

REACH HOMEOWNERS

And Tell Them About Your Business
via How To ADU



RYAN'S AUDIENCE

Ryan's audience is interested in building ADUs and other backyard homes. And they want to know about your business!

They come for educational videos throughout the complicated process of planning, permitting, financing and using ADU rules.

They stay because they trust Ryan! How To ADU is attacking the housing crisis by helping people build houses in their back yards.

Explaining housing policy in simple ways, and illustrating how homeowners and renters can build houses and build community.

2.4M

WEBSITE HITS

Data recorded since the
beginning of my blog in 2017.

53.8K

TIKTOK FOLLOWERS

Data recorded since the
beginning of my account in 2020.

370.7K

YOUTUBE VIEWS

Data recorded since the
beginning of my account in 2019.

About My Audience



HOW TO ADU

Affluent Californians over the age of 35 who own their own homes and are thinking of spending over \$50,000 on a home improvement project in the next 12 months



CUSTOMER INTERVIEWS

\$3,000 for Monthly Feature

The most authentic way to feature your business in front of this audience. I speak to a real customer of yours who can talk me through their project.

In their own words, they'll explain the challenges they had and how you solved those challenges for them.

You pick the customer and get to see the interview before it goes live. We'll place referral links to your website in the video description.



EXTRA ASSETS

Bespoke Costs

In addition to customer interviews, we can create a lot of extra story-telling assets for you. Whether that's short vertical video content for TikTok or professional photography and video shoots of your product or service, we're happy to coordinate these services and what would work for your business and your potential customers.

Text me!
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