



Fleet Advisory+ Program

Your In-House Truck Fleet Advisor — Without the In-House Cost

The Home Hardware Truck Program has spent 15 Years helping Home Hardware Owners buy, manage, and optimize their truck fleets. Now, instead of bringing us in only when you're ready to buy a truck, you can bring our expertise ***into your business every day.***

Our **Fleet Advisory+ Program** gives your Building Centre direct access to the best truck-buying and fleet-management expertise in the country—acting as a dedicated advisor on everything related to trucks, logistics, purchasing strategy, and long-term fleet planning.

Why Owners Should Love This Model

Home Hardware Owners operate fleets that are mission-critical but often under-optimized. With Fleet Advisory+ you gain:

✓ A Dedicated Expert on Your Advisory Board	Direct access to Phil Aitken—Canada’s most experienced truck broker in the building-center world—to guide every decision around purchasing, replacing, and managing your fleet
✓ No Broker Fees on New Purchases	As an Advisory+ member, all broker fees on new/used trucks purchased & sold through us are waived—often covering the cost of the program on their own.
✓ Optimized Fleet Replacement Cycles	<p>We analyze your usage, depreciation curves, market timing, and operational requirements to determine:</p> <ul style="list-style-type: none"> • When to replace • What to buy • How to maximize resale • How to lower lifetime fleet costs
✓ Access to National Market Intelligence	We understand pricing, availability, OEM shifts, model-year changes, and resale markets better than anyone—because we live in them every day.
✓ Vendor-Neutral, Dealer-First Recommendations	We are not tied to any OEM. Our only job is improving your business outcomes
✓ Better Capital Planning & Forecasting	Know your 1-year, 3-year, and 5-year fleet needs so you can budget confidently.
✓ Operational & Compliance Support	<p>Guidance on:</p> <ul style="list-style-type: none"> • Spec’ing the right truck for your delivery profile • Weight compliance & axle configuration • Downtime reduction strategies • Insurance and safety considerations

✓ Fleet Documentation & Standardization	We help create process clarity across your team: proper spec sheets, replacement plans, standardized purchasing checklists, and documentation that keeps your operations running smoothly.
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What's Included Each Month

Ongoing Advisory Access	Phone/text/email support for any truck-related decision or question.
Quarterly Strategic Fleet Review	We assess your current fleet, upcoming needs, and major purchasing opportunities.
Annual Fleet Plan	A dealer-specific roadmap outlining capital planning, replacement timing, and cost forecasts.
Spec Development & Build Sheets	Expert creation of optimal truck specifications tailored to your loads, geography, and delivery model.
Market Monitoring & Alerts	Expert creation of optimal truck specifications tailored to your loads, geography, and delivery model.
Broker Fee Waiver	All broker fees are waived for new trailers or trucks purchased through Trinity as part of the program.

Optional Add-Ons (No Extra Charge)

- Staff training on truck purchasing and spec'ing
- Fleet documentation cleanup
- Used equipment valuation
- Assistance with warranty, service, and lifecycle decisions

Why This Matters to Home Hardware Dealers

Your fleet is the backbone of your business—it drives revenue, customer satisfaction, and your reputation in the community. Most dealers feel the pressure of making truck decisions without a dedicated expert on staff. Fleet Advisory+ solves that.

You get the equivalent of a **Fleet Director**, without the six-figure payroll burden.

Investment

Monthly Advisory Fee: To be Determined

Designed so that the savings from proper fleet planning and the elimination of broker fees significantly outweigh the cost of the program.

Next Step

If you want the most experienced truck advisor in the country working directly for your dealership, we'd be happy to discuss onboarding and tailor the program to your fleet size.

Home Hardware Truck Program

Your Fleet. Our Expertise

