



## Return on Investment

*Improve Your  
Bottom Line*



Businesses that employ people with disabilities turn social issues into business opportunities. These opportunities translate into lower costs, higher revenues and increased profits. [Hear](#) or [read](#) more about what employers have to say.

### Increase Revenues

- Access new markets.
- Improve productivity through innovative and effective ways of doing business.

### Reduce Costs

- Reduce hiring and training costs.
- Increase retention.
- Reduce costs associated with conflict and litigation.

### Enhance Shareholder Value

- Capitalize on opportunities to meet business goals.

### Spotlights

- [Watch video about ROI](#)
- [Read more about ROI](#)

- [Frequently Asked Questions](#)
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### Select a Topic

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## Improve Your Bottom Line

The return on investment when you employ people with disabilities goes beyond profit. Businesses that employ people with disabilities turn social issues into business opportunities.

### Increase Revenues

- According to a [National Survey of Consumer Attitudes towards Companies that Hire People with Disabilities](#), 92% of the American public view companies that hire people with disabilities more favorably than those that do not. And, 87% of the public would prefer to give their business to companies that hire people with disabilities.
- People with disabilities and their network, as [reported by the U.S. Census](#), represent \$1 trillion dollars in discretionary spending.

Having a workplace that reflects the customers it serves is smart business. Employing people with disabilities helps generate revenues by allowing you to tap into the disability market, build brand trust and loyalty, and create new products and services.

### Reduce Costs

Employees with disabilities bring unique skills, perspectives, and work ethics to the workplace that help reduce costs. Creating an inclusive corporate culture that values employees, including those with disabilities, allows you to maximize savings by:

- Reducing recruitment costs when you expand your access to talent.
- Avoiding productivity losses incurred from unfilled positions – when you have a larger talent pool, filling your positions can be easier and quicker.
- Reducing turnover costs with a talent pool that tends to [stay with an employer longer](#).
- Creating more efficient work processes as evidenced by such companies as Walgreens and A&F Woods Company, which implemented accommodations for their workers with disabilities and experienced an overall increase in productivity.
- Leveraging tax incentives, when applicable, to realize [tax credits](#) ranging from \$2,400 - \$15,000.

### Enhance Shareholder Value

“Hiring individuals with disabilities is, in fact, good for business. The return on investment to SunTrust can be measured in several ways. One, it helps our diversity initiatives, building a strong workforce; two, it helps us to develop products and services, expanding our customer base; and three, it enables us to reach out to our entire community. It’s good for shareholders and it’s good for business.”

CT Hill, Chairman, President, and CEO  
SunTrust Banks Mid-Atlantic

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