

Growing Your Business with TriCoast

Home Depot's National Renovation Partner

More time producing. Less time pursuing.

This concise guide introduces the business case for becoming a TriCoast Renovation Partner. It is designed to be read alongside the interactive partner experience and market-specific labour schedule.

You already built the hardest part: a renovation company. The question is whether the business you built could go further with the right opportunities and infrastructure beside it.

1. What Would Growth Look Like If You Could Focus on the Work?

For a working owner, growth often happens after work: lead calls, site visits, measuring, drawings, quoting, follow-up and purchasing. TriCoast is designed to add construction opportunity without requiring the same increase in sales and administrative capacity.

If you wanted two more renovation projects next month, what would it take to get them - and when would you do all of it?

2. Who Is TriCoast Renovations?

TriCoast grew from CeraStone and a Home Depot relationship that began nearly 30 years ago. The business expanded from professional tile installation into bathrooms, kitchens, basements and Whole Home Remodels, then began national expansion in 2022. TriCoast is Home Depot's National Renovation Partner.

If the opportunities, sales, administration and support system already existed, how much additional renovation capacity could your business realistically handle?

3. Where Does the Work Come From?

Home Depot generates the opportunity. TriCoast qualifies it. A local Sales Representative visits the home, measures the space, documents the existing layout, creates proposed layouts where required, develops the line-item scope, builds the quote and works to sell the renovation. The Renovation Partner is not asked to perform that pre-sale work.

How many hours of your time does it actually take to acquire one sold renovation project - including the opportunities that never sell?

4. From Sold Project to Ready-to-Build

After sale, Operations coordinates scheduling and Purchasing. Special-order items and lead times are managed, the Renovation Partner reviews scope and labour compensation, availability is coordinated and TriCoast purchases the major project materials. This reduces both procurement time and working-capital requirements.

Once you sell one of your own projects, how much additional time and capital do you spend getting it ready to build?

5. When the Project Becomes Yours

The Renovation Partner owns the on-site experience: communication, schedule expectations, crew and trade coordination, home protection, quality and approved scope. TriCoast support includes the Project Coordinator, Senior Project Management, Purchasing and National Escalations. Legitimate deficiencies are corrected; properly completed work is defended.

We expect you to own the project. We do not expect you to operate without support.

6. How Does the Money Work?

The scope consists of individual line items, and applicable labour line items have established values.

Project Management compensation is in addition to labour. Managing an approved external trade pays 25% of the approved external-trade amount before taxes. TriCoast purchases major materials and pays

Renovation Partners through a defined every-other-Friday cycle, with a normal Tuesday cutoff on payment weeks.

Do not compare only your homeowner selling price with a TriCoast labour number. Ask: what does it cost you to create the difference?

7. What Could This Look Like for Your Business?

Keep your customers, referrals, reputation and independent pipeline. TriCoast becomes another lane feeding sold work into the same construction company. The opportunity is not passive income; the construction, leadership and accountability remain real. What changes is much of the non-producing work surrounding the project.

If the work were already there, what would be easier for you to add - the next customer or the next crew member?

8. Becoming a TriCoast Renovation Partner

There is no franchise, fee or territory purchase. We evaluate the business, portfolio, jobsite standards, crews, capacity, service area and trade relationships. Partners complete business documentation, Home Depot badging/background requirements, the Renovation Partner Contract and Buildertrend onboarding before a supported first project.

Your independently generated customers remain yours. Opportunities generated through a TriCoast/Home Depot project stay within the TriCoast/Home Depot program. We protect your business. You protect ours.

Let's Grow Together.

You bring the business, people, workmanship and local expertise you have built. TriCoast brings the opportunities and infrastructure we have built. Let's see what the two can do together.

Local renovation expertise. National infrastructure. One proven system.