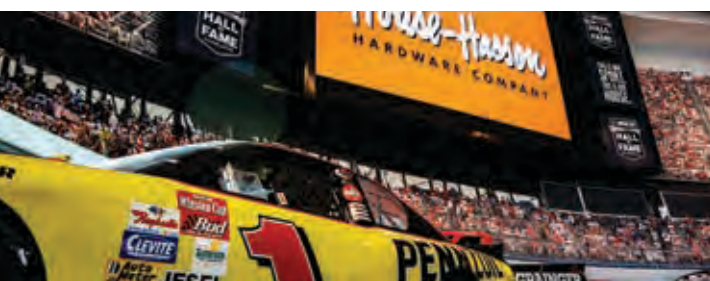
SPECIAL COST: \$ 443.71

Assortment Includes 48 Pieces Total. Two each of 24 SKU's including

Closers, Latches, Hinges and Accessories.

Rep Contact Info.
Keith Saine
keithsaine@gmail.com
PH: 980-241-2710

LOOKING BACK ON THE **HOUSE-HASSON** OCTOBER MARKET IN CHARLOTTE





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Lysette Avilés Recognized with Industry Award

Since joining House-Hasson as vice president of human resources in April 2023, Lysette Avilés has implemented a number of innovative programs to make the company more appealing to employees and to make it easier for them to do their jobs. In recognition of her achievements, she was recently honored as one of the Top Women in Hardware & Building Supply by *Hardware & Building Supply Dealer* magazine.

"I'm extremely humbled. It was a great honor for me," Avilés says. She appreciated that Chris Wall, company controller, accompanied her to Chicago for the award reception.

"Since joining House-Hasson, Lysette has made a significant impact, and we are incredibly proud to have her as a key part of our team," says CEO Steve Henry.

"When I came on board, the human resources department was not where it should be. I assessed where we were with protocols and processes and came up with an action list of priorities," Avilés says. "My number one goal was to ensure our workforce was supported. Our employees are our greatest asset. We have to treat them right and let them know we care."



Lysette Avilés (center), House-Hasson's vice president of human resources, was honored with a Top Women in Hardware & Building Supply award.



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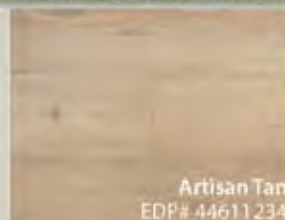
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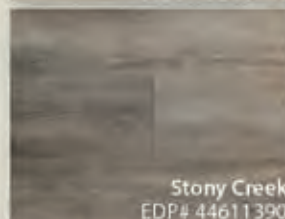
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She introduced a new employee newsletter in the spring of 2024. It is designed to keep employees in the loop with past and upcoming events, introduce new team members, celebrate outstanding achievements with top performers, and shine a spotlight on dedicated employees. She held a contest to name the newsletter and employee Alicia Cole won with the name “The Nuts and Bolts Quarterly Newsletter.”

“As House-Hasson continues to grow, maintaining our family-oriented culture is essential. While I know everyone in Knoxville, I’m less familiar with our employees at other warehouses,” says Avilés, who plans to travel each quarter to the other three warehouses in Prichard, West Virginia, Ashley, Indiana and West Helena, Arkansas.

Other programs she has implemented include:

- Dock to driver—encourages employees to become truck drivers. “We pay them to go to trucking school and ask for a two-year commitment. It’s been well-received and we’ve already had four people graduate. We love investing in our people,” Avilés says.

- Employee activities committee—Employees from different departments work together to brainstorm and execute different activities such as an Easter egg hunt, veterans breakfast, and donut day with prizes.

- PTO Donation Bank—Employees can donate PTO hours to a central bank to help individuals who have run out of paid time off due to a life-changing event. “We just rolled this program out in October, and it’s proven to be very helpful to employees in need,” Avilés says.

