



**2020 NARI Achievement Award Nominee for the
Lifetime Achievement Award**

Trish Schroeder

NARI Chapter Affiliation: NARI Metro DC Chapter
NARI Member since 1987

Schroeder Design/Build, Inc.
703-449-1700
3918 Prosperity Ave. Suite 100
Fairfax, VA 22031
www.SchroederDesignBuild.com





The Schroeder History

The history of Schroeder Design/Build has been extraordinary. The company was founded in 1986 by wife and husband team Trish & Tom Schroeder, with Trish being the majority stakeholder. In 2021, SDB will celebrate 35 years in business.

Trish was a force behind the company's success, and wore many hats during the first few years. She handled the office and procedures, ran the production schedules and created the marketing efforts. Within a few years, the first employee was hired to help run the production end of the business. The company now employs 26 people. "Tom was the face of the company, but he depended on me to be the visionary," she said.

The Schroeders were blessed with two children—Beth and Andrew—who both entered the business with them, and aided in Tom's plan to retire from the business at an early age. In 2008, at age 26, Andrew purchased the company and became the majority owner, taking on the role of General Manager. He became full owner in 2011 and now serves as CEO. Daughter Beth handles the role of Human Resources and Chief Accounting Manager. Tom and Trish still remain active in SDB on a part-time basis, with Trish acting as Director of Business Development.



In the 1980s when Trish & Tom started the business, the company subcontracted out the design side and was known as TJ Schroeder Construction. In the 2000s, the couple decided to bring the architectural design in house and rebranded the company as Schroeder Design/Build, Inc.

NARI Involvement

Schroeder Design/Build, Inc. was founded in 1986, but according to NARI regulations, the company was not eligible for membership until it had completed one year in business. But that didn't stop Trish Schroeder from getting involved from Day One. She started attending meetings of the NARI Metro DC chapter in order to, in her words, "Learn best practices from those in the industry, and learn what NOT to do."

She was mentored by a prominent remodeler in the Northern Virginia area (now retired), and as a result of that mentoring, committed herself to mentoring anyone who ever wanted mentoring. She became membership committee member in her first year as a NARI member and has served in that capacity consistently—for almost 35 years now—serving as chairperson for 14 of those years.

Appointed & Elected Positions

As appointed positions on the local level, Trish served as chairperson for the areas of committee, education, membership and consumer awareness. On the national level, she was appointed National Chair Committee and served on the membership, education and awards committees.

In elected positions, Trish served on the NARI Metro DC Board of Directors for two years, then moved up to 2nd Vice President, 1st Vice President, President, and then Chairman of the Board of the local chapter. During those four years, she attended NARI National meetings and served on various committees.



Trish Schroeder receives the NARI President's Award





Trish Schroeder's NARI Commitment

In addition to serving on the various Boards and in Executive positions, the contributions Trish Schroeder has made for NARI are numerous.

- While serving on the national education committee, Trish was instrumental in revamping the **NARI Certification** process.
- During her local chapter presidency, Trish worked to create an **Ambassador Program** where in a company's first year of NARI membership they are paired with a NARI member mentor/ambassador. This program continues today with high member retention.
- Trish dedicates herself to attending monthly local **NARI meetings and events**, and has manned many a **NARI booth** at trade shows and area festivals in order to promote and support NARI's presence and initiatives.
- Trish built an **on-boarding program** for NARI members joining committees.
- Trish advocates for new members **joining committees**.
- Trish believes that NARI betters the remodeling industry as a whole; she is viewed as the **true image of NARI** Metro DC.

Credentials and Achievements

Trish Schroeder upholds the NARI Code of Ethics and shares her knowledge and expertise to the Schroeder Design/Build team members, NARI members and other trades and suppliers in the industry. She has a lifetime of achievements within NARI.

