



## CREATOR PROFILE

### Contact

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Kyle Rothschild is an inventor, entrepreneur and millennial DIY enthusiast. A hands on kind of guy, he cooks, he tinkers, he builds and creates. Kyle is also a first-time homeowner and founder of [HearthandBeam.com](http://HearthandBeam.com), a new way to share the house-to-home journey.

The initial idea to launch an online community of DIY creators focused on helping each other design and build their own personal spaces and places came to Kyle after wishing he had documented his own design and build out projects.

Kyle realized that many of his peers wanted to learn all about the step-by-step process that went into each renovation project on both his Stamford and Darien, Connecticut homes. If only he had created a site with before and after photos and posts, he could have simply sent them a link. There is something about sharing the joy of the hands on experience when designing and building renovations that resonates.

However, like most ideas born out of necessity, the real push to bring [HearthandHome.com](http://HearthandHome.com) to life came after the maddening frustration Kyle felt when realtors and agents didn't understand how to share the backstory of each valuable build out and the premium materials used and level of care and craftsmanship that went into each and every improvement.

He realized that realtors needed a tool to share the foundational story of the home they are selling. Especially when inspiring millennials. When it comes to home purchases millennials aren't necessarily looking for a formal dining room or a picture-perfect lawn. They're more inclined to digging deeper into their investment while using crowd sourced solutions. They are also more reliant on digital resources than previous generations.

The fact that those inclined to DIY projects like to do things for themselves may propose a challenge for traditional agents and experts in the market place. Like Kyle's thought process, his market is one of the *maker mindset*, an extremely curious crowd and one with many questions and a desire to actively participate in every part of their lives.

A confident and self-expressive entrepreneur, Kyle also noticed that those that were curious about his renovations were asking similar questions as those that shared their hands on *know how* at the antique and classic car business Kyle previously owned. He saw the need for a way to share what is "under the hood" of a house as well, to appreciate the upgrades and quality that went into the work.





Kyle also believes that DIY projects spawn share worthy experiences. Tapped into the wants and needs of his own generation his vision is to grow with a combination of peer-to-peer and peer-to-pro collaboration and customization on the platform.

Like Kyle, **HeartlandBeam.com** home owners have a laser-like focus on what they expect from their valuable home investments. Unlike homeowners of generations past, millennials are looking at things like function over size; smarter, greener technology and indoor and outdoor spaces for living and entertaining.

He thinks that the real estate market is a bit slow moving and reactionary to the millennial market and he hopes to change that with **HearthandBeam.com**.

Traditional professionals in the industry are still hung up on getting the biggest bang per square foot buck. But for millennials the entire process needs to be more thoughtful and transparent. According to Kyle, it's all about **the value they're receiving throughout the entire house-to-home journey.**

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