- Year-round fun activities—Hosting events like Easter egg hunts, summer cookouts, a Halloween costume contest, or ugly holiday sweater contest.



Lysette Avilés has introduced a quarterly employee newsletter.

Avilés hopes to implement additional programs in 2025. They include an employee closet/pantry, financial education classes, and a service-dog program. “I want House-Hasson to be an employer of choice. Employee programs are vital to our company’s success as they boost engagement, increase employee retention, and create a stronger workforce. And we’re just getting started. Stay tuned,” Avilés said. ■

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Dave Doering Joins House-Hasson as Senior Vice President of Sales

House-Hasson Hardware, America's largest independent regional hardware distributor, has named Dave Doering as the company's senior vice president of sales.

"Dave's accomplishments and abilities have made significant contributions to his previous companies and their customers," said CEO Steve Henry. "House-Hasson is growing, both in the number of independent hardware stores and lumberyard dealers we serve, and in the territories we cover. Dave's knowledge of how to grow sales on a broad scale, combined with his customer-centered approach, make him a great addition to the House-Hasson family."

Doering said House-Hasson, which operates in 23 states, is a major force in the hardware industry because of its dedication to dealer profitability, its nearly 120-year history, and reputation for customer service.

"House-Hasson is a big company but treats dealers like family," Doering said. "That's one of the things that really appealed to me when Steve and I first started talking about this opportunity. I like that our dealers can talk directly to the CEO if they want, and I plan to be equally accessible."

He added, "I'm joining a tremendously talented team that's making an important difference for independent hardware store and lumberyard dealers. This is an intensely competitive industry. House-Hasson has achieved its size and scope through excellent leadership, by putting dealers' needs first, and by keeping a family spirit alive throughout the company. I look forward to continued growth and achieving new milestones together."

Doering has more than 30 years of experience working at increasingly higher levels of responsibility in sales and product management, achieving up to double-digit sales increases and growing the profitability of major corporations as well as independent dealers. For the past 10 years, he was vice president/general manager of retail and e-commerce for IPS Corp., a private-equity-owned manufacturer of building materials and industrial products. At IPS Corp., among his major customers were The Home Depot, Lowe's, Amazon, Ace, True Value, Menards, and Grainger. Doering has also worked for Zep, General Electric, and Valspar.

He started his career as a regional sales representative, calling on small, independent hardware stores across the Midwest, where he learned the importance of partnering for success and delivering on the promise of customer satisfaction. "I have fond memories of those relationships I cultivated and there's something to be said for going back to your roots," he said.

Doering is known for his collaborative working style and for cultivating genuine, long-lasting relationships throughout the industry, while focusing on building strong, result-oriented teams. "Our industry is aging rapidly. We are facing opportunities where we have to evolve and either grow or die. We need new blood in the system. I'm excited to be part of creating and building something that can be lasting," he said.



Dave Doering is the new senior vice president of sales.

He recalls how exhilarating it was when he worked in product management for Zep for a few years. "I just find it very satisfying to be part of a strong push to get something important accomplished, part of a team working together," he said. "We're not Ace, or Do it Best or Orgill, but we can still grow our niche considerably."

He has already been busy calling on customers and learning more about how House-Hasson can help them. "Our customers want us to do better and succeed. They're loyal and it's heartfelt, so it's up to us to continually improve," he said.

Here are Doering's three priorities going forward:

1. Get our house in order—be the easiest and most transparent distributor to deal with.
2. Grow with our existing customers, increase our penetration and "fill our trucks"—increase efficiencies.
3. Grow the House-Hasson Hardware family—increase the number of dealers.

Doering plans to work with Lysette Avilés, vice president of human resources, to do more onboarding with new employees, especially those joining the sales team. "We've got to expose them to more of the company, so they have a better idea of how the company can help dealers," he said.

