

A black and white photograph of various tools laid out on a dark wooden surface. The tools include an axe, a hammer, a saw, a pair of work gloves, a flashlight, and a pair of pliers. A white circular graphic is overlaid on the left side of the image, containing the text 'BYOT'.

BYOT

MEDIA KIT

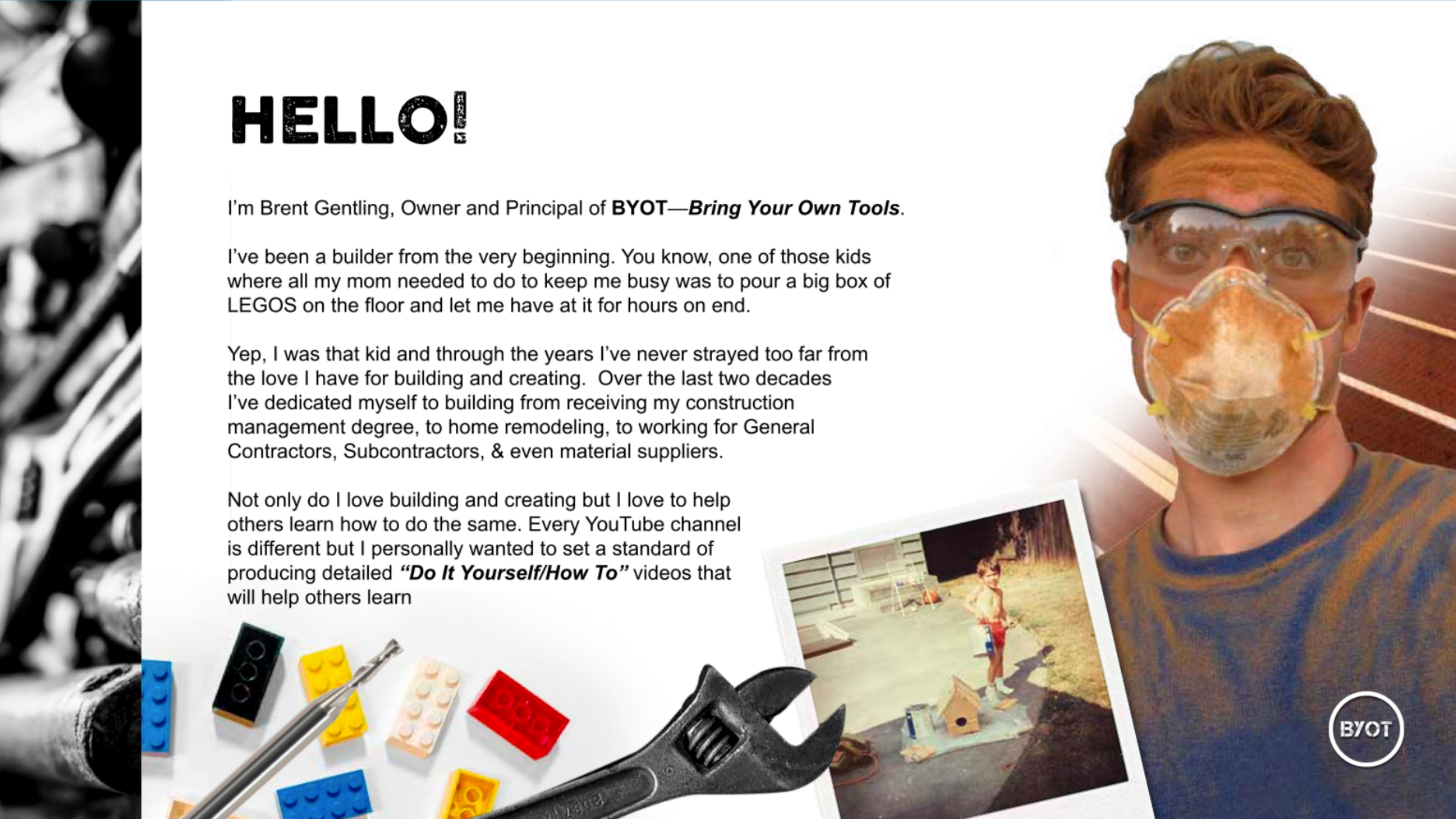
HELLO!

I'm Brent Gentling, Owner and Principal of **BYOT**—*Bring Your Own Tools*.

I've been a builder from the very beginning. You know, one of those kids where all my mom needed to do to keep me busy was to pour a big box of LEGOS on the floor and let me have at it for hours on end.

Yep, I was that kid and through the years I've never strayed too far from the love I have for building and creating. Over the last two decades I've dedicated myself to building from receiving my construction management degree, to home remodeling, to working for General Contractors, Subcontractors, & even material suppliers.

Not only do I love building and creating but I love to help others learn how to do the same. Every YouTube channel is different but I personally wanted to set a standard of producing detailed **"Do It Yourself/How To"** videos that will help others learn



MISSION STATEMENT:

“

I personally want to make this world a better place and by helping others learn skills that they may utilize for the rest of their lives gives me great pride and determination to strive to help as many people in this world as possible.



BYOT

COMPANY RELATIONSHIPS

 RUST-OLEUM



 TimberTech[®]
AZEK






Benjamin Moore[®]













 SmartTurf[®]
A SMARTER CHOICE THAN REAL GRASS

 caesarstone[®]



(And Many More)

COMPANY TESTIMONIALS

▶ Brent did an amazing job featuring our LiquidWood® and WoodEpox® on BYOTools. BYOTools brings a fresh light and attitude to our products that can only be achieved by someone dedicated to their craft and taking the time to learn and enjoy the product themselves. Brent's creativity and energy as a spokesperson is the right blend to market our 40yr old strong products on newer/expanding social media platforms and to newer generations of trades and DIY's coming of age. We look forward to working with Brent and BYOTools again on a future project.



Marco Caporaso
Business Development Manager
abatron.com

