



# HHC Supply HERE WE GROW AGAIN

By the time brothers Robert, Felix, and Leroy Sanchez joined Do it Best in 1995, their six-location business, Hacienda Home Centers (HHC), was already a staple for hardware and building supplies in New Mexico. But by 2014, they were finding it harder to keep up with the daily demands of business ownership.

At the same time, the economy was changing — the big box stores had arrived and were putting additional pressure on their business. HHC lost momentum, downsizing to just two locations in Española and Las Vegas, New Mexico. For a time, it looked like HHC might fade into history.

Then, in 2015, Felix and Leroy's sons, Gary and Joe Sanchez, were tagged in to be President and Vice President of HHC, respectively. After years of overseeing HHC's Española location, Joe was keenly aware of the potential the business had. During his time there, Joe took advantage of their location to land a coveted commercial contract with the Los Alamos National Laboratory.

“Los Alamos has been a very important customer for quite a few years now,” said Joe. “They count on us for industrial supplies, hardware, and building materials — there are always opportunities to expand to more commodities as well.”

While the Española location was achieving commercial success, the Las Vegas store was dominating the local hardware market. Under the experienced guidance of Store Manager Mike Wilson, HHC Las Vegas assembled a loyal following of DIYers.



“Mike did an excellent job of focusing on customer service,” said Joe. “There are other competitors in Las Vegas, but due to the relationships we’ve built with customers and the community, the store does very well.”

Gary and Joe set out to build on the specific strengths of their two locations. They started by working with their Territory Sales Manager Mike Haynes. Mike took a hands-on approach to help the two owners build a solid foundation for their renewal efforts.

“Before we started going after more customers, we had to make sure our own infrastructure was up-to-date,” said Gary. “Mike was an extraordinary help — he attended a lot of our manager meetings and shared what the rest of the industry was currently doing.”

With revamped accounting and computer systems, as well as a solid HR department, HHC was ready to address the next issue — merchandising. Gary and Joe attended Do it Best markets, deepening existing inventory, and expanding product offerings. As their purchases with Do it Best increased, their rebates boosted their preference shares.

With help from the Do it Best ecommerce team, Gary and Joe replaced their outdated, underutilized website with brand new sites for both locations.

“In today’s environment, if you don’t have a good website, you don’t exist,” said Gary. “Do it Best helped us build one that is better than what most of our competition can provide.”

The new websites give HHC expanded customer tracking tools, and the new MOCE platform supports the increased demand for online orders and in-store pickup. They also use the Digital Dashboard to track online customer activity.



“The Digital Dashboard analytics let us know what kind of response we’re getting in real time,” said Joe. “We get actual feedback — we can be sure our promotions are getting to people who are looking for what we have to offer.”

Once customers visit the store, HHC makes it a priority to enroll them in the Best Rewards<sup>SM</sup> loyalty program to build a detailed contact list. The list turns circular and broadsheet promotions into powerful, targeted messages.

“Best Rewards helps us understand who our customers are and what they are spending their money on,” said Joe. “We know from a demographic standpoint where our business is coming from and which ZIP codes our print promotions need to prioritize.”

The retooled HHC gained momentum. As sales at both locations increased, Gary and Joe continued to reinvest in their business, expanding inventory and accumulating even more preference shares.

In 2020, their hard work and discipline paid off in a big way. Sandia National Laboratories, another federal research lab headquartered in Albuquerque, approached HHC about being their hardware and building materials supplier. While it was a major opportunity, it also required a major commitment. In order to duplicate the level of service HHC was providing to the Los Alamos lab, the new location would need to be close to Sandia National Laboratories.

“Working with Los Alamos National Laboratory gave us a lot of experience and understanding of how to do business with the federal government,” said Joe. “We knew we could utilize the same platforms to add customers in the federal sector.”

Do it Best helped Gary and Joe find an ideal location for the newest store, to be named HHC Supply. They also found an added bonus. The location was close to a military airbase and a major airport, giving HHC access to an underserved market — and potentially dramatic growth. Redeeming their preference shares to supplement funding for the project, Gary and Joe purchased an existing building close to the research lab and began renovation.

“We always knew those preference shares would be for future growth and the opportunity to open more locations,” said Gary. “Having those funds available was one of the reasons we were willing and able to go forward with the new store.”



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Do it Best Store Designer Andy Garcia and Retail Performance Manager Greg Grattan traveled to the new site to work directly with Gary and Joe, developing custom plans to transform the vacant building into a new industrial/commercial-focused home center.

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Joe emphasized the importance of designing the new location to fit the large number of pros in the Albuquerque market. The finished store offers a clean, modern, industrial feel that combines an intentionally no-nonsense commercial layout with enough retail-friendly touches to please walk-in shoppers.

Product selection also reflects Joe's customer-focused philosophy. Most of the products, including everything from paint to personal protective equipment, are professional grade. HHC Supply also offers services geared toward the pros, including will-call and a 24-hour order pickup locker system.

"We want to be sure to accommodate our pro customers, since they will be the ones using this location the most," said Joe. "Our new store lets us provide products and services that set us apart from the other stores in our market."

The new location has been well received by the community and is generating even more opportunities. HHC Supply has begun to bid for contracts with the city of Albuquerque, and the city is helping to further promote the business.

"Getting positive information about our company out into the community is very important," said Joe. "It reaches the surrounding neighborhoods, and the people who visit our store are already happy with us before they walk in." ●



HHC Supply is a perfect example of what it means to be a part of a co-op that is fully invested in helping every member grow — or regrow — their business.