

Publication of Stonebridge Press

2024 Meet Your Merchants!



Southbridge News

Spencer New Leader

Auburn News • Webster Times

Blackstone Valley Tribune

Charlton Villager • Sturbridge Villager



Jo-Ann Szymczak
REALTOR® EMERITUS
Re/Max Vision
c: 774.230.5044
o: 508.943.7669

The business has changed because of technology and the information network making it easier for buyers to obtain much of their needed information through the internet. For sellers, environmental issues and more informed consumers has made it critical that sellers get professional assistance early to sell their home. Buyers are all watching HGTV and have very specific expectations. Sellers need guidance in staging and making sure they have prepared their house for home inspections. Professionals are able to make it a more pleasurable experience for both buyers and sellers by counselling them.

“HOME FOR HEROES”

The most recent changes I have made in doing business is I have partnered with Diane Casey-Luong the Massachusetts #1 Homes for Heroes Realtor.

We are participating in a program that recognizes those who serve our community. It's just one way to give back and say, “Thank You” for all you've done. Fire-fighters, EMS, Law Enforcement, Healthcare Professional, Teachers and Military Members and Veterans from across the country have saved over 90 Million Dollars!

COMMUNITY IS IMPORTANT... PEOPLE ARE IMPORTANT. If you need help in buying or selling I offer a hometown advantage along with regional experience. Feel free to call me to discuss your real estate options.



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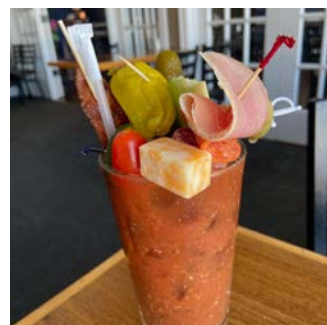
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All of our community newspapers are mailed by the U.S. Post Office to households who have requested the paper (nine of our publications are free to households and two by paid subscriptions). We have a circulation of approximately 43,000+ households in Massachusetts and 16,000+ households in Northeast Connecticut.

If you have any questions about our papers, please don't hesitate to contact Mikaela, 774-200-7308 who will be happy to assist you.

**MASSACHUSETTS: Spencer New Leader, Southbridge News, Auburn News,
Charlton Villager, Sturbridge Villager, Blackstone Valley Tribune, Webster Times
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Easy ways to support small businesses

It's easy to overlook how integral small businesses are to local, national and even global economies. The Small Business Administration and the U.S. Census Bureau indicate small businesses account for 99.7 percent of all American businesses, employing 56.8 million people. Similarly, according to Statistics Canada, local businesses classified as micro or small businesses made up 98.1 percent of all the employers in Canada in 2021.

Since small businesses are the economic engine of many neighborhoods and communities, it's in everyone's best interest to pitch in and ensure such firms' success. Thankfully, it's easy for anyone to support the small businesses that make their communities unique.

- Shop locally and online from small businesses as much as possible. If you cannot shop right away, consider purchasing gift cards to the retailer or service provider and share them as gifts to others.

- Before you immediately go with a well-known chain or e-commerce giant, find out if a local retailer offers the same items you need and shop there.

- Actively discover new brands, check them out, and then spread the word about your findings to others.

- Share posts from small businesses on social media. It's good exposure for them and can help to widen their customer base.

- Attend special events or promotions hosted by local businesses. Well-attended events may spark others' curiosity.

- Share a quick photo of something you bought at a small business or of a service they provided. For example, if a local landscaping company did a wonderful job putting in a new patio or pavers, share the before and after with those you know.

Communities can embrace various strategies to support the small businesses that make Main Street unique.

How communities benefit when consumers shop local

Ideas about shopping are never set in stone, and the pandemic illustrated just how quickly consumer trends and opinions can change. Many individuals are now reevaluating how they spend their hard-earned money, particularly since inflation has affected just how far a dollar can be stretched. When consumers think about which stores to patronize, locally owned businesses may be the smartest option for a number of reasons — not the least of which is the way such enterprises benefit the communities they call home.

More money kept in the community

Shopping locally means that more money will stay in the community. According to recent research from Civic Economics, local eateries return nearly 79 percent of revenue to the community, compared to just over 30 percent for chain restaurants. Overall, for every \$100 spent at a local business, around \$73 remains in the community, versus roughly \$43 when shopping at a non-locally owned business.

