

Ace Hardware

Retail Industry | 27 Employees

Locations: Dade City, FL and Zephyr Hills, FL

Previous HR Solution: Payroll Provider

HR Snapshot

Company Overview

From hardware and electrical to plumbing and power tools, these two Ace Hardware stores are friendly neighborhood “one stop shops” for home and yard improvements. Unlike big-box retailers, each location is locally owned and operated, delivering personalized customer service that turns every purchase into a meaningful connection and solution.

The Challenge

Business owner Jim Stoner knew early on that payroll processing wasn't his strength. He initially partnered with a trusted provider to keep his first Ace Hardware store running smoothly, but payroll was only one piece of a much bigger HR puzzle. While Jim was saving time and supporting his store's role as a community staple, expanding to additional locations would require more robust HR support.

Enter CoAdvantage

Since 2017, CoAdvantage has built on Jim's initial payroll foundation, providing expert support with compliance, onboarding, employee benefits — and, of course, payroll. Best of all, Jim's mission to deliver a standout customer experience continues, with CoAdvantage honoring Ace Hardware's core values every step of the way.



“We’ve been approached on at least two occasions by other PEO organizations trying to entice us to switch. And I turned them both away. The savings they were offering were insignificant compared to maintaining the long lasting relationship we have with CoAdvantage.”

Jim Stoner

The Problem: Too Much Paperwork, Too Few People

Jim felt that he shouldn't have to spend his time doing payroll. CoAdvantage agrees. When Jim was knee deep in paperwork, spreadsheets, and other documents every week, he was losing precious minutes and hours that could be spent walking through his store and interacting with customers. People are the heart of Jim's business, and yet it was HR, the people aspect of business, that was holding him back from growing and seizing every chance to connect with the storegoers in his community.

A payroll provider could ease some of his administrative burden, but there were other HR concerns that they simply couldn't handle. What would happen when Jim was

concerned about a new Florida labor law that had been passed? What about when an employee needed to go on medical leave? Would opening new locations be an exciting opportunity, or an unmanageable hiring headache? When faced with questions like these, there was really only one answer: forging a partnership with a team that has true HR knowledge. Hint: that's CoAdvantage.

The Solution: Outsourcing HR to the Experts

Like a reassuring handshake, CoAdvantage's next-level HR solutions welcomed Jim to a new way to do business. Ever since CoAdvantage acquired his former payroll provider, we've prioritized Jim's peace of mind and put people — his customers and employees — front and center in the way HR is handled. His approach is about “more than just pushing numbers and writing paychecks.” It's about genuine connections, helping people find the hardware they need, and giving his employees a reason to come into work every day.

Seamless Payroll Processing

Payroll processing is complex in the best of circumstances, but when the unexpected happens, having an experienced PEO on your side can help ensure that your employees get paid correctly and on time. This was Jim's experience during the COVID-19 pandemic.

Ace Hardware was deemed an essential business, and thanks to CoAdvantage's support, they didn't struggle with consistent

pay the way their peers often did. “No matter what happens, my people are going to get paid, and that's very important to me. We've never missed a payroll,” Jim says. At CoAdvantage, we pride ourselves on reliable, consistent service, so we're just as committed to getting Jim's employees paid as he is.

Compliance & Benefits

Compliance and risk management are necessary components of a successful business, but who's managing all that? “I don't want to waste a lot of time trying to figure things out,” Jim explains. “Labor law is constantly changing, and CoAdvantage has always been a good source for that information.” He doesn't have to spend a second researching or thinking about it. Our compliance experts are well-versed in workers' comp, employment law, OSHA assistance, Title VII, and more, putting us in the perfect position to keep Jim up to date and informed.

When it comes to medical leave laws and regulations specifically, CoAdvantage has been especially helpful. “We've had a couple of occasions where some of our employees were going through some very trying times, dealing with medical treatments,” Jim recalls. “I didn't know how to get through the process to put somebody on medical leave without having to take them off the roster and have them go through the rehire process all over again. CoAdvantage told me exactly how to do it, and that's the kind of service I truly appreciate.” By supporting Jim, we're also supporting his entire Ace Hardware team, a task that sits close to our hearts when it means getting employees the care that they need.



Thanks to CoAdvantage, Jim is also able to offer dental and vision benefits to his full-time employees. Plus, complete health insurance coverage is likely in his future. Why? Jim knows that this will help Ace Hardware retain more employees, a goal both he and CoAdvantage share for his business in the coming years.

Accessibility

Before CoAdvantage, Jim's employees had come to him directly to access their tax and pay documents. Now, instead of pausing what he's doing and rifling through digital files, Jim is able to carry on with his day while his employees get their information through CoAdvantage's [mobile app](#). "My employees are very receptive to looking up whatever they need," Jim says. "It's been a huge positive."

The Results: More Stores, Same "Small Business" Feel

With the opening of his new location in Zephyr Hills in 2021 and the opening of an additional location in Plant City, FL, later this year, Jim is always excited to bring Ace Hardware's small business spirit to another local community. He has his hands full with 23 employees and the prospect of hiring

even more, but he's not stressed in the slightest. He knows CoAdvantage is just a phone call away. "I always have the people that I need to get a hold of," he reminds us. "If there's ever an issue or I have questions, I can call CoAdvantage to get the answer."

"When it comes to other retailers, I would tell them to go to CoAdvantage in a heartbeat. I'm a firm believer that CoAdvantage would take care of them."

Jim Stoner

Your Ultimate HR Toolbox: CoAdvantage

How many toolboxes come with living, breathing experts who can show you how to use the tools? CoAdvantage offers precisely that kind of HR toolbox to small businesses in retail and other thriving industries. We understand that growing businesses also have a growing employee base, and without the right HR resources, scaling can be a struggle. So, whether it's risk management or employee benefits, we use our decades of experience to inform strategic HR decisions and plans that set your business up for long-term success.

Rethinking how your business does HR?

[Request a quote](#) today to see what a CoAdvantage partnership can help your business accomplish.

