



Launched in 1992, the Outstanding Retailer Awards (ORAs) are the industry's only independent awards program dedicated to celebrating the achievements of hardware, home improvement and building supply dealers in Canada. In its 28-year history, the program has honoured more than 160 retailers.

Who can enter

All Canadian home improvement retailers/dealers that have operated under the current ownership for at least two years are eligible.

Who can submit entries

- a) Dealers may submit their entries directly.
- b) Chain/buying group head offices may choose to select their best dealer(s) and prepare their entries for them, in collaboration with the dealer. There is no limit to the number of entries head offices can make for each category or in total.
- c) Vendors, on behalf of specific outstanding retailers.

How to enter

A basic entry consists of filling out this form. An entry can also be submitted by mailing a USB stick containing text and photographs describing your business successes. It is mandatory to fully answer all 20 questions for your application to be judged. Video and audio materials are optional. (They may be useful if you have very unusual and/or effective broadcast commercials that were made just for your business. But they are rarely the decisive factor in winning.)

Categories to enter

1. Best Hardware Store (any size)
2. Best Building Supply/Home Centre (under 15,000 square feet)
3. Best Building Supply/Home Centre (over 15,000 square feet)
4. Best Young Retailer (a store manager 35 or under; entrants may be owners or chain employees)
5. Marc Robichaud Community Leader. This award is open to all store types. Its purpose is to celebrate the outstanding contributions/events, charitable donations, etc., made by a store's staff/managers/owners to the community they serve.
6. Best Large Surface Retailer (over 65,000 square feet)
7. Best Contractor Specialist Store

Judging

Judges will be looking for a variety of things, including excellence in customer service, overall store appearance, merchandising, marketing, employee management, community involvement and sales growth.

Please note that the overall packaging or appearance of your submission is not taken into consideration during judging. All judges are looking for is whether you have supplied the requisite number of photographs and fully completed all 20 questions in your application.

Submitting your entry online

1. Answer all provided questions.
2. Submit five high-resolution images of your store exterior and a minimum of 20 interior ones
 - Photography need not be professional quality, but must be high resolution (minimum of 1500 pixels wide) and clear. Please provide descriptions for all photos.
 - Exterior shots should include signage and a view from the street or parking lot (building centres should include lumberyard pictures).
 - Interior shots should include owner/manager and staff, view from the front entrance, power and other aisles, endcaps, in-store promotions and the contractor service desk, if there is one.

Please check the category or categories you are entering

Best Hardware Store (any size)	<input type="checkbox"/>
Best Building Supply/Home Centre (under 15,000 square feet)	<input type="checkbox"/>
Best Building Supply/Home Centre (over 15,000 square feet)	<input type="checkbox"/>
Best Young Retailer (a store manager 35 or under; entrants may be owners or chain employees)	<input type="checkbox"/>
Marc Robichaud Community Leader. This award is open to all stores.	<input type="checkbox"/>
Best Large Surface Retailer (over 65,000 square feet)	<input type="checkbox"/>
Best Contractor Specialist Store	<input type="checkbox"/>

I would like to nominate:

Store Name	
Co-op or Buying Group(s) if applicable	
Name of Owner(s)	
Name of Manager (if differs from above)	
Store Address	
Street	
City	
Province	
Phone Number	
Email	
Website	
Name of person who submitted this entry	
Email of person who submitted this entry	
Phone Number of person who submitted this entry	

Please answer the following 20 questions about this store

- 1. **Overview.** Provide a brief (500 words maximum) personal letter from the owner/manager of the store that outlines the passion for his or her store and why the store deserves to win an Outstanding Retailer Award. (Hint: What makes your business a leader in its local market, what are your unique strengths, why are your customers so loyal?)

2. History. When and how was your business founded? Has ownership changed hands? When?

3. Growth. Please describe how your business has physically expanded and/or moved. (See also Sales Growth, question 13.)

4. Size. Please describe your retail square footage, your storage square footage, and, if applicable, your lumberyard acreage.

5. Business Environment. Tell us about the town/city you serve, your estimated trading area population, the major industries, the state of your local economy and the seasonality of your business.

6. Consumer/Contractor/Institutional Split. Please provide percentage sales for each of these three customer types. (If there are "other" types of customers, please indicate.)

7. Competition. List your main competitors and their distance from you. How has this affected you?

8. Staff Count. How many full-time and part-time employees do you have?

9. Training, Compensation & Retention. Please describe how you train; your employee incentives and benefits; and your success at retaining key staff.

10. Mission Statement. If you have one, what is it? If you don't have one, describe in a few sentences your business philosophy.

11. Customer Service. Provide some examples of ways in which your store has recently excelled.

12. Community Involvement. Describe any involvement with charitable organizations, civic events, sports, etc. (If you are submitting in the category of “Marc Robichaud Community Leader,” please provide as much detail here as possible.)

13. Top Line Sales. Please provide dollar volumes of sales, and percentage increase/decrease, for each of the last five years (or as many years as in business). Please note: the information you provide for this, and the next two questions, is strictly confidential to the judges and will not be published without your express permission.

14. Sales Per Square Foot. Please provide a three-year history.

15. Turns. Please provide a three-year history.

16. Retail Technology. Which system(s) does your store use and how has it improved your business?

17. Marketing. Please describe your most effective marketing techniques, especially those that are unique in your marketplace. Enclose examples of newspaper ads, flyers and transcripts of radio and TV commercials.

18. Special Events. Please describe them, whether they are recurrent or one-time events you have previously held.

19. Extensions of the Business. Please outline any successful outgrowths of your core retail business. For example (but not limited to): installed sales, commercial sales, window and door manufacturing, truss plant, homebuilding, exports.

20. Testimonials & Awards. Please provide some customer and/or business partner testimonials and/or copies of favourable correspondence that you have received from customers. If you have won civic awards, or honours within your own group, please specify.

Photos

Please provide a minimum of five exterior shots, and a minimum of 20 interior ones (there is no maximum). Photography need not be professional quality, but must be high resolution. Please provide descriptions for all photos. Exterior shots should include signage and a view from the street or parking lot (building centres should include lumberyard pics). Interior shots should include owner/manager and staff, view from the front entrance, power and other aisles, endcaps, in-store promotions and the contractor service desk, if there is one. You may also provide videos if you would like to.

You may either:

- Email photos to sigrid@hardlines.ca (use <https://wetransfer.com/> if photos are too big for email)
- Mail your photos on a USB:

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