



Fripp Island Dream Home Build

Fripp Island, SC
PHILIP OR FLOP

This thoughtfully designed custom home will be situated on a serene peninsula surrounded by marsh on three sides. The home has been sited on the property to take full advantage of the expansive views, and will make it one of the most unique properties on the island.

The clean coastal design has 3200 sq. ft. of living space including five bedrooms and four bathrooms. Both the kitchen and living area will have cathedral ceilings and will help create Pinterest-worthy coastal interior designs.



A lower living area will create an indoor-outdoor space perfect for gathering poolside.

A main focus of the project will be highlighting the concept of universal design, making it a home anyone could visit, use and enjoy.

Construction is planned to start Q4 2022 and the builder will finish Q4 2023. (Philip will of course continue to work on many projects after the handoff!)

Fripp Island is a gated barrier island in the Low Country of South Carolina, 20 miles outside of historic Beaufort. It is small, at only 6.5 square miles with 3.5 miles of beach and less than 1000 permanent residents. It is a wildlife sanctuary, one of the most family

friendly places in the world and a favorite vacation spot for thousands across the southeast. The resort has two championship golf courses, tennis facilities, pools and fully stocked marina.

Our relationship to Fripp

Philip's wife, Jenni, grew up on Fripp Island, a private resort island in the Lowcountry of South Carolina, and the family has been vacationing there every year since.

Last year they acted on a rare piece of property to build the vacation home of their dreams—over an acre of marshfront land with no buildable lots within 1000' feet on either side of the property. As one of the most prominent DIY Home Influencers in the world, Philip recognized

that building a showcase home on their land is the perfect opportunity to partner with and highlight the brands he trusts for his audience and beyond.

Philip will be working with Allen Patterson Builders, one of the premier custom builders in the Southeast, who was named the 2019 Southern Living Custom Home Builder of the Year.

Philip, as a part of Philip or Flop LLC, will be a subcontractor for many phases of the build, including parts featuring your products!



About Philip or Flop

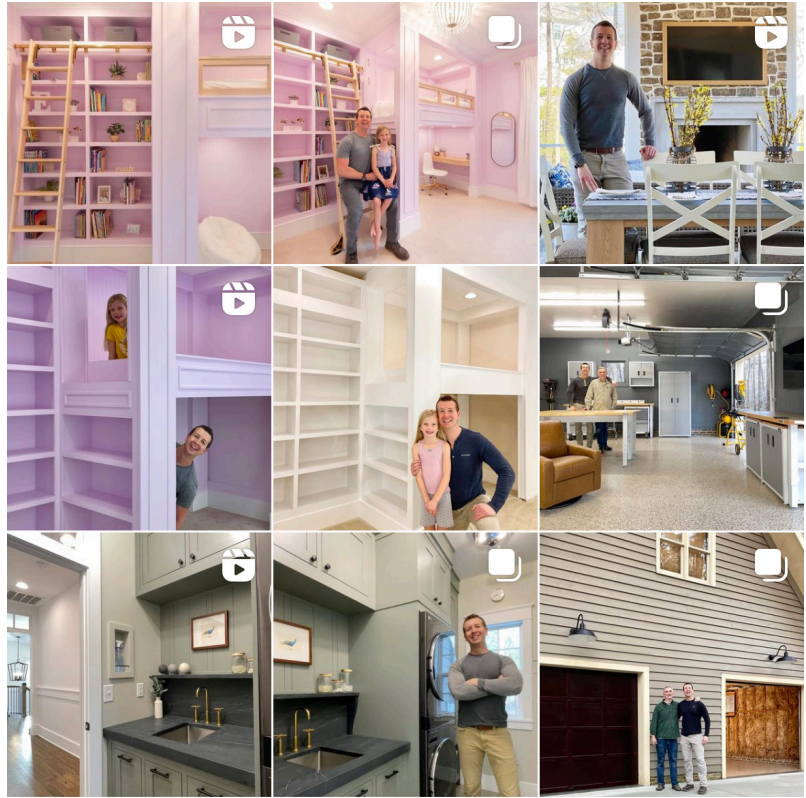
Philip has been DIY'ing for 17 years over three homes. He holds two engineering Master's Degrees and a Ph.D. in Materials Science. His Instagram following (774K, 91% USA, 5% CAN) loves his attention to detail, his clean transitional style and that he shows every step of his projects in his Instagram stories.