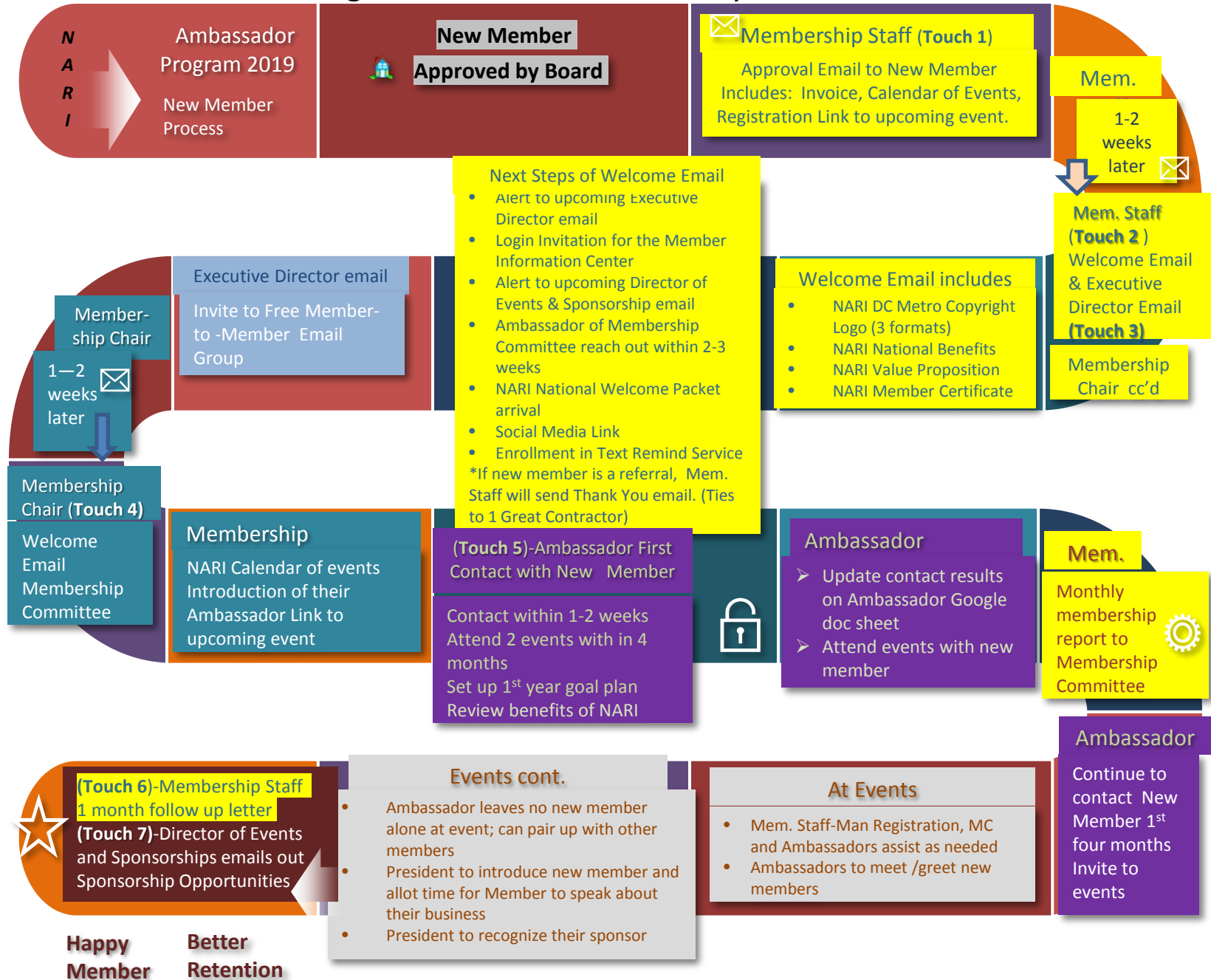
- May 1986** Started the remodeling business TJ Schroeder Construction with her husband Tom Schroeder
- October 1986** Started attending NARI meetings (prior to being in business one year, as required for full membership)
- June 1987** Joined NARI
- 1988-1994** Joined NARI Metro DC Membership Committee
- 1990-1994** Served on the local Board of Directors
- 1995** 2nd Vice President, local Board of Directors
- 1996** 1st Vice President, local Board of Directors
- 1995-1997** Attender National NARI meetings; served on the Awards, Education and Membership Committees
- 1997** President, NARI Metro DC
- 1998-Current** Mentor Past Presidents to stay active in NARI
- 2011-2013** NARI Metro DC Membership Chair
- 2018** Personally requested to return to be Membership Chair to re-energize the Ambassador Program

