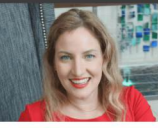
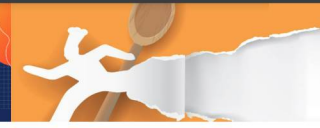
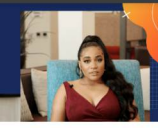


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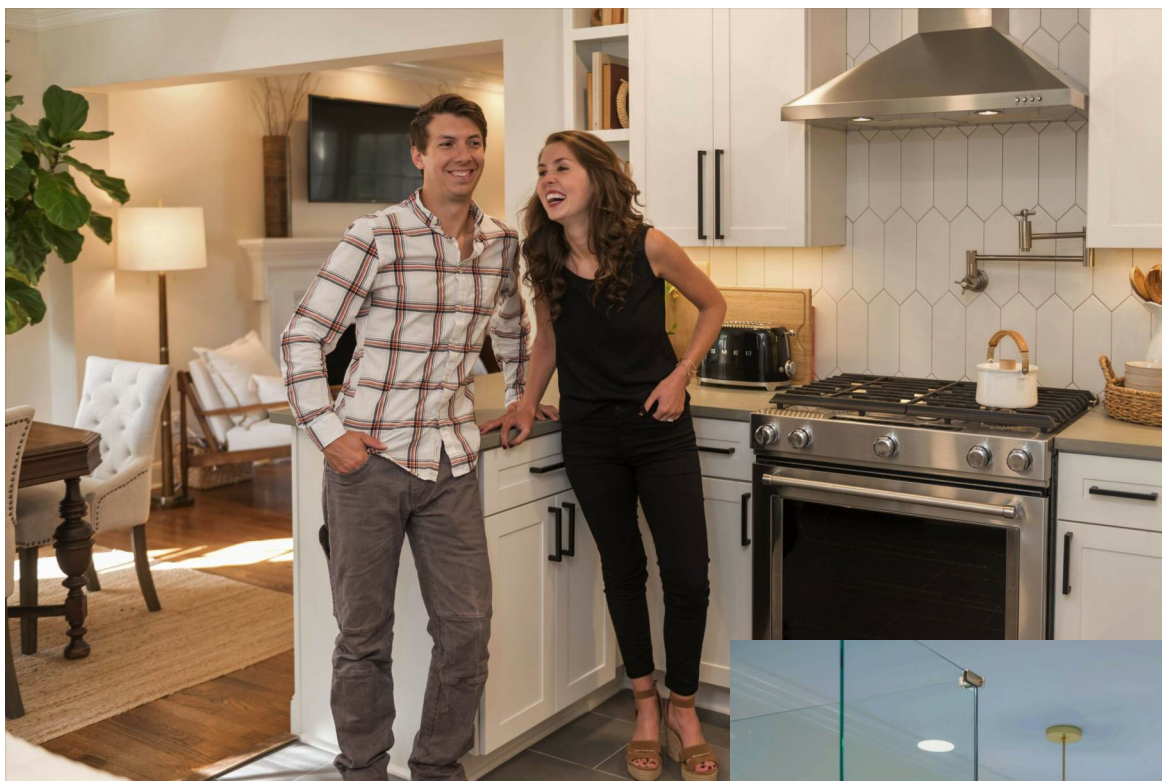
Rising Stars: Meet Catherine Hyde



Today we'd like to introduce you to Catherine Hyde. Them and their team share their story with us below:

Catherine Hyde began creating spaces as a young girl. The process of changing her surroundings started as a way to cope with her difficult childhood. She would turn to re-arranging her room and childhood home as a way to create a happier more stable environment for herself. In her early year school never really seemed to click for Catherine, it was not until college that she finally found her place. Studying interior design at Western Kentucky University, though she was finally excelling she felt that she was missing a piece to the puzzle. She discovered Interior Architecture and transferred to the University of Memphis, marrying her husband Ian Hyde months prior who also had a dream of building and creating things himself. They rented their first home together in a popular part of East Memphis, High Point Terrace. They "fixed up" the property to offset the cost of the rent. They both felt an overwhelming sense of accomplishment with creating a new space out of something that need dire repair for years. After graduating from the University of Memphis, Catherine began working for a local architecture firm. Working on projects such as schools, hotels, and healthcare. Ian was working with one of the largest commercial general contractors in the area working on projects such as Hotel Chisca and The Tennessee Brewery. Two projects that were once unsightly structures that covered the downtown Memphis Skyline. During this time Catherine and Ian purchased their first home just a street over in High Point. Again the structure was in need of some love, the couple began getting to work. Both still felt a sense of something "missing" in their current jobs. In typical Catherine fashion, she jumped ship and wanted to start a residential construction company. Fellow neighbors and friends were also begging for Catherine's attention on some small projects. From there Hyde Design and Renovation was born. The projects began to grow stronger and larger. Large enough for Ian to decide to leave his job as well. Today the company's main focus is to bring life into spaces that most would ignore or move on from. Their hope with each project no matter how big or small is that it makes a positive impact on their daily lives and that their clients aren't afraid to try something new or step out of the box.

