

Independent Business Makes a Difference

By Debbie Schuster, Marketing Director

July is Independent Business/Retailer Month, a celebration of family owned, mom & pop, sole ownership, local businesses. Often, these businesses are dismissed as viable sources because ---putting it simply, they can't compete with the advertising budgets of their bigger competitors. Don't count small businesses out when you're shopping for yourself or your company. Small doesn't necessarily mean not competitive. You will most likely be happily surprised by the options and service you receive from an independent retailer.



The biggest difference you will experience with a smaller business is the customer service. You truly are king or queen to these businesses. They'll work hard to get your business & to keep it. Going over & above the sale is what makes these businesses stand out. At Paragon Supply, we know our customers could choose bigger suppliers, so we work hard to make your experience different. Customer Service; whether it is finding the tool you need, giving competitive pricing, or same day free delivery...we do it. Stick with me here because you'll see how customer service isn't just one thing; you should expect all those things and more.

Let's look closer at pricing. Paragon bases your cost on our cost, not the list price so your cost is a true discounted price. Now, really look at the list price. If you're shopping around, like so many of us must, you might notice that the list price on the website of some suppliers is different than our website. That's because they inflate the list price and then apply your discount to make up for the "free" delivery they offer. Where's your actual savings?

For many PSC customers, Lorain County businesses & often outside of the area we offer FREE delivery. We have a large inventory of commonly needed tools in our Elyria, Ohio warehouse that can be delivered the same day to you or most of the time within 24 hours. We've been known to make a trip to a vendor to pick up tools for a customer just so they'd have them on time to start their job, at no extra cost. When you need it -- we go the extra mile.

Not finding what you need in our catalog or on the website? Call us. Our vendors and suppliers are as vast as your needs, it would be impossible to list them all. That's another reason smaller businesses are often better choices; specific items can be ordered per your request. Plus, the sales team is more likely to be trained to answer your questions about products and services. Here at PSC, our sales staff goes through annual product training on most of our product lines.

Don't forget, small businesses like PSC also support the community by providing jobs, participating in local event and fundraisers. Choose independent businesses because you want the best wherever you are. I couldn't say it better than www.daysoftheyear.com, "Independent Retailers are our neighbors, friends, and family..."

PSC appreciates your business