



OUR GROWTH IS DRIVEN BY
**RESPONDING TO THE NEEDS
OF OUR COMMUNITY.**

PRO X HOME CENTER

Jeff and Yolanda Brubaker
Bonners Ferry, Idaho Member since 2009

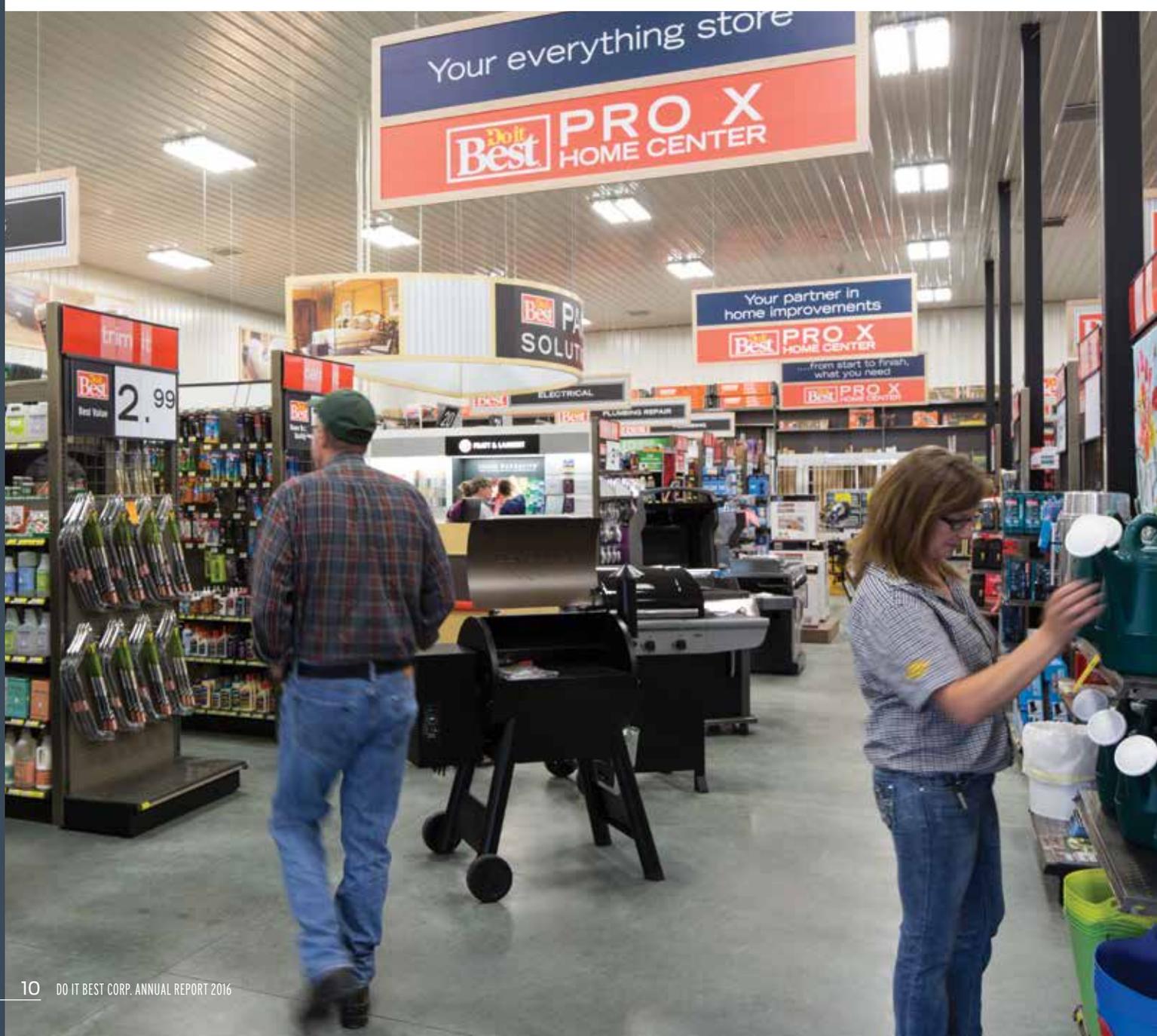




The all-new Pro X Home Center is not just an achievement for our family, but an accomplishment for our entire community of customers throughout northern Idaho and stretching into Canada. Our company started humbly back in 2004 as a home-based business building carports. As we brought in roofing and lumber supplies necessary for the business, contractors began asking us to stock additional supplies for them. Over time, both our business demands and contractor requests continued to expand, and before long, we were stocking hardware and making deliveries to job sites.

We had always heard very positive feedback about Do it Best Corp., so when it was time to plan for more aggressive and intentional growth, we knew we'd have a great partnership. Our first Pro X store was in a facility we had purchased from a local competitor. The interior was very chopped up, limiting its potential as a retail space, so we acquired adjacent property and started working with the Retail Performance and Signature™ Store Design teams to plan an entirely new store.

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FPO



JASON DAHL
Territory Manager
Do it Best Corp.



We relied on their store design experts to create the best-merchandised and most easily shoppable store possible. In the time leading up to completion, the Do it Best Corp. team was frequently in the store to make sure it all got done right. As we were doing the final merchandising, our territory manager and others went above and beyond and stayed late into the night to help us set every four-foot section. So many people from Do it Best Corp. came out here to contribute their time, talent and expertise to the project...it truly demonstrated the co-op's commitment to helping members grow and achieve their dreams.

The new Pro X Home Center had its grand opening on April 1 of this year. The community response was overwhelming, and the positive momentum has continued each month. With the old store, we averaged 350 tickets a day, and we're now exceeding 500 nearly every day. People are amazed at all the products we have available, as we added or expanded many categories, including the exclusive Channellock® branded products, lawn and garden supplies, Echo® tools and more. Customers used to run in and out of our old store – now they grab a cart and shop leisurely, even gathering in the center of the store, drinking coffee and talking with friends.

Whenever we're asked about Do it Best Corp., we talk about the amazing relationship we have with our territory manager. When we have questions, he's not only got the answers but consultative advice to make our business better. It's a true partnership that has allowed us to expand to meet the needs of our community. With support from Do it Best Corp., we're able to offer much more than our customers could ever imagine. They helped us see our potential, and then did everything – and more – to help us realize it.

I hold tremendous respect for Jeff Brubaker and his family for their total commitment to serving their neighbors in northern Idaho. This has been demonstrated in a number of ways as their business has evolved. And when their customers called for a local source for home improvement products, the Brubakers didn't hesitate to invest in their community once again. Jeff had a strong vision for this business, but needed expert guidance to make it real. That's where his membership in Do it Best Corp. really paid off.

Selecting from over 150 customizable programs and services, we've worked closely with the entire family to realize their vision for a destination shopping experience that wows customers and meets their diverse needs. Our team is proud to have played a significant role in supporting the Brubakers and following through on our goal of helping members grow and achieve their dreams.

