

# Choosing Independent Businesses Matters



## The Economy

- ❖ Locally owned businesses return on average 52% of their revenue to the local economy.
- ❖ Re-investment of your dollars builds & strengthens your community, creating jobs, and increasing the tax base to better support community infrastructure projects.
- ❖ For every \$100 spent at local small businesses, \$68 returns to the community.
- ❖ Locally owned businesses bank locally, hire locally and advertise locally.

## Local Decision Making

- ❖ Local ownership ensures that important decisions are made locally by people who live in the community and who will feel the impact of these decisions.
- ❖ Local Businesses often save you money - Flexibility in Financing options, Credit Terms, Pricing, Upgrading.
- ❖ Local businesses are quicker to react to your individual market – local decisions are based on the needs & interests of their customers.
- ❖ Local businesses offer product diversity – selecting products based, not on a national sales plan, but on your needs.

## Jobs & Wages

- ❖ Locally owned businesses create more jobs locally and in some sectors provide better wages & benefits.
- ❖ Small businesses pay 44% of US private payroll.
- ❖ Local businesses do not tend to lay people off; thereby creating greater impact on prosperity of local residents and organizations.

## The Community Well-Being

- ❖ Locally owned businesses contribute to local causes – they donate more than twice as much per sales dollar to local non profits, events & teams compared to big business.
- ❖ Local businesses have generated over 64% of net new jobs over the past 15 years.
- ❖ Local businesses generate 70% more local economic activity per square foot than big box retail.
- ❖ Re-investment of your dollars builds & strengthens your community, creating jobs, and increasing the tax base to better support community infrastructure projects.
- ❖ Money spent at a local business generates 3.5 times more wealth for the local economy.

**RICOH**

**METRO**  
SALES INC.