Get a personal touch

Local business owners typically are inclined to go the extra mile for their customers and are personally invested in the services and products they are selling. As a result, shopping locally tends to be a personalized experience. Furthermore, a local business owner may be more amenable to ordering products for specific clientele. Such personalized service is typically not accessible when shopping big box stores or other shops where owners are off-site.

Lines are short

Waiting in long lines for check-out or to pick up merchandise ordered online can drain consumers' energy and contribute to stress. Local businesses tend to have short lines and small crowds, which can lead to a more pleasant shopping experience.

Generates tax revenue

Local businesses generate more tax revenue per sales dollar, according to Rubicon, a digital marketplace for waste and recycling businesses. Taxes paid by local small businesses go to support schools, parks, roads, and other programs that benefit the community as well.

Support nonprofits

Local businesses often support good work in the community, such as nonprofit groups. These can include schools and sports teams, among other groups. According to Dr. Sue Lynn Sasser, professor of economics at the University of Central Oklahoma, studies indicate nonprofits "receive 250 percent more support from small businesses than larger ones."

Support other local businesses

Local business support other local businesses by buying and selling among each other. A local, independently owned restaurant may source its ingredients from local farms, which means visitors to such eateries are supporting multiple local businesses each time they dine out.

Small businesses are a boon to the economy, particularly local economies. These enterprises help their communities in a multitude of ways.



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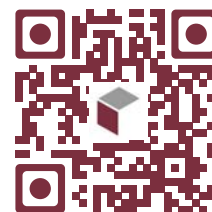


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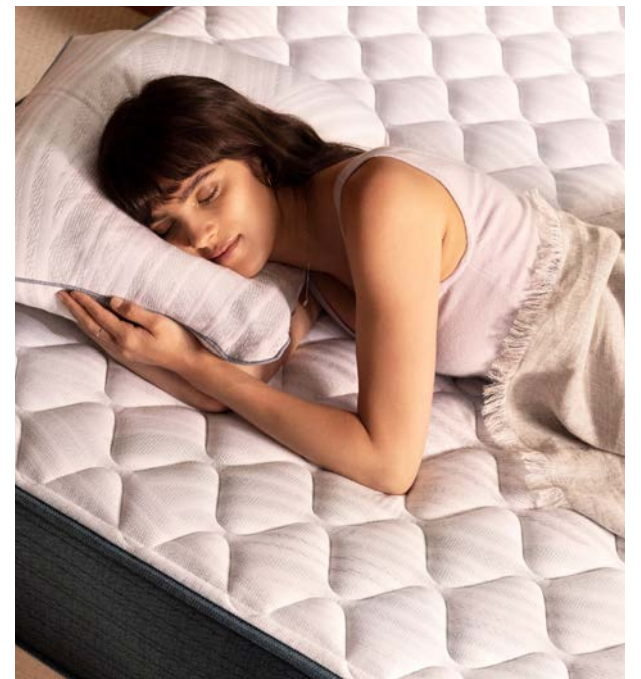


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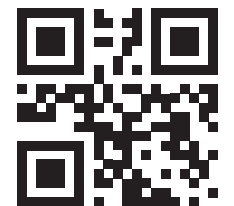
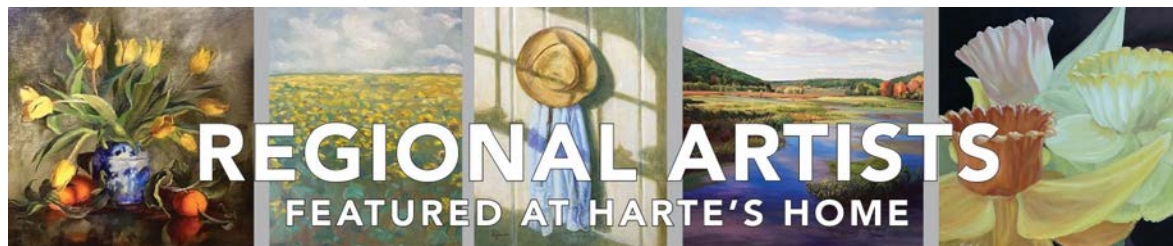
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