



REAL LIFE RENOVATION

FOR THE HOMEOWNERS THAT LOVE KEEPIN' IT REAL.



**ALEX D'ALESSIO
BALTIMORE, MD**

I pride myself in being the DIYer that's actually **relatable to the normal person**. There are so many of us out there that are like me and are **intimidated** to DIY because:



NO PRIOR DIY EXPERIENCE



DON'T OWN OR CAN'T AFFORD EXPENSIVE TOOLS



NO TIME BECAUSE THEY WORK A NORMAL 9-5 JOB

My mission is to inspire these homeowners by being **real** and showing them that with a little sweat, they are **capable of amazing things**.



@REALIFERENOVATION

77K+
196K+

2M+



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227

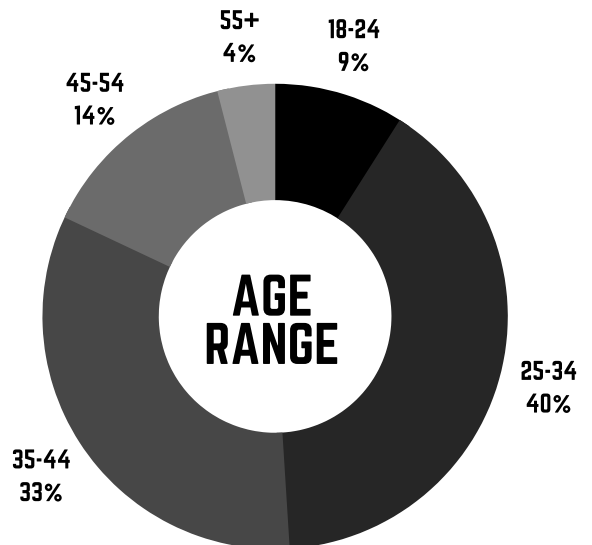
14%
ENGAGEMENT RATE

FOLLOWER DEMOGRAPHIC

68% WOMEN

32% MEN

91% UNITED STATES



WHY I'M A GOOD FIT FOR YOUR BRAND

I offer your brand the ability to connect with the typical homeowner that is looking for **easy & affordable tools/materials** to spruce up their homes.

People buy from those they know & trust. It's evident from my TikTok explosion, that thousands of people **resonate with my story**. They are looking to me for inspiration & guidance, so they will be **open to your brand**.



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