

Small-Mart Revolution Checklist

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1 **Bank Local**

Favor local financial institutions like credit unions, small thrifts, and small commercial banks, and especially make sure your biggest loans—for your home, car, and college—come from them.

2 **Multiply Local Banks.**

If you can't find a good local bank, help start one; credit unions are the easiest and cheapest.

3 **Localize Mainstream Banks.**

Use the Community Reinvestment Act to evaluate how well nonlocal banks are recirculating your savings locally and to pressure them to improve their performance.

4 **Cut Up Credit Cards**

Remember that nearly all credit card processing is nonlocal and wastes precious local money on nonlocal high-interest payments.

5 **Expand Small Business Loan Funds**

Mobilize local banks, philanthropists, foundations, and government agencies to expand the assets of revolving loan funds for small business.

6 **Create Micro Funds**

If your community lacks small business funds, set up one in partnership with your bank. Several dozen depositors can pony up money, create a lending pool, and then team up with the bank to administer the loans to whomever you think is creditworthy.

7 **Invest Local**

Invest more of your savings in local business as a cooperative member, a program-related investor in a nonprofit, a limited partner, or a shareholder.

8 **Local Venture and Hedge Funds**

If you're a securities industry professional, think about creating a local investment fund that specializes in high-performing local businesses.

9 **Technical Assistance for Small Stock Companies**

Create a company that helps small businesses issue local stock (that is, tradable only intrastate) on the cheap, and then handles the ongoing reporting and due-diligence requirements.

10 **Local Underwriters**

Set up a local investment company that helps successful local firms create local stock issues, and then sells the securities intrastate for a fee.

11 **Local Stock Markets**

Put together an electronic trading platform to help local business investors find and trade with one another.

12 **Local Mutual Funds**

Once a critical mass of local securities are issued, assemble diversified funds of these securities and make them available to local retirement-plan managers.

13 **Local Investment Advisers**

Set up a firm that specializes in helping investors evaluate the performance of local business.

14 **Pension Fund Advocacy**

Pressure your pension fund, whether private or public, to invest in local real estate, local business, local venture and hedge funds, and local mutual funds.