NARI Achievement Awards

- 1999** Awarded NARI Metro DC's President's Award for outstanding dedication and commitment in promoting the Chapter with consistent and special effort
- 2000** Awarded NARI Metro DC Hall of Fame for having made major contributions to the local remodeling industry
- 2010** Awarded NARI Metro DC's Image Award
- 2012** Awarded NARI Metro DC President's Achievement Award



Ambassador Program Flow Chart Created by Trish Schroeder



The Personal Side of Trish Schroeder

When not working or serving with NARI, Trish Schroeder is enjoying her semi-retirement. She loves to travel—you might find her and Tom in any corner of the world!

Trish also enjoys the domestic side of her life. You'll often see her gardening, cooking or entertaining in addition to being a loving wife, mother of two and grandmother of five.

She is extremely proud of her son Andrew for stepping into the role as owner of Schroeder Design/Build, and for her daughter Beth for assuming the roles in human resources and accounting for the firm. It has been, and continues to be, a true family owned and operated legacy business.





December 13, 2019

National Association of the Remodeling Industry
Awards Judging Committee

RE: Lifetime Achievement Award
Trish Schroeder

To Whom It May Concern:

It is my honor to write this letter of recommendation for Trish Schroeder's nomination for the Lifetime Achievement Award. I first met Trish in early 2018 as I transitioned into the role as Executive Director for NARI Metro DC. As a Past President, Trish quickly welcomed me to the chapter, shared her vast experience on the chapter's history and the membership, and offered her support. As I met more NARI Metro DC members, I repeatedly heard stories of how many had been encouraged to join or mentored by Trish and her husband, Tom. She has worked hard to develop leaders and many past presidents and chapter leaders attribute their chapter service to her encouragement and inspiration. Trish Schroeder exemplifies NARI's mission and code of ethics and has passed her love of the industry and association on to her son, Andrew, who has taken over as President of Schroeder Design Build and earned his Master Certified Remodeler certification by age 35.

Trish has been a constant supporter of NARI throughout her career and could easily have declined my invitation to serve as Membership Chair as she entered retirement, but she graciously agreed to serve and quickly assembled a robust committee. Under her leadership, the committee has worked tirelessly to improve member engagement, increase member retention and recruit more members. Specifically, they:

- Developed an Ambassador program with touch points to engage new members during their first year of membership.
<https://drive.google.com/open?id=1VemfS7k371yMoFR0nTvjlFFJFBkM1Qv5>
- Developed a TLC program to identify and re-engage inactive members.
- Developed a One Great Contractor recruitment campaign geared to recruiting remodelers.
- Developed a Meet the Remodeler speed networking event to promote member to member business.

I can't begin to share the full impact Trish Schroeder has had on NARI Metro DC but perhaps the best way is to share testimonials from her fellow members.

Respectfully submitted by Angela Hubbard, Executive Director, NARI Metro DC



Trish Schroeder is the personification of the perfect NARI member. Over the 30 years that I have known Trish, she has invested untold hours in creating value for NARI members. She is persistent, provides guidance as well as kudos to those with whom she works.

Trish is an organizer, a project manager, a get-things-done kind of a person and that's exactly the kind of person that delivers real, tangible value to the organizations with which they are involved. She believes in the importance of professionalism within the remodeling industry and is always looking for ways to spread that message to attract motivated professionals to the association.

