

# ACE Hardware

## Gonzales: A place for mid-size businesses

At the end of April, 2015, brothers and business partners Joe, Mario, and Sal Alvarez will be opening their third ACE Hardware franchise location in Monterey County in the Gonzales Shopping Center.

As owners of an electrical contracting business and two restaurants, the Alvarez brother's ACE Hardware stores compliment a diversified business portfolio that operates under a unified business model. The model is best explained by the turnaround of a fledgling ACE Hardware location they purchased in 2013 in Castroville, California. Joe explains that once they purchased the store the first thing they set out to do was recover the sales lost over time by replenishing the store's inventory. This strategy immediately produced a 30% jump in store sales. "It's a commitment. You are either in business or you are not," explains Alvarez.

The Gonzales store is just shy of 5,000 square feet but, due to maximized shelving heights, will be able to carry up to 8,000 square feet of merchandise. "We will have as much of a paint selection as the 'big box' stores in Salinas." He believes that this type of store is really going to be of value to the residents of the community and those living in small towns nearby. "We hear from people all of the time how on the weekends they frequently have to stop what they are doing and drive 20 miles north in order to find parts to repair sprinklers, get a broom or mop head, purchase additional nails or screws for a project they are working on, or just find a lightbulb for an appliance."



Alvarez realizes that small towns such as Gonzales need medium sized stores that provide friendly, respectful, and professional service along with a diverse selection of merchandise. He is excited that the Gonzales ACE Hardware will also be able to serve local contractors in all of the trades. "We will have all of the materials to start and finish any plumbing, electrical, or landscaping project."

Alvarez is proud to bring a store to the community that will be adding significant dollars to the local economy. In addition to increasing the tax base, he is excited to bring jobs to the community in the form of two full-time and four part-time jobs. "These part-time jobs are especially important to young people. In our other stores, we have had some of our part time youth staff get their start learning about materials and parts and then go on to work for contractors as they work their way up into a career in plumbing or electrical work."

The City of Gonzales welcomes the Alvarez Brothers and ACE Hardware to the business community!