



# Kristen ●●● COURTTS

*Television Personality | Entrepreneur*



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# KRISTEN COUTTS

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Known for her budget-friendly, glamorous renovations with a side of fashion, humour, and genuine laughs, Kristen Coutts is a self-taught home improvement genius. From thinking up incredible design concepts, to installing drywalling, wainscoting, lighting fixtures and more, there isn't a project she hasn't tackled. Kristen began sharing her DIY projects on social media, and quickly became a go-to resource for her many fans. Between her background in social media marketing and her warm and friendly personality, Kristen is a perfect pairing for any project.

Kristen picked up her first power tool while she was on maternity leave and she and her family had just moved to a "fixer upper" in Toronto. After getting astronomical quotes from contractors, Kristen figured out how to take on the renovation herself. Documenting her renovation journey on social media, she quickly gained traction for her impressive transformations, allowing her to open the door to client projects with her own company, Maisoncoutts.

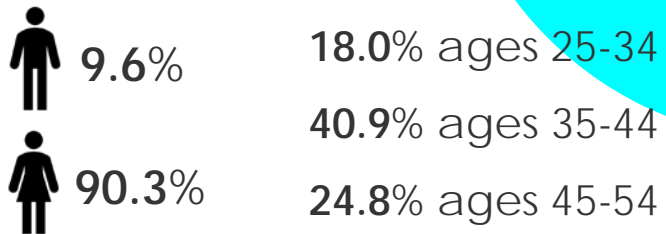
Kristen hosts *Beer Budget Reno*, airing on the Home Network and A&E. The show follows Kristen from house to house as she teaches homeowners that making exciting, beautiful changes doesn't have to come at an enormous cost. With her growing platform, Kristen aims to combat sexism in the home improvement industry, and to inspire more women to pick up power tools.

Kristen resides in Toronto with her husband Ash and two young children.

