



# Running with the Giants

**Dave Doering**

**SVP, Sales**

**[Ddoering@househasson.com](mailto:Ddoering@househasson.com)**

# Agenda

- History of House-Hasson
- HH Today
- Integration of Bostwick- Braun
- Customer Types
- Competitive Advantage
- Forming Better Partnerships
- Plans for the future



**House-Hasson**  
HARDWARE COMPANY™

# My 30+ Years



## valspar



Silicones

**ENFORCER MEANS BUSINESS**  
The first Enforcer<sup>2</sup> product, Enforcer Wasp & Hornet Spray, was introduced more than 35 years ago in 1977. From that one successful product, the Enforcer product line has grown to more than 30 superior formulations - all designed to deliver professional strength pest control performance in and around the home.

**Enforcer<sup>2</sup>**



**IPS**  
CORPORATION

# History of House-Hasson

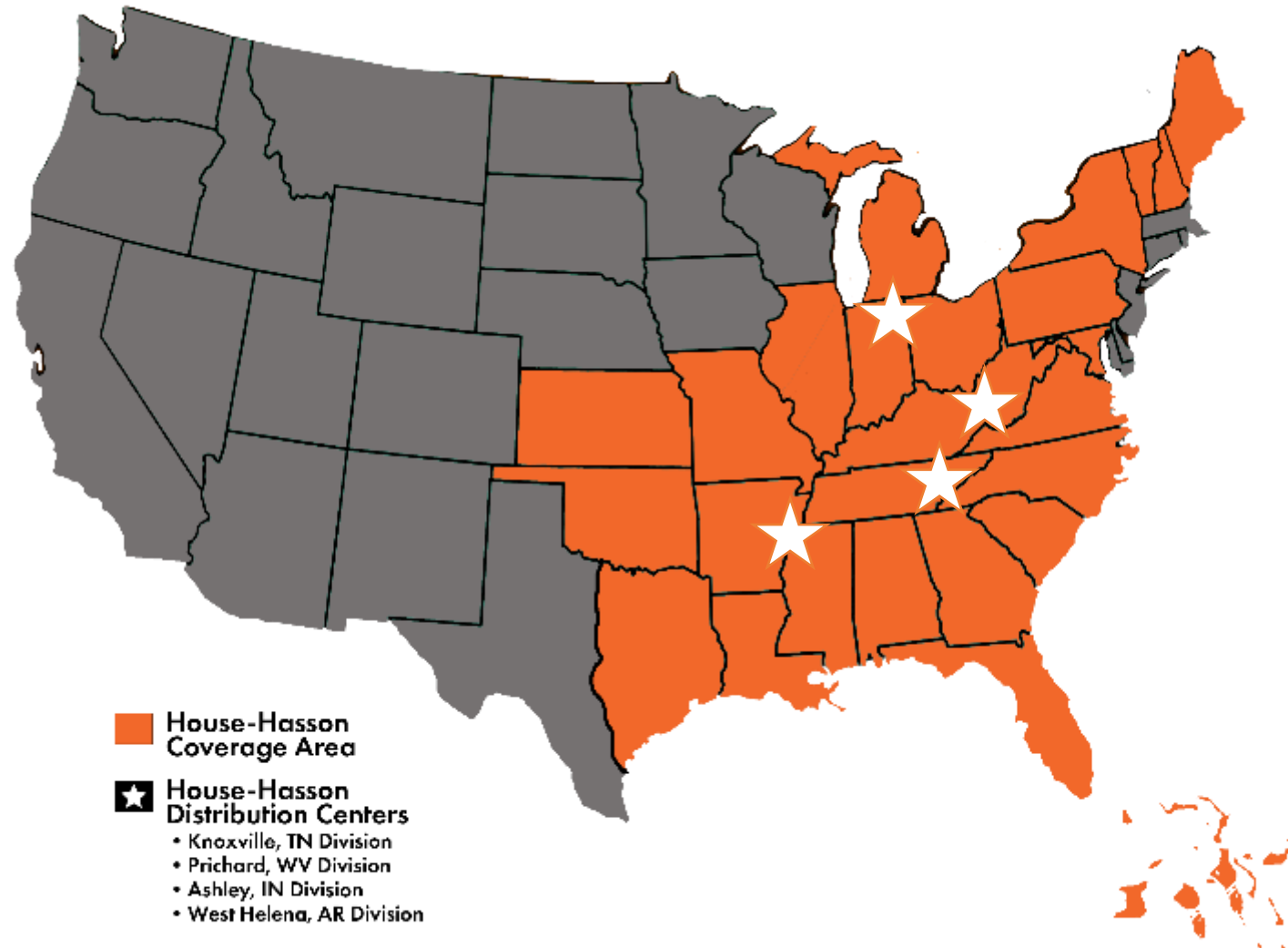
## Rooted in Tradition • Driven by Quality • Trusted for Generations