Married for Seven Years with 100's Renovations completed, Including Their First Major Over Haul of Their First Home in High Point Terrace. They Have Yet to Meet a Challenge That They Can't Over Come. With a First Full Custom Home Build Underway, HDR hopes to Continue to Grow and Improve the Greater Memphis Area for Years to Come. They Have Both Always Had A Passion For Residential Construction And Creating Unique Spaces For Families To Grow. Call Today to Make Your Dreams a Reality Because These Two can Make it Happen!



Alright, so let's dig a little deeper into the story – has it been an easy path overall, and if not, what were the challenges you've had to overcome? I do not believe anyone has a smooth road, ours indeed has not been such. I was told that I would never make much out of myself from youth, having to face those thoughts each day and keep showing up was key. We had to keep telling ourselves this is what we want and no matter what we will keep trying. We had to start this company without any working capital and without any client base.

We had to get personal lines of credit from suppliers in order to begin projects. We had to put ourselves out there and still be denied due to how young we were and our experience. We still face challenges from clients who do not feel our work is worth being compensated for. We saw a need in the industry for a change in residential construction it seemed that there was a slower approach to the way most handled their projects.



Alright, so let's switch gears a bit and talk business. What should we know about your work? I specialize in creating brand-new spaces out of older homes. Most of our projects are in 100-year-old homes. I can see the completed project in my mind before the pencil hits the paper. Drawing out projects and custom pieces does not feel like work to me at all. After I complete my drawings and show them to our clients it finally feels like the space is becoming what needs to be and what it has been waiting for. I feel so connected with each and every space I have created that it is hard for me to detect from the space. This began for me as a young girl with quite a troubled childhood. Transforming spaces into something new just makes the sun burn a little brighter and fills me up in ways I cannot put into words. I have also beat to my own drum and no matter how many mistakes I make I can keep trying until the end of time. If I fail, I keep trying because I know this what I want, I know this why I was put on this earth is to create and built things that will impact people positively.



I care more about my projects than my clients will ever know, I can see them usually in the space and during our very first meeting, I gather as much information as I can to know how they function daily. I am most proud of how we have been able to create this company out of nothing. I am also most proud of the trust we have received from clients. I am also proud of the failures, the projects that we were not compensated for, I still learned from my mistakes I learned that just because you're honest and put yourself out there does not mean others feel the same,

Who else deserves credit for your story? The real estate agent Danielle who sold us our home was one of the first people who thought I could do it. My husband Ian, when I came to him and told him I want to start a construction company. He didn't question it, he supported me every step of the way.

He knew I wanted the "whole apple" and that would never be satisfied with anything less. My best friend who was 7 months pregnant asked me to put an addition in her house. My neighbor knocked on our door weekly to build him a garage for his Antique cars. He never gave up and thought we could handle it.

Contact Info:

Website: hyderenovation.com

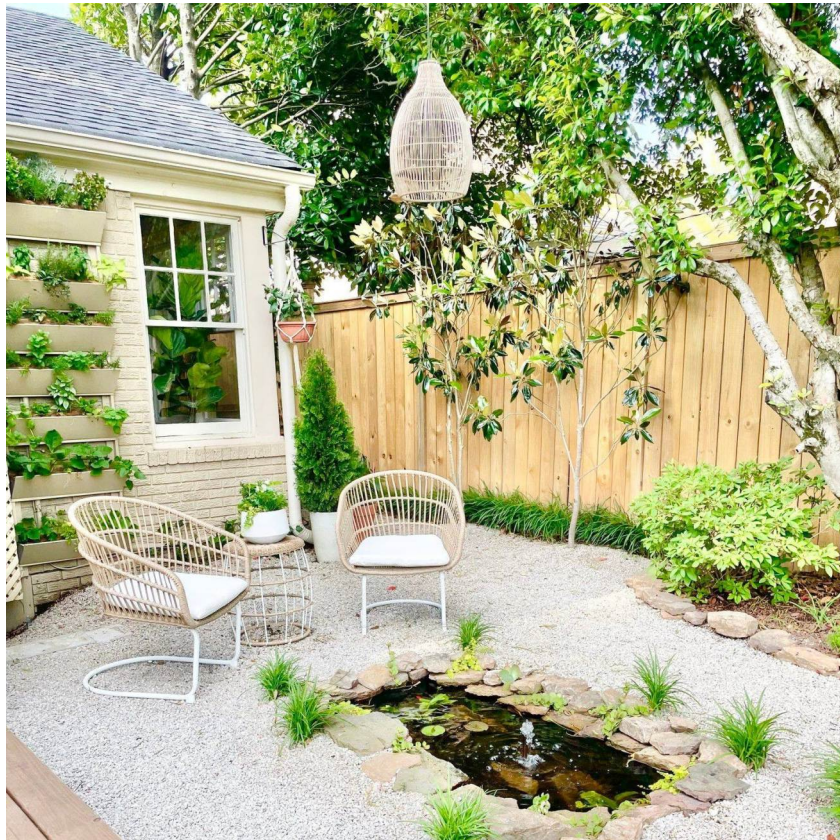
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