# @KRISTENCOUTTS

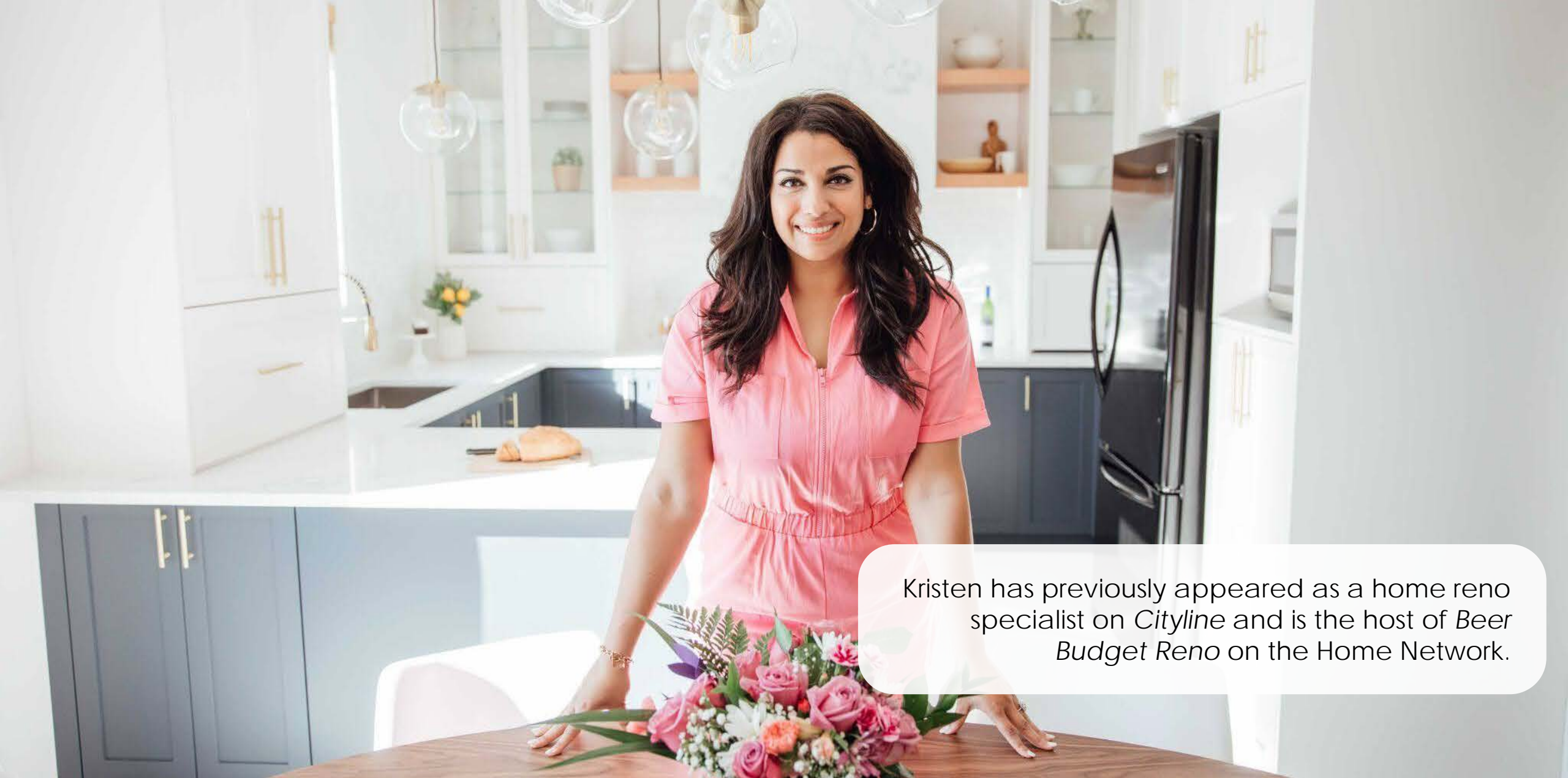
209K+ Followers on Instagram

## Audience Demographics



Top Countries: USA, Canada

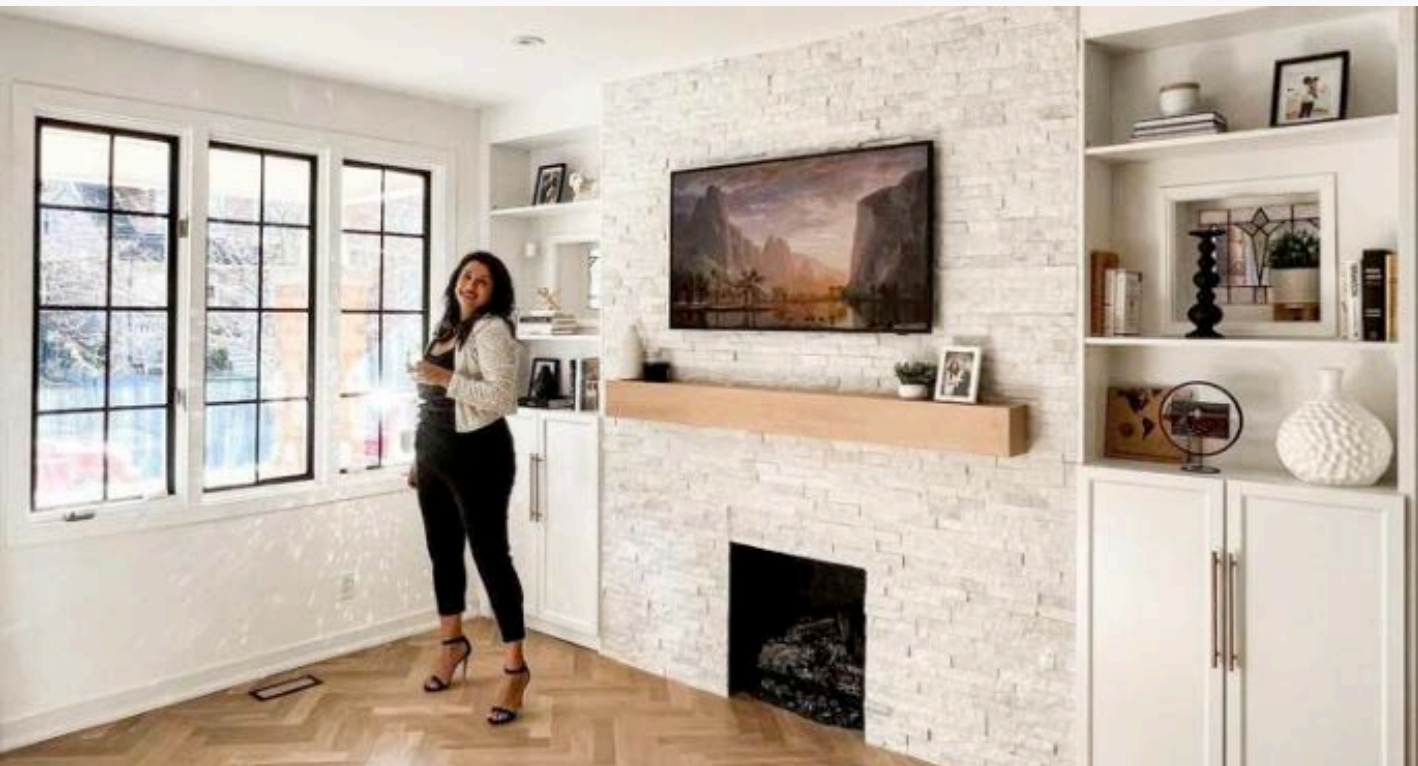




Kristen has previously appeared as a home reno specialist on *Cityline* and is the host of *Beer Budget Reno* on the Home Network.

# She took a DIY approach to reinventing her home and saved a lot of money

Kristen Coutts thinks \$80,000-redo would have cost double if she'd hired a contractor. She learned basic skills, power tools online ... and by doing.



TORONTO STAR

Home

NETWORK

The Washington Post

CHATELAINÉ

Cityline

**Kristen is available to partner with brands for a variety of initiatives, including:**

- Spokesperson roles
- Media appearances
- Digital video and television ads
- Event hosting
- Guest appearances
- and more

**Past partners:**



**Partnership Opportunities** ●



For more information, please contact:

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