

CASTLE PLATFORM CONNECTS PROS AND HOMEOWNERS

Castle's new platform will give its dealers a digital selling advantage.



Castle Building Centres Group Ltd. has forged an exclusive partnership with an online platform for homeowners to source renovations and repairs. Rendoodle is a virtual marketplace that connects retailers and industry experts with consumers to help them plan and execute their home improvement projects.

Under President Ken Jenkins, Castle represents independent lumber, building materials and hardware dealers in more than 300 locations across Canada, so this partnership will give Rendoodle access to a national network of local businesses. The platform provides consumers with tools to turn their home renovation concepts, or “doodles,” into reality by connecting them to contractors and to products through a local Castle location.

Vaughan, Ont.-based Rendoodle’s co-founder and president is Jenkins’ son, Lucas Jenkins., who believes the service can give independents more ways to compete effectively. “We see Rendoodle as a way to really level the playing field with the big box retailers and create a stronger competitive advantage,” he says.

Castle’s partnership with Rendoodle gives Castle members the opportunity to be home improvement retailers of choice for the platform. Together with Rendoodle, Castle intends to build a sustainable online community of Castle retailers, leading manufacturers and reputable certified contractors. The marketplace offers member benefits such as access to project leads, increased sales potential and access to a certified installer listing.

“Our deal with Castle as a whole will allow for all of their retail locations across Canada to be a part of the program,” Lucas Jenkins notes. “The onboarding process is one that is simple and efficient.”