Victoria Downing
President & Chief Inspiration Officer
Remodelers Advantage, Inc.
www.RemodelersAdvantage.com

Date: December 13, 2019

Subject: Trish Schroeder, Schroeder Design Build Award Entry Reference



NARI National Professional:

I met Trish when I first got involved with NARI in the early 90s. Trish was the President of the local chapter at the time. We talked a few times at various events, and I was impressed with the grace she carried herself and her efforts at including everyone. She was already the President, meaning that she had been involved for years on many committees, the board and as vice president among other things. Trish was well known and looked upon very positively.

Trish was the committee chair for the membership committee, and I joined her there. Trish was skilled leader for NARI and while I was on that committee she lead us to starting the Ambassadors Group...making new and old members feel connected and giving the responsibilities and we started a marketing effort that grew our two membership meetings from less the 100 people to over 300 regularly. The longer-term results were a growth in the DC Metro Chapter to over 300 plus members at that time.

The next year I was elected to the board. Trish become my mentor. Trish was everyone's mentor! I learned about approach and patience from her. She managed a number of difficult situations for NARI and the current presidents in a way that pulled folks together and not apart. I personally learned a great deal from Trish how to approach others and how to be effective in that environment. I still draw on what I learned from her then now as the President and COO of Sun Design Remodeling here in VA.

I became vice president twice and president twice, I was on the national board for years and chair of the strategic committee for 3 years until the 2005. I would help the local chapter as per request but Trish is still and has kept her active involvement the entire time.

I think back to the awards she developed, the membership she grew, the friends she made and the mentor she has been for me and for so many others in the chapter...truly a great leader for NARI, committed and present always. There is no one I am aware of that would deserve this award more then her.

Thank you for your attention.

Bob Gallagher
Sun Design Remodeling Specialists, Inc.

ALEXANDER

DESIGN/BUILD GROUP

Trish has been great to work with. She was able to help by listening and providing insights and ideas to help with our company's restructuring and growth, and provided mentoring to improve our home improvement business, networking and opening my ideas to look at my business from a different perspective. She is poised and patient. I recommend her for the Lifetime Achievement Award.

--Alex Tobing, Alexander Design Build (TLC Program)



Trish Schroeder...I am forever grateful to have her as a friend in life. She is such a kind, gentle & true person...just love her beautiful spirit. She's given so much of herself to NARI spanning decades serving in so many capacities to which we are all indebted. She has raised a great family who I now have the privilege of associating with regularly.

Trish is one of those people you can always depend on, someone who will help when needed, someone who shares what she has. Trish got me involved in NARI over 25 years ago.....for that & so many other reasons, I feel she is in a category by herself. NARI DC would not be what it is today were it not for her & there is no other person more worthy of the Lifetime Achievement Award than Trish Schroeder.

--Brian Downs, CRA, Downs & Associates/HRI



About Schroeder Design/Build, Inc.

For almost **thirty five** years, homeowners in Northern Virginia have come to Schroeder Design/Build when they need to add space or complete their remodeling projects.



Andrew, Trish & Tom Schroeder

Schroeder Design/Build is a family-owned and operated remodeling firm located in Fairfax, Virginia. Since 1986, we have provided clients with complete design and construction services and highly sought-after craftsmanship. On every project, we work hand in hand with clients to transform their current home into their dream home. We are a proud member of NARI since 1987.

Clients in Northern Virginia rely on Schroeder Design/Build for its commitment to fair, honest and consistent communication. And once their projects are completed, these clients tell others about the exceptional remodeling projects we've built in their homes—a result of the fine craftsmanship of our team and the interactions that go on before, during and after every renovation project. Our ultimate goal is to be our clients' **"Remodeler for Life."**

Schroeder Design/Build services consist of architectural design and remodeling for: Whole House, Additions, Master Suites, Kitchens, Bathrooms, Great Rooms, Outdoor Spaces and Commercial. The company also maintains a Real Estate Division to acquire lots, buy and remodel homes, and build and sell new homes.



Just as NARI holds each member accountable and responsible through the NARI Code of Ethics, Schroeder Design/Build also holds its team members to the qualities and values of SDB as seen through its Mission and Vision Statements and Hi-5 Core Values.

