



**1. How will you attract and engage homeowners, DIY enthusiasts, realtors and experts to [www.hearthandbeam.com](http://www.hearthandbeam.com)?**

The short answer: pure, unadulterated hustle, which will include some of the following marketing tactics -

**Tapping into the DIY Collaborative Community on Social**

We have begun uploading useful and helpful home renovation content to media platforms like Facebook, Twitter, Instagram, Pinterest, Tumblr, Snapchat, Google + and YouTube commenting and connecting with thousands of DIY enthusiasts asking them to collaborate with guest posts, recommendations and tips by creating their own profiles. This includes those like the @DIYNetwork on Instagram

**With Growth Hacking Techniques Similar to Airbnb's Craigslist Snag**

Additional marketing activities include reaching out to the design experts and professionals on houzz.com with special offers to create a profile on **HearthandBeam.com**. Hearth and Beam gives professionals the opportunity to preview the personalized details that went into each project while diving deeper into the why and how they designed and built their renovations.

The creation of an Uber and Dropbox like **two-sided referral program** to spur word of mouth buzz. Experts will be prompted to enter their client's emails so that they receive an invite to upload to the home owner section of the site.

Curating practical and inspirational content from sites like Home Logic on **HearthandBeam.com** including the most popular articles and posts about home improvement and design.

**Networking at Workshops & Industry Events**

We will reach experts by running *How to Reach DIY Millennials* at workshops, seminars and speaking engagements at the industry shows like **Remodeling Deck, Construction 2016** and the **Design and Build Show**.

**Sharing Valuable How To Remodeling Content**

Sharing original valuable long form, evergreen "How to" blog content created by agents, experts and **HearthandBeam.com** staff to attract DIY homeowners interested in trending topics like smart home technology, sustainable home building materials and best practices for remodeling on a budget.

**Reaching out to Top Tier Media & Influencers for Earned Media Coverage**

Daily media and influencer outreach to writers, reporters, producers and influencers on sites like HGTV.com, YoungHouseLove.com, ElleDecor.com; HouseBeautiful.com; CoastalLiving.com; veranda.com; Porch.com; Remodelista, Retro Renovation, and more.

**Marketing in DIY Sampling Boxes**

Marketing offers to create brand awareness and run A/B tests using SurveyMonkey targeted to the DIY market via **The Handy Box**.

**Joining Forces with Popular DIY Home Remodeling Bloggers**

Guest blogging and collaborating with hundreds of the top DIY websites to help guide your home improvement projects including Charles & Hudson, Bob Vila and The Ugly Duckling House.

**Building a Network with Neighborhood Hardware Stores**

Working with smaller neighborhood hardware stores offering service and convenience over big box stores like Lowes and Home Depot.





Austin, Texas

## 2. Which local areas of dominant influence will you begin marketing to first?

Data and research shows that 29.4% of the share of millennial movers with qualifying incomes of \$43K or more are moving to vibrant places like **Austin, Texas** aka Silicon Hills. We will also target places like **Charleston, South Carolina** with 24.5% of millennials choosing this bustling city for their first home along with the **Washington, DC, Maryland, West Virginia** areas where more than 21% of homeowners are millennials.

We will use tools like **Facebook Ads** (dark posts) to target those between the ages of 28 and 35 in other hot spots for DIY homeowners like **Denver, Colorado; Minneapolis, Minnesota; Ogden, Utah; Portland, Oregon; Raleigh, North Carolina; Salt Lake City, Utah** and **Seattle, Washington**.

## 3. Are there any trends that you see that make **Hearthandbeam.com** relevant?

The Joint Center for Housing Studies of Harvard University published the leading indicator of remodeling activity on July 21, 2016.

Over the coming year, homeowner remodeling activity is projected to accelerate, keeping the rate of growth above its long-term trend, according to the Leading Indicator of Remodeling Activity (LIRA) released today by the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University. The LIRA anticipates growth in **home improvement and repair expenditures will reach 8.0% by the start of 2017**, well in excess of its 4.9% historical average.

### **Millennial First Time Home Buyers**

Millennials represented nearly 2 million home sales in 2015 – one-third of home buyers. They are expected to continue to be a major buying pool in 2016 with the majority of buyers between ages 25 and 34 expected to be first-time home buyers next year. But two other generations will also have a big presence in 2016: financially recovering GenXers and older baby boomers who are entering retirement. From realtor.com®

### **Millennials Fascinated with DIY**

According to HGTV, millennials, a generation drawn to cheaper, DIY living, love to put themselves into the shoes of the homeowners on screen watching competitive renovation programs like Flip or Flop and Fixer Upper. HGTV claims it drew more than 4.5 million weekly viewers age 21-34 in the last quarter — 16 percent more than last year.





### Real Estate Tech. The Digital Sale.

This is a trend that has been going on for a while but gaining momentum. New technology to buy and sell your home becomes more personal. AR technology helps home buyers envision their new renovations. Technology continues to redefine the role of the real estate agent and **HearthandBeam.com** certainly acts as a great digital tool to share the house-to-home journey.

### DIY Improvements

Channelling our inner Trump Now may be as good a time as any to become a DIY developer. 'Nesting is investing' as home improvement spending set to hit \$321 billion.

### Lowes & Home Depot move to SnapChat and Instagram.

New data from YouGov Profiles shows that, when compared to their peers, DIY millennials consider themselves more emotionally intelligent, more bighearted, and more artistic. This suggests that a warm tone appealing to creativity will strike home. **HearthandBeam.com** gives them a platform to document it all.

### 4. What other revenue streams will you consider?

Our main focus will be on the user experience and monetization will *organically* follow. Right now subscriptions will play a big part in initial revenue followed by -

- On demand requests for bids from trusted and reviewed local experts with a percentage of all projects shared with **Hearth and Beam**.
- Traditional online advertising revenue from architects, designers, carpenters, fine woodworkers, plumbers, electricians, contractors, landscapers and more.
- Closed network home sale listings with VIP virtual previews and showings.
- Sponsored/advertised posts and emails to members and special offers from smaller hardware stores and bigger retailers like **Lowes**, **Home Depot**, **Target** and **Ikea**.
- Ticket sales from the creation of DIY local meet up events where homeowners and amateur designers can meet to build relationships, share knowledge and collaborate.

### 5. Do you see a future integration with Zillow or Houzz?

Right now in 2016 neither site offers what **HearthandBeam.com** does, so the answer would be yes. While we know that **Houzz** is on a mission to make the home renovation and design process more fun and productive and we see our house-to-home journey as a part of that experience.

On March 22, 2016, **Houzz** announced that it would open their commerce API to third party partners, bringing even more great sellers and inventory to the **Houzz Marketplace**. While we are not a "seller" we offer an experience that would enhance sites like **Zillow**, **Trulia** and **Houzz**.

