

From Transactional Retailer to Trusted Home Partner

Three Growth Opportunities for
Lowe's Next Chapter



By Marisol Tamaro, Founder & Principal, MindTide Consulting



The Opportunity

Home improvement is no longer just about products.



Confidence
to start



Guidance
to choose



Convenience
to execute



Inspiration
to create



Consumers are looking for **confidence**, **guidance**, **convenience**, and **inspiration**.



The next era of growth will come from helping customers navigate the entire homeowner journey.

Three Shifts Reshaping Home Improvement



Inspiration-First Journeys

Pinterest, Instagram, TikTok, and YouTube often shape the project long before the store visit.



Women Influence More Home Decisions

Especially in décor, kitchen and bath, outdoor living, organization, and smart home choices.



Guidance Matters More Than Selection

Customers increasingly value curation, education, and expert advice over endless options.



*Consumers don't think in channels.
They think in projects.*

MindTide Framework

The 4C Framework for Modern Home Retail™



These four levers can help Lowe's evolve from transactional retailer to trusted home partner.

Growth Opportunity #1

Build the Home Confidence Ecosystem

The biggest barrier for many consumers isn't desire.
It's confidence.

Help customers move from 'I don't know where to start' to 'I know exactly what to do next.'



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The Home Confidence Flywheel™



Every completed project should create confidence for the next one.



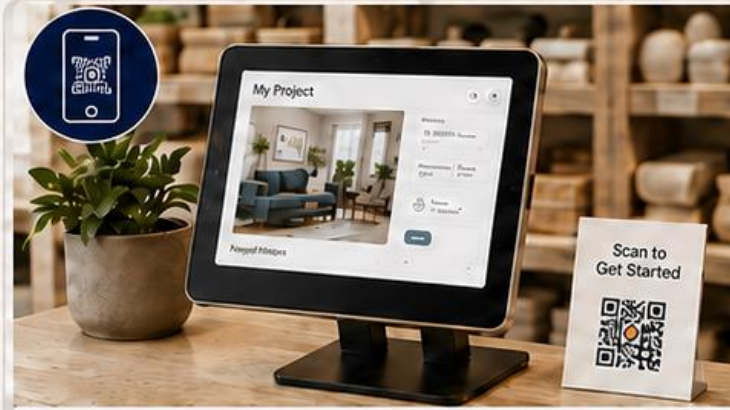
Growth Opportunity #2

Reimagine the Store as an Inspiration Destination



Seasonal Lifestyle Studios

Outdoor entertaining, pet-friendly spaces, small-space living, wellness at home.



Interactive Discovery Zones

Save projects, scan QR codes, build lists, and book services.



Creator-Led Experiences

Workshops with designers, DIY experts, home organizers, and local creators.



Shift the store from product-centric to *project-centric*.

Growth Opportunity #3

Create One Connected Customer Journey Across Digital and Physical Experiences

Consumers don't restart their journey when they switch channels — and Lowe's shouldn't either.

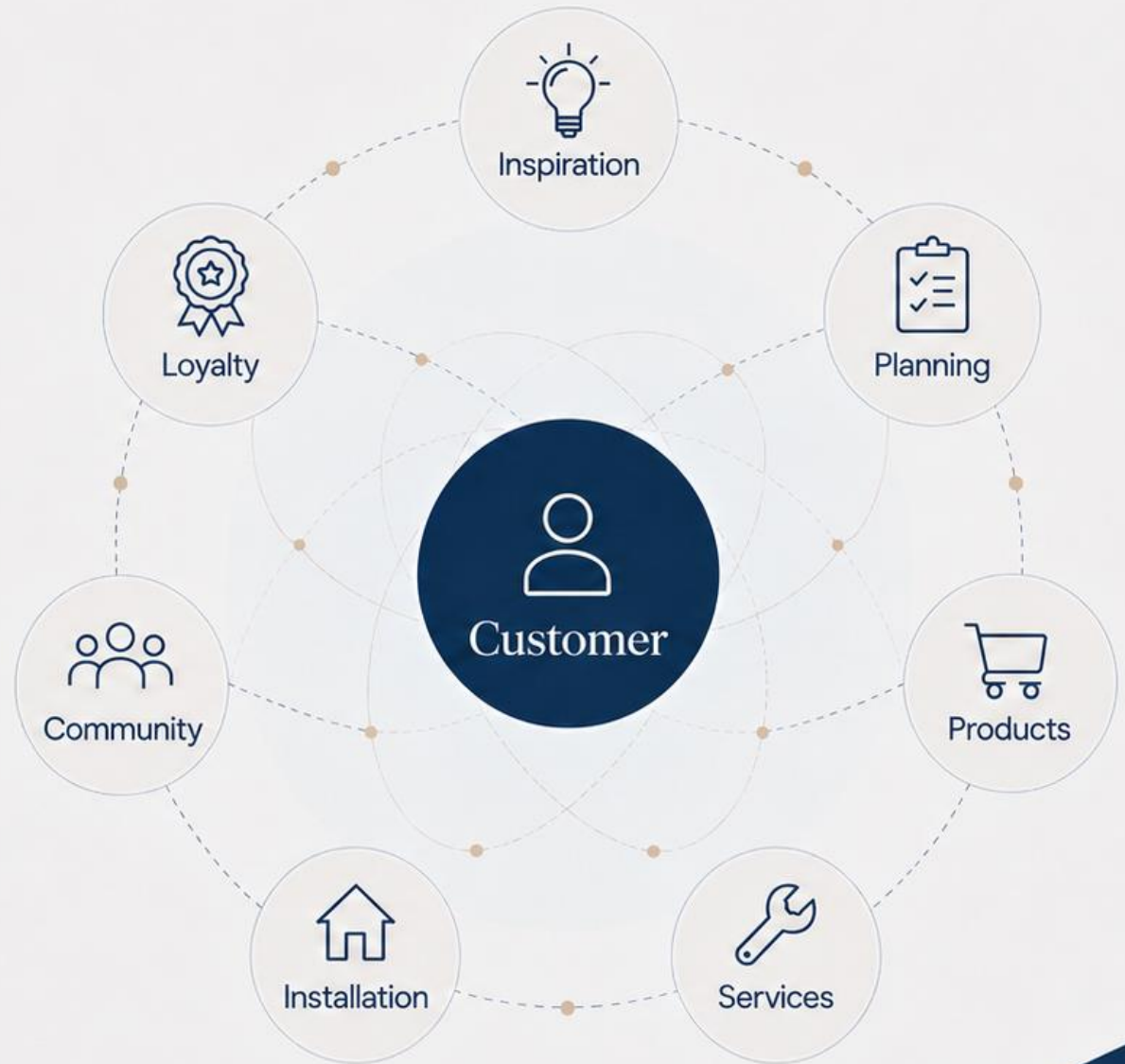


One continuous journey. No friction. No restarting.

The Future Lowe's Ecosystem

Consumers don't
think in channels.
They think in projects.

The opportunity is to create one
connected ecosystem that helps
customers move from idea to outcome.



What Winning Looks Like



Customer Impact

- ✓ More confidence for women and newer homeowners
- ✓ Greater inspiration and engagement
- ✓ A more seamless end-to-end experience



Business Impact

- ✓ Stronger brand relevance
- ✓ Higher service attachment and project completion
- ✓ Greater loyalty and customer lifetime value



The opportunity isn't to become a better home improvement retailer. It's to become the most trusted partner in helping people create homes they love.