Mission

Schroeder Design/Build exists to provide excellence in customer experience, thoughtful design and sound construction.

We exist to provide an environment where our people believe in what they do, and can grow to meet their dreams.

Vision

Schroeder Design/Build will be the most trusted resource to create the home of their dreams for our clients.

We will build a team that consistently creates raving fans and delivers our projects on time and on budget.

We will be the place where our team members can build a lifelong career that is challenging and fulfilling.

Hi-5 Core Values

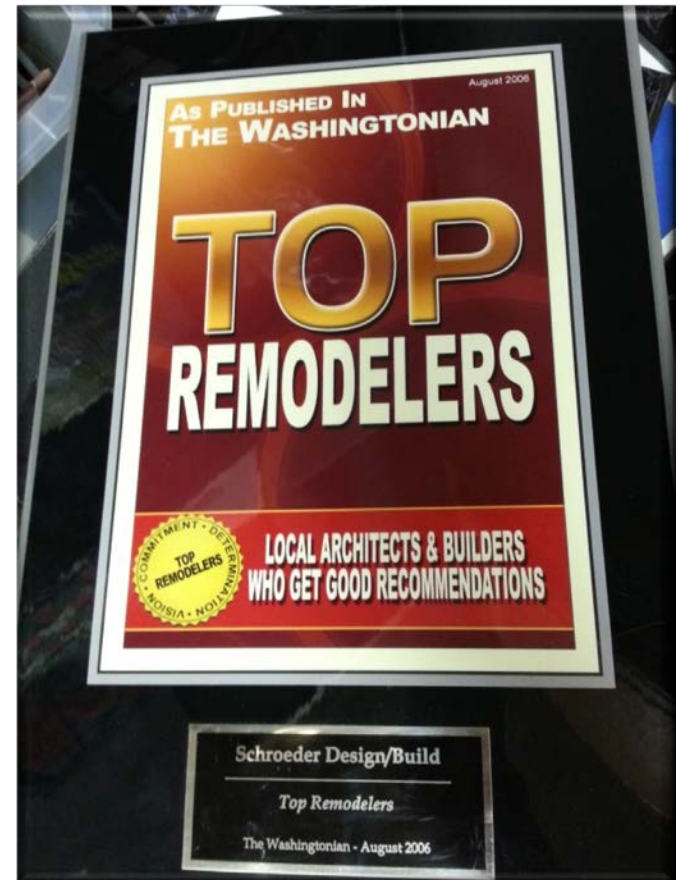
1. Operate with Integrity
2. Provide Excellence in Quality & Service
3. Communicate Effectively, Openly & Honestly
4. Be a Disciplined Professional
5. Be Relentless in Pursuit of Improvement

Schroeder Design/Build Today

The company that Trish Schroeder helped to build is a thriving member of the remodeling industry today. It employs 26 team members, and offers 401k funds and 100% paid health insurance benefits. 2019 gross sales volume is \$4,667,364.

Schroeder Design/Build continues to support NARI and encourages its team members to keep up with CEU training. NARI certification and CEUs are always open to all team members at Schroeder Design/Build on an unlimited basis.

Even though she has stepped down from an ownership role at Schroeder Design/Build, Trish continues to be an asset in strategically marketing and promoting the company's services and creating job opportunities. Marketing efforts include promotion of NARI to the company's trades and suppliers.



CotY Award Winning Firm

Schroeder Design/Build is active in entering NARI's annual CotY awards. Here are some of its recent winners.

CotY Award Winner

- 2019 Regional Winner**
(specific awards not announced yet)
- 2018 Regional & National Winner**
-Green Entire House, National Winner
-Entire House \$500,001-\$750,000, Regional Winner
-Residential Interior \$75,000 - \$150,000, Regional Winner
-Commercial Interior, Regional Winner
- 2017 Metro DC Grand Winner**
-Green Entire House/Addition
-Entire House \$500,001-\$750,000
-Residential Interior \$75,000-\$150,000
-Commercial Interior
- 2015 National Winner**
-Residential Interior \$75,000-\$150,000



Community Involvement



As a NARI Member SDB strives to give back to the community. For example, every year since 2016 Schroeder Design/Build is one of the sponsors at Little Run Elementary School's 5k Fun Run. Sponsorship donations goes toward the school's PTA Board to buy supplies needed by the school such as books, computers, materials, etc.