House-Hasson has further strengthened its sales team by adding three new territory managers: Claire Thibodeaux in Louisiana, Chris Cooper in Alabama and Georgia, and Michelle Harris, covering northern Indiana and western Ohio. ■

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House-Hasson dealers rave about how easy it is to customize their ad and the many ways they can use the ads to reach customers via the mail, email, Facebook or on their website.

Sloan's Hardware

Logan Hall handles advertising as the office manager for Sloan's Hardware, which operates four stores in Tennessee and dates back to 1901. They have been a House-Hasson customer for well over 100 years. "I've been using AdStudio to do our ads for two years. We do at least three XpressAds a month, which we customize a lot. It's a great program. There are templates and shapes you can use. I request a lot of graphics from Kim (Gibbs) and she's great at following up with me," Hall says.

With four stores, Sloan's promotes the same hardware elements in each ad, but otherwise Hall tailors the ads a little differently to each location. For example, she designs

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- 8⁹⁹** **34-in. Clog Free Rake** (Durable handle grip, pointed and reinforced arms prevent any real shingle while raking. (12900576) (1106300)
- 129⁹⁹** **20V Max* Xr 1/4in. 3-Speed Impact Driver** (3-speed settings for optimized application. Precision drive in speed 1 for precision and control. 3 LEDs with trigger release. (20110247) (DCH1876)
- 20⁹⁹** **3 Gal. Gas Can-Auto Shut Off** (Made of HDPE, resistant to petroleum, hydrocarbon emissions. Built with a roller base to reduce the chance of a fire tipping over. (20340786) (08115)
- 32⁹⁹** **5/8-in. Flexzilla Pro™ Hose** (400' PSI. Durable, resistant couplings with House Armour™. 5/8in. x 50ft. Hose (14008006) (DAP754010) 32.99 5/8in. x 100ft. Hose (14008007) (DAP754010) 64.99
- 69⁹⁹** **4-1/2-in. Angle Grinder** (7.0 Amp. ACDC. 12,000 RPM. Quick-Change™ tool. 2-position adjustable disc clamp. (20511266) (DWE4011)
- 38⁹⁹** **35-Pc. Mechanics Tool Set** (Toolbox painted steel for improved scores. Quick-release allows for fast socket exchanges. (24400817) (C19002)
- 379** **Flex Fit Gloves** (Textured latex coated palm provides grip and protection from cuts and abrasions. Medium (23751725) (6412M) Large (23751842) (6412L) X-Large (23751245) (6412XL)

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- \$99** **20V MAX* 6-1/2-in. Brushless Circular Saw** (Cordless. Delivers 4,360 rpm for fast, efficient, and seamless cutting. (DCH1876)
- \$79** **20V Max Air Inflator** (Cordless. 1 power source inflating with on board accessories. (DCH1876)
- \$49** **4-1/2-in. Angle Grinder** (Cordless. 7.0 Amp. ACDC. 12,000 RPM. Quick-Change™ tool. 2-position adjustable disc clamp. (20511266) (DWE4011)
- \$99** **Variable Speed Orbital Jigsaw Kit** (Cordless. Variable speed & variable depth. (DCH1876)
- \$69** **16/20V Max* Wet-Dry Vacuum** (Cordless. Cordless. 3-Gal. tank. 1000W. On-board hose, and accessories storage. (DCH1876)
- \$109** **20V MAX* Xr 1/2 in. Brushless Reciprocating Saw** (Cordless. Delivers the cutting power and maneuverability needed to cut into any job. (DCH1876)
- \$49** **5-in. Random Orbit Sander** (Cordless. 2.5 Amp. motor supplies 12,000 OPM. 302-ry. 9-in. diameter. (DWE4011)
- \$69** **Heavy-Duty 1/2-in. Var Drill** (Cordless. 7.5 Amp. 0-950 rpm. 1-1/2 in. long soft grip trigger. (DCH1876)
- \$89** **20V Max* Xr 3 in. Random Orbital Sander** (Cordless. Brushless motor. (DCH1876)
- \$79** **12V/20V Max Work Site Blue Tooth Speaker** (Cordless. Light weight & compact for easy storage. (DCH1876)
- \$69** **Max Jobsite Fan** (Cordless. On-board power source. (DCH1876)



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Village Hardware and Rental

Kelly Wells operates Village Hardware and Rental in Barnesville, Ohio, with her husband Rodney. They opened the business in 2012, moved to a new larger location in 2017 and added another 9,000 square feet of space a year ago.

