

# Why Buy From Locally Owned Small Businesses?



**It's No Secret**, the large, nationally owned chain stores and internet companies are competing with small businesses for your business. But did you know that when you buy products and medications from a locally owned small business it keeps our community healthy? Please consider the following:

## Buy Local – Support Your Self:

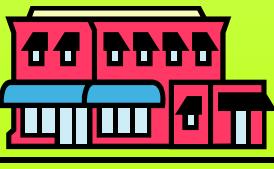
Studies show that when you buy from an independent, locally owned business like Crossroads, rather than a nationally owned chain store, more of your money is used to make purchases from other local businesses. Does the large chain store down the road use a local printer, janitorial supplier, or cleaning service? We do; we choose to utilize other locally owned small businesses for our needs.

**Better Service:** Our staff has training for the products we sell. Employees, including pharmacists, at large chain stores are not versed in animal pharmacology. They may be able to offer you an item at a lower cost due to their buying power, but we provide you with personalized care and accurate information for your pet. And the impact is compounded when items are ordered from on-line sources!

## We Support Local Non-Profit Groups:

Crossroads gives back to the community in ways you may not realize. Our business has donated thousands of dollars to our local schools and organizations. Children at Gold Oak School District, El Dorado High School, Union Mine High School, Gold Trail School District, Boy Scouts, AquaSol, 4H, The Jr. Rattlers, and local soccer teams have all benefited from our support. The large chain stores are not supporting our community on this level. They don't support your local clubs, schools, or sports teams. Your support of our business means we can continue to support our community.

**Create A Stronger Community:** Small businesses are the largest employer nationally and in our community, provide the most jobs to our residents. Your support of our business allows us to hire more people. Our employees live locally and support other local businesses. Our kids go to school with your kids or play on the same team as your grandchild.



## Your Choice Matters!