Schroeder team members showcasing one of their client's remodeled project at a SDB Featured Home Event. As a NARI member and remodeler, this is one of SDB's ongoing efforts to educate homeowners about the remodeling industry and an opportunity to see the value and quality of work and service that SDB provides.



The Schroeder team showcasing one of its client's remodeled project at a SDB Featured Home Event. This project was the 2015 NARI National Winner.

Trish Schroeder's Lifetime Achievements through NARI

- Created sponsorship contracts
- Created reward referral program for members
- Attended strategic sessions
- Served as a mentor for continuity for all Executive Directors in the Metro DC chapter
- Mentored dozens of members
- The NARI Membership Committee keeps a running tab of members who are concerned about why they joined NARI. Trish calls each member personally to help them establish goals and encourage involvement in NARI.
- Created a sound remodeling firm for Andrew Schroeder to purchase



"I'm a grass roots type of girl, and feel the majority of work needs to be completed at the local level in order to have a national association be successful."

Schroeder Design/Build addresses the NARI Pledge in its Marketing Literature

Our NARI Pledge

Each member of the National Association of the Remodeling Industry has pledged to observe high standards of honesty, integrity and responsibility in the conduct of business by:

- Promoting only those products and services which are functionally and economically sound, and which are consistent with objective standards of health and safety;
- Making all advertising and sales promotion factually accurate, avoiding those practices which tend to mislead or deceive the customer;
- Writing all contracts and warranties such that they comply with federal, state and local laws;
- Promptly acknowledging and taking appropriate action on all customer complaints;
- Refraining from any act intended to restrain trade or suppress competition;
- Obtaining and retaining insurance as required by federal, state and local authorities;
- Obtaining and retaining licensing and/or registration as required by federal, state and local authorities;
- Taking appropriate action to preserve the health and safety of employees, trade contractors, and clients.





SCHROEDER

DESIGN/BUILD INC

SchroederDesignBuild.com

703.449.1700

BEFORE



AFTER



Qualified
Remodeler
500



CERTIFIED
NARI PROFESSIONAL
MCR, CR, UDCR, CKBR, CRPM



NARI CoTY
WINNER OF
MULTIPLE AWARDS



WASHINGTONIAN

August 2006

washingtonian.com

Top Remodelers

Here are local architects and builders who get good recommendations

By MARY CLARE FLEURY

WASHINGTON is home to hundreds of good architects, contractors, and design/build firms. To help you find remodeling professionals, we went to the source—the professionals themselves.

In a phone survey, we asked architects about contractors that they find easy to work with, and vice versa. We asked builders and architects to tell us about peers whose work they admire. We asked interior designers and landscape architects to give us their suggestions on both. We listened to feedback from readers who wrote in.

The result is this list—the architects, builders, and design/build firms that received the most recommendations.

Because an architect or builder isn't listed doesn't mean the firm isn't good. Some well-known firms, like Hartman-Cox, focus on commercial projects. Top architects like Hugh Jacobsen and Allan Greenberg don't do many projects in Washington. Some firms are too new or too small to receive many votes.

Firms listed here may not be right for your project but are happy to provide referrals. Consider this list a starting point.

Top Remodelers

This list includes two types of remodelers: design/build firms, which have both contractors and architects on staff, and general contractors, who usually work with an independent architect and handle the construction portion of a project. Most of the firms perform a range of work, including renovations, additions, and new construction.

Schroeder Design Build, Fairfax;

703-449-1700; schroederdesignbuild.com.

This design/build firm does projects large and small, with a specialty in great rooms.



*Photographs did not appear in magazine.

