

The Voice



In Our View

Our investigation leaves us wondering....**who really has the advantage?** Are we better off driving to Aliso Viejo to do our shopping at Loew's and using a Village discount as Associa advises, or are we better off shopping at our close by neighbor, Home Depot?

We gave it a try. We went to Loew's and asked for our Village discount. Checkout never heard of it, but with all courtesy called over someone higher up. They never heard of the plan either and told us that the only discount program they offer is for the military. We then took the issue to Home Depot and spoke to the Merchandising Manager. We were told that the **Home Depot policy is to never lose a sale.** They will match any price on any item quoted by another store. Not only do we get the benefit of the lowest price around, we do it without driving to a distant store. There is more.

As you know there is sales tax on most anything we buy for household needs. We also know the City of Laguna Woods gets 1% of the sales tax charged on any item. We are almost 100% of the city, and the benefits we enjoy like the free movies, the taxi vouchers and other city programs are supported by the tax revenue that comes to the city. Why would we shoot ourselves in the foot and shop where the tax revenue does not come to Laguna Woods? What kind of Advantage is that?

While Associa has mandated that all purchasing for our maintenance needs be at Loew's, it appears to only benefit them. They get a 10% discount off the price and then an additional 2% for themselves, but it is not clear if this is in dollars or air miles or whatever companies get



Residents Voice
Meetings
Thursday, March 15
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CH #5 6:30 pm

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