"We have been using House-Hasson's advertising since we moved to the new store in 2017. We can do it on our own time and can change to what fits our store. I upload pictures to Kim and she can customize for us," Wells says.

They sign up for 12 months of circulars. They do a four-page ad one month and then an XpressAd the next. "Customers will see it on our Facebook page. We also use the website program from New Media Retailer and forward our ads to them to post on the site," she says.

Wells designed her own custom ad for a recent Pumpkin Festival. "We sold out of 150 knives that were promoted. It sure gets the word out," Wells says.

She finds AdStudio very easy to use. "If I'm stuck, I call Kim and she helps me out. Four-page and two-page flyers work well for us," she says.

They are in their second year with a new website through New Media Retailer. "Initially, we didn't use it like we should have. When we added 9,000 square feet of space last year we hit it hard, updating the website with lots of pictures. It's now on my agenda to keep the website updated with new photos," Wells says.

"We have been using House-Hasson's advertising since we moved to the new store in 2017. We can do it on our own time and can change to what fits our store"—Kelly Wells, Village Hardware and Rental

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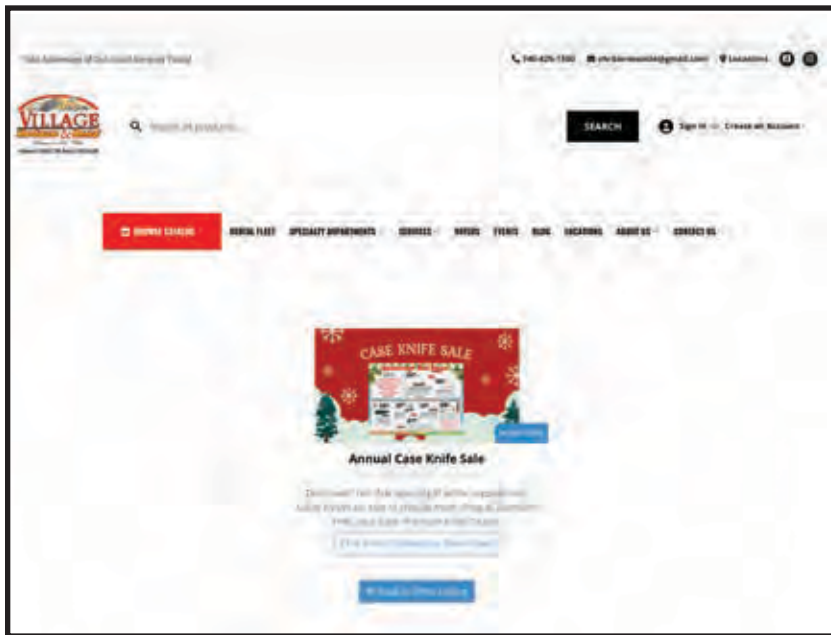
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They post ad flyers where customers can see them on the website. "Leeann (Manwarren) reminds me to do this every month. People walk in with the flyer on their phone, so we know it's effective. People are definitely utilizing our website. Leeann goes over it once a year with us to make sure it's doing what we need it to do. We know it's an important selling tool for the store," Wells says.

