

Triarc Group, LLC

Capability Statement — Growth Architecture Firm

Headquarters Decatur, GA (Serving U.S. Nationwide)	Contact (404) 800-9057 Lori.Powers@triarcgroup.io	Company Founded: 2024 Female-owned Legal: Triarc Group, LLC
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Company Overview

Triarc Group builds integrated systems that combine **marketing foundations, lead generation, and AI automation** to help service businesses dominate local markets and expand horizontally (new services/locations) and vertically (niche/category ownership).

Core Competencies

Growth strategy + market domination planning (Triarc Strategy Architect™) Conversion website builds + vertical landing pages Hyperlocal SEO + Google Business Profile optimization Google Ads + Meta Ads strategy, execution, and optimization Lead capture, pipeline tracking, and automated follow-up sequences AI agent implementation via Salesmate partnership (trust-safe guardrails + human handoffs)

Differentiators

Systems > tactics: We architect the full growth system before scaling spend. **Built for operators:** Setup handled for you; workflows reduce admin work. **Horizontal + vertical expansion:** Repeatable playbooks to enter markets and own niches. **Trust-safe AI:** Brand voice, clear rules, and escalation to humans when needed. **Measurable outcomes:** Tracking, reporting, and optimization cadence focused on closed-won growth.

Ideal Clients

Service businesses doing **\$300k–\$1M** and ready to scale Local businesses that want to make an impact in their communities Teams that need structured growth, consistent lead flow, and clear reporting

Next Step: Book a 15-minute strategy chat to map your Profit Gaps and identify the fastest path to measurable growth.