

**Steve BUCKLE**

Sexton Group Ltd

**The Greatest Brand Attribute**

and the

**Success of the Independent Building Supply Dealer**

# The Retail WAVE

Big Box Stores Arrive in Canada

How did the Smaller Players Survive?  
despite the changing landscape

Developed  
**Exquisite Service Model**

Pivoted to  
**Serving Contractors**

Affiliation with  
**Buying Groups**

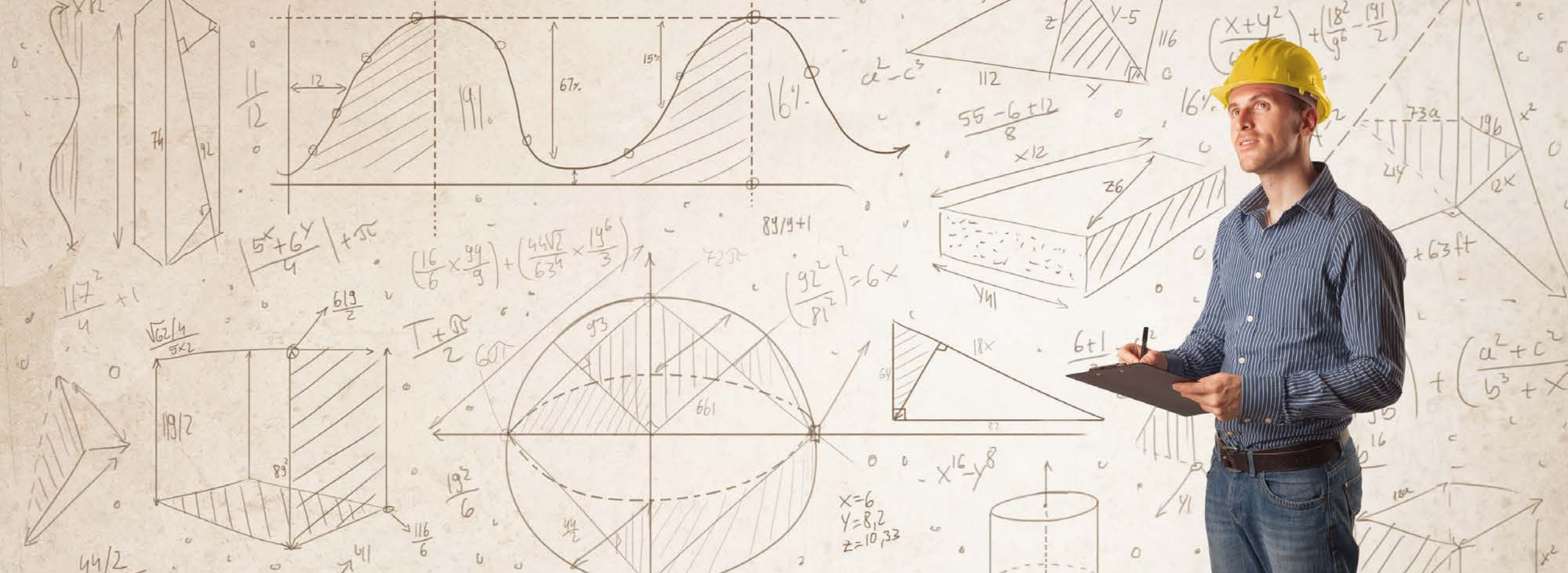




Woven into the

# Community





Focused on the needs of the

# CONTRACTOR

# RESPONSIVENESS

The most important brand attribute in the eyes of the customer



Repetitive

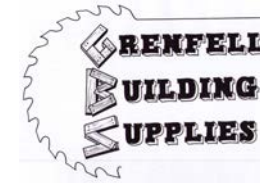
**Behaviour**

Drives

**Consistent Results**







# The faces of SEXTON Group Ltd

Proud Brands of our Independent Members





**Dave Pratt**  
Tarpin Lumber, Innisfail, Ontario

# The Name Above the Door

A brand steeped in a reputation of delivering on promises











**The LAST Mile**

Time and Time

THANK YOU