House-Hasson Hardware was founded in 1906 by Sam House and C.S. Hasson. Three more generations of the Hasson family have carried on their legacy. With more than a century of history, we've seen the world evolve. From delivering by horse and wagon to weathering economic downturns and wars, we've adapted and endured. Today, we remain committed to helping our customers build lasting success.

- 1906 House-Hasson Founded
- 1988 Acquired Paris Dunlap Hardware
- 1997 Acquired Sheffield Hardware
- 2007 Acquired Persinger Supply (House-Hasson's current Prichard, WV location)
- 2009 Acquired Moore-Handley
- 2011 Expansion of our Prichard, WV warehouse
- 2015 Acquired Long-Lewis Hardware
- 2019 Expansion of our Knoxville, TN warehouse
- 2024 Acquired Bostwick-Braun



# House-Hasson Today





# House-Hasson Today

## Who we serve:

- Traditional
- Farm/Ag
- Amish
- Industrial
- LBM



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# House-Hasson Today

More than **1 Million**  
square feet of  
warehouse space



## Prichard

122 Prichard Industrial Pkwy.  
Prichard, WV 25555



## Knoxville

3125 Water Plant Road  
Knoxville, TN 37914



## Ashley Division

205HL Thompson Jr. Drive  
Ashley, IN 46705



## West Helena Division

589 N. 589 Sebastian Street  
West Helena, AR 72390



# House-Hasson Today

Integration of Bostwick Braun



West Helena Team



Ashley Team





# My First Six Months: Observations & Opportunities





# House-Hasson Today

House-Hasson is large enough to take care of all your needs, and we care enough to know your first name.

## Dealer Profitability

Priority #1

## Flexibility

Every program and service is customizable to meet the needs of our dealers.

## Dedicated Sales Representatives

Hands on personalized support tailored to your needs. Some of the longest relationships in the industry.

## Conversion Process

## Monthly Promotions

Seasonal buying opportunities available out of warehouse and via drop-ship.

## Stable, Debt Free and Growing

We're more than a supplier; we are a committed partner to your success.



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# House-Hasson Today

## Non-Merchandise Programs

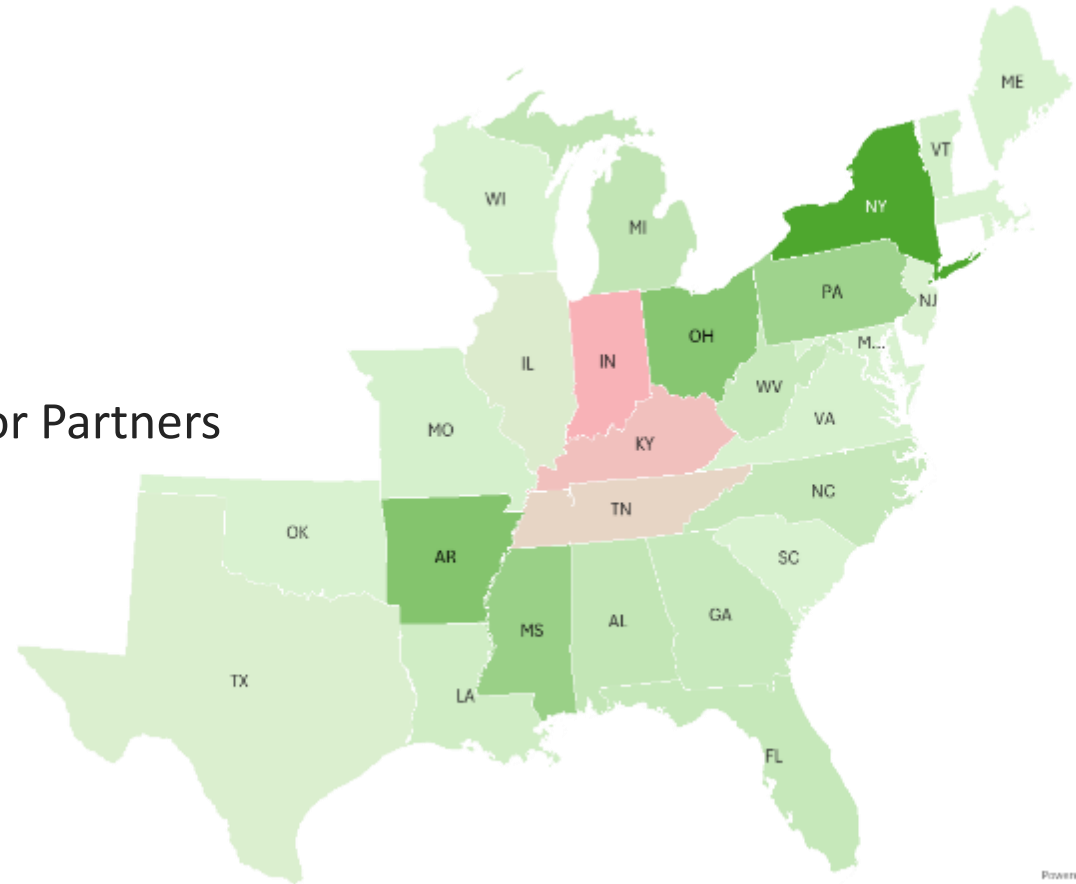
- Synchrony
- POS
- PartScription
- Store remodel and refresh\*
  - Mid America Fixtures
  - Store Supply List (Items in the Warehouse)
- MTA Rental Program
- Calendars
- Our Town America New Mover Welcoming Program
- Pointy
- Pricing Hunter
- ODP Business Solutions



# House-Hasson Tomorrow

## What's Next

- Growth: Organic & In-Organic
  - Organic
    - better systems and processes
    - Better collaboration with Vendor Partners
  - In-Organic
- Sales Organization
- Increased Field Collaboration
- PRICING – Staying Competitive



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# House-Hasson Tomorrow

## Building Vendor Partnerships

- Communication
- Field Collaboration
- PRICING – Staying Competitive



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# House-Hasson Tomorrow

## Industry Challenges

- Delivery / .COM





# House-Hasson Tomorrow

## Industry Challenges

- 'DIY Consumers' vs. DIFM
- Sales Professionals vs. Technology
  - Manufacturing
  - Wholesale
  - Vendor Representatives
- Independent's Survival



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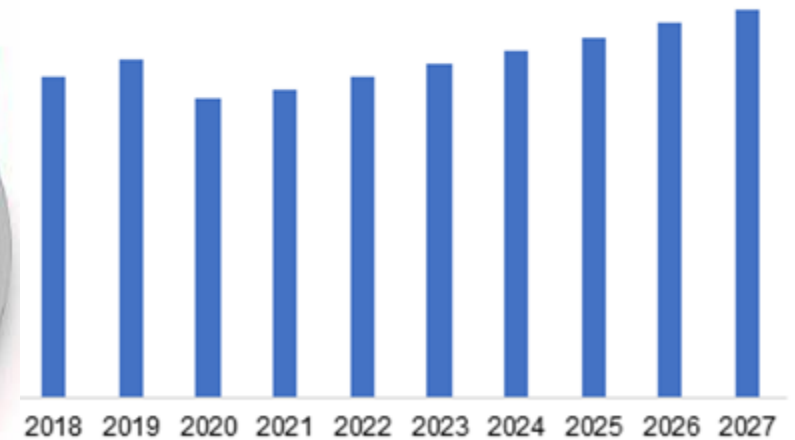
# House-Hasson Tomorrow

## Focus going forward

- Customer Service
- Driving Customer Profitability / Cash Flow



th America Home Improvement Market Size, 2017 - 2027, (USD Billion)



Source: Graphical Research

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**Q & A**





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