SCHROEDER
DESIGN/BUILD

Fairfax, VA

Phone: 703.449.1700 • Website: www.SchroederDesignBuild.com

BEST HOME IMPROVEMENT CONTRACTORS
2017 SCHROEDER DESIGN/BUILD, INC.

TOP REAL ESTATE AGENTS | BEST SUMMER CAMPS
Northern Virginia
BEST
HOME IMPROVEMENT
EXPERTS



From: [Angela Hubbard, NARI Metro DC](#)
To: [Awards](#)
Subject: Trish Schroeder lifetime achievement award
Date: Friday, December 20, 2019 4:57:53 PM

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From: Michael Sauri <mjsauri@trivistausa.com>
Sent: Friday, December 20, 2019 5:00 PM
To: Angela Hubbard, NARI Metro DC
Subject: Re: testimonial for Trish Schroeder?

Angela,

Here's the note about Trish:

Trish Schroeder was one of the first people ever to welcome me to NARI. In our first meeting ever, my very pregnant wife and I could find no seats together, and Trish was sure to make room next to her and get us a seat. From that moment on, she did all she could to guide, share, care and connect with us - a clear competitor! It was unbelievable the help she provided us. In many ways she was the introduction for us to the culture we now find so vital about NARI - sharing and helping and aiding other similar good folks to try to better serve our clients and earn a fair wage. Since that first meeting nearly 15 years ago, she has continued to guide us and many others in pursuit of helping our chapter be stronger and more vibrant. She's amazing!

Michael J. Sauri
TriVistaUSA Design + Build
Co-owner

M: [202.236.4644](tel:202.236.4644)
O: [703.243.3171](tel:703.243.3171)
TriVistaUSA.com

- 2019 Best Builder, Arlington Magazine
- 2019 Best Kitchen/Bath Designer, Arlington Magazine
- 2018 Fred Case Remodeling Entrepreneur of the Year Award
- 2018 NARI Metro DC Capital CotY Award

On Dec 13, 2019, at 12:21 PM, Angela Hubbard, NARI Metro DC <executive@narimetrodc.org> wrote:

Hello Gentlemen,

Just received this email from Schroeder and thought you two might help by writing a brief testimonial about Trish and her impact on NARI.

No Pressure...nothing fancy!

Angela Hubbard
Executive Director
executive@narimetrodc.org
703-400-1858 office
804-304-7922 cell
www.narimetrodc.org

From: Linda Barrett <linda@schroederdesignbuild.com>
Sent: Friday, December 13, 2019 9:32 AM
To: Angela Hubbard, NARI Metro DC <executive@narimetrodc.org>
Subject: testimonial for Trish Schroeder?

Hi Angela,

I am working on entering Trish Schroeder for the NARI Lifetime Achievement Award and am hoping you can provide a testimonial/complimentary letter as to her achievements—why she should win this award. I'll be interviewing Trish later this morning and putting together the entry package for submission next week and would love to have something from you in the packet!! If you know of some of her achievements, that would be helpful too.

We will need to have this as soon as possible as I am making the package starting today. The award entry is due on Wednesday.

Thank you,
Linda

Here is the criteria for that award...

Lifetime Achievement Award

The Lifetime Achievement Award recognizes accomplishments, awards, local community involvement, and NARI national involvement in both appointed and elected offices. A maximum of two awards can be presented each year, but the award may not be presented at the discretion of the judges. Service as NARI National President automatically qualifies an individual as a Lifetime Achievement Award recipient.

Entrant must have at least 20 years of service in the remodeling industry and must have been a member of NARI for a minimum of 7 years. Judging will be based on accomplishments, awards, local community involvement, and NARI Headquarters involvement in both appointed and elected offices. Nomination must include a portfolio of achievements including complimentary letters, background, work experience, NARI involvement, resume, and head and shoulders photograph. Nominations should be submitted in PDF format and can be up-to 30 pages.

Any entry whose use of the NARI logo, certification designation, CotY or any other NARI logo that does not comply with usage rules and criteria as set forth by NARI Headquarters will not be eligible.