

# 5 ways to shift 5%

*Just 5% makes a difference!*

## Shift the obvious...

Consumables like office or cleaning supplies, printed materials, ad specialities, and so many more are readily purchased locally and often can be delivered to your door.

## Shift the subtle...

Next time you whip out the company credit card to pay for something locally, make sure the credit card is provided by a local institution.

## Shift the unique...

Buy one of a kind wedding and baby gifts from local artists. Your gift will be unique, and best of all, locally made and sold.

## Shift product purchases...

When shopping for a new or used vehicle, while comparing price and service after the sale, make sure to give Rochester's car dealers every opportunity to earn your business before buying elsewhere

## Shift service purchases...

Financial and insurance services purchased locally often come with face to face service that is priceless. Not only do you get a great deal on your services, you get personal customer service for free.

"I plan to give up my subscription to the New York Times and just read the Post Bulletin!"

Al Mannino - Home Federal Savings Bank

"Before you buy it online, get a local quote. Often, prices are the same or less expensive"

Alan De Keyrel - Corporate Web Services

"What I found out is that shifting 5% is as easy as it sounds. Most people will find that they can shift even more! All that is necessary is thinking about buying local every day."

Jon Eckhoff - Venture Computer Systems



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