She adds, "People 40 and under are tied to their phone. If you don't make information available to them in a mobile format, then you'll never reach them. You've got to keep up with the times." ■

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Contact:

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Marketing Manager
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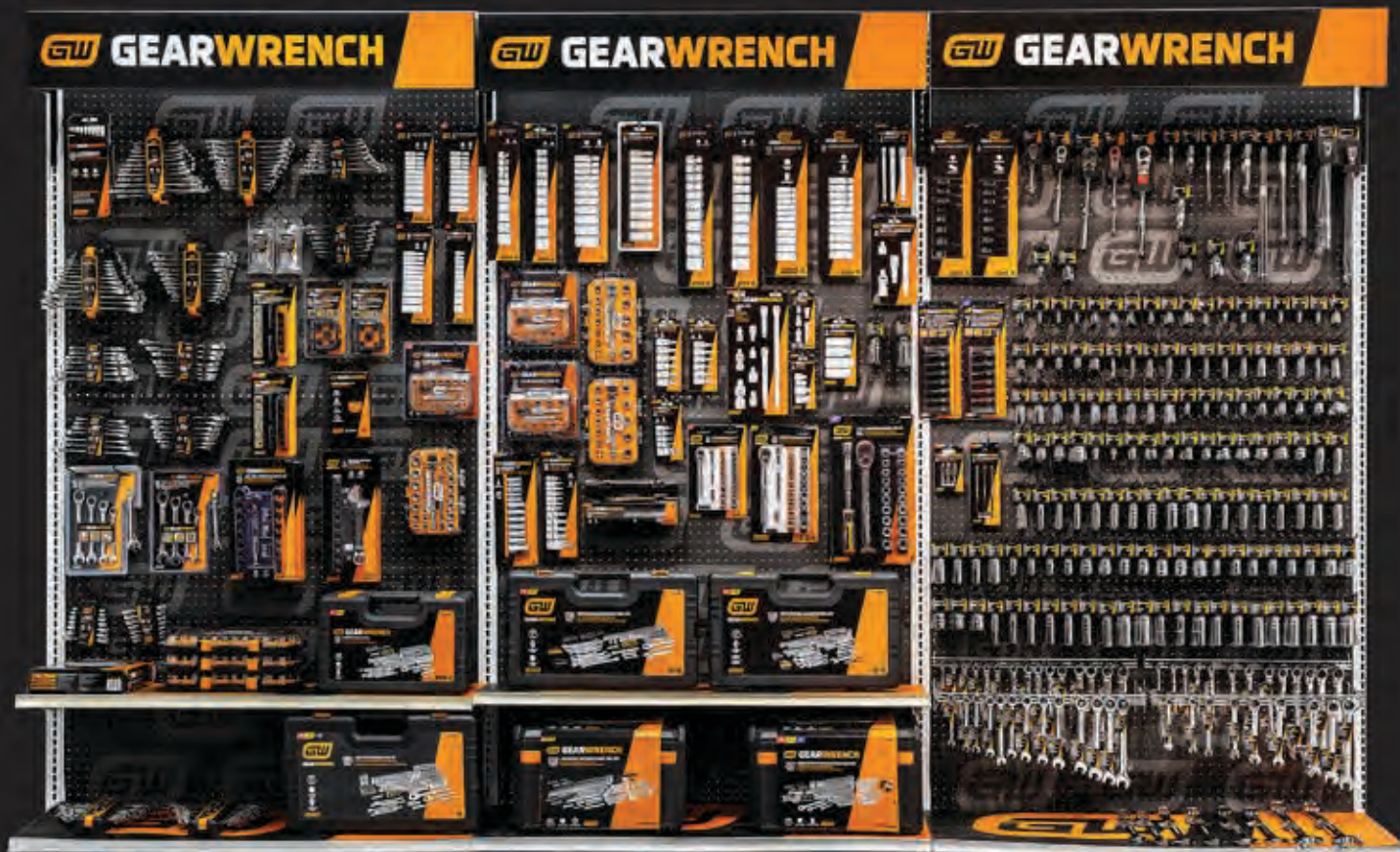
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