

# Yarnell~Hoffer

## HARDWARE NEWS

Yarnell-Hoffer Hardware News

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**Introduction** Welcome! This is our first ever newsletter. If you would like to continue to receive our newsletter please come by and sign up on our mailing list. You will also receive our sale circulars, special sales information and how to clinic registration. We hope you enjoy Yarnell-Hoffer Hardware News.

### Where It All Began

Once upon a time there were two boys, Mike Hoffer and Craig Yarnell. They met each other in the fall of 1970. Mike was 11 and Craig was 12. Both boys had joined Boy Scout troop 39 in Chapel Hill, and little did they know they would become lifelong friends and business partners. I didn't like Craig at first because he was always a bully and he used to beat me up. That all changed a few years later and we became friends. We both went through Scouts (which, by the way, was the best thing that we ever did) and earned the rank of Eagle Scout.

During high school we started working together during the summer painting houses. From there we progressed to bigger and better projects. I'll never forget the first roofing job we got right after we graduated from high school. I remember the customer asking us if we had ever roofed houses before and if so, could we give her an estimate for her roof. Craig piped up immediately and said (as he stepped on my foot), "Yes ma'am, we do roofing, and we'll be glad to give you a bid." We gave her a bid, she accepted and told us we could start right away. Well, that was great except for the fact that neither one of us had ever roofed a house before. Craig was sure we could do it though, so once we were on the roof we learned everything we needed right off the shingle package. The job turned out really well except for the fact that we were supposed to be in business to make money. Anyway, from there on out we both knew we would make it with lots of prayer and the right goals. So Yarnell-Hoffer Enterprises was born with \$50 a piece capital investment and a Black & Decker circular saw.

I went to UNC-CH that fall and graduated four years later with a degree in Business

Administration. Craig went to technical college and obtained a Warm Air Heating License, which turned out to be invaluable to us. Throughout my college career Craig built up our home improvement business and worked in it full time. In 1981 I went full time and we launched a full-scale company that stressed top quality work with a personalized touch.

We both knew back in high school that we wanted to own a hardware store someday and set our sights to achieve that goal. We knew that practical home improvement experience would help us in the hardware business and would support us until we got started. With both ends of business covered, from the business knowledge I had and the practical knowledge Craig had, we finally were able to open our store in the fall of 1985. We still have our home improvement company and have two partners that work in and manage it. They are both exceptionally talented and have built up our reputation as one of the finest home improvement firms in town. Craig and I now devote all of our time to the hardware business to make sure that you are treated fairly and given good helpful advice, which is our number-one concern.

So here we are 12 years after our first roofing job and still going strong. We're very excited about the future and want to serve you in any way we can.

### Inside:

- Store News
- Feature Salesman
- Upcoming Events
- Feature Product
- Home Improvement Tip
- Grass Growing Tip