Philip is extremely dedicated to his work and producing video and photo content people love to consume. This allows him to have not only one of the largest home social media accounts, but one of the most engaged as well.

These attributes have caught the attention of others as well. The Dream Network has asked him to be a guest host of six episodes of their show, "Dream Room in a Day" to be aired in the fall of 2022.

If you are not familiar with his work, please check out his feed and story highlights on Instagram at @philip_or_flop. He also blogs at philiporflop.com and has a quickly growing following on Tik Tok @Philip_or_Flop.

He has worked as a paid ambassador for over 30 home and lifestyle brands, including 10 projects for Lowe's Home Improvement.



You can see his reach and impact in a companion marketing opportunities document.

Partnership Goals

This home is being designed to showcase some of the top building and home products across the industry. Philip's followers are homeowners (and aspiring homeowners) who trust his product recommendations.

He has multiple goals whenever he enters a partnership: 1) to inform why he chose the product. Knowing he is an engineer, his followers value his technical explanations, 2) to show how to install the product, 3) To show

the use and properties of the product and 4) to create visually stunning spaces that showcase the product for video and photo content just as a paid ad agency would.

Each sponsor will be exclusive to their category. Categories include: framing, roofing, siding, windows and exterior doors, decking, screening, exterior hardscape, irrigation, railings, wood (or LVP) flooring, tile, millwork, interior doors, door hardware, cabinetry, countertops, appliances, plumbing, lighting, fireplace, fans, home tech, elevator, pool and home furnishings.

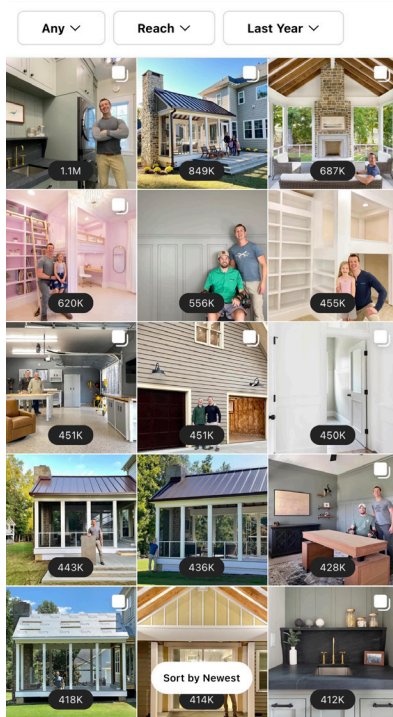
Philip's Reach and Impact

Philip reaches an incredible number of people in the home renovation and home decorating space who love to improve their current home and plan their next one. His growth has been consistent and organic over the last four years (no ultra viral videos). Compare his demographics

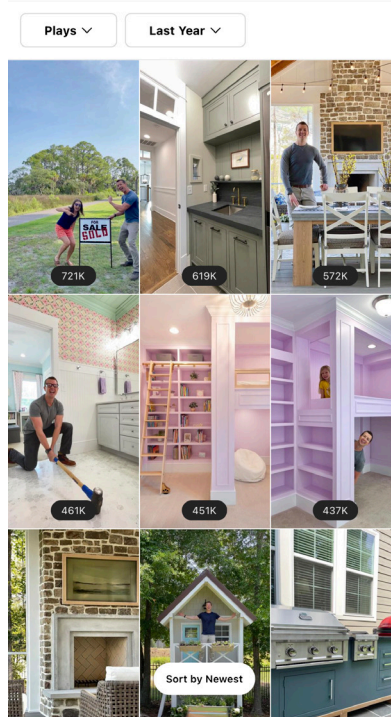
to any other influencer and you will find he has the highest base of followers in the US (91%) and Canada (5%). His Instagram stories garner hundreds of DM replies a day and his feed posts include thousands of supporters in the comments section of each. Philip only promotes brands that produce quality products

and he has built a high level of trust with his followers over the years. Because of his technical background, he can talk about any product with a high level of confidence. See screenshots of his insights below.

Post Reach



Reel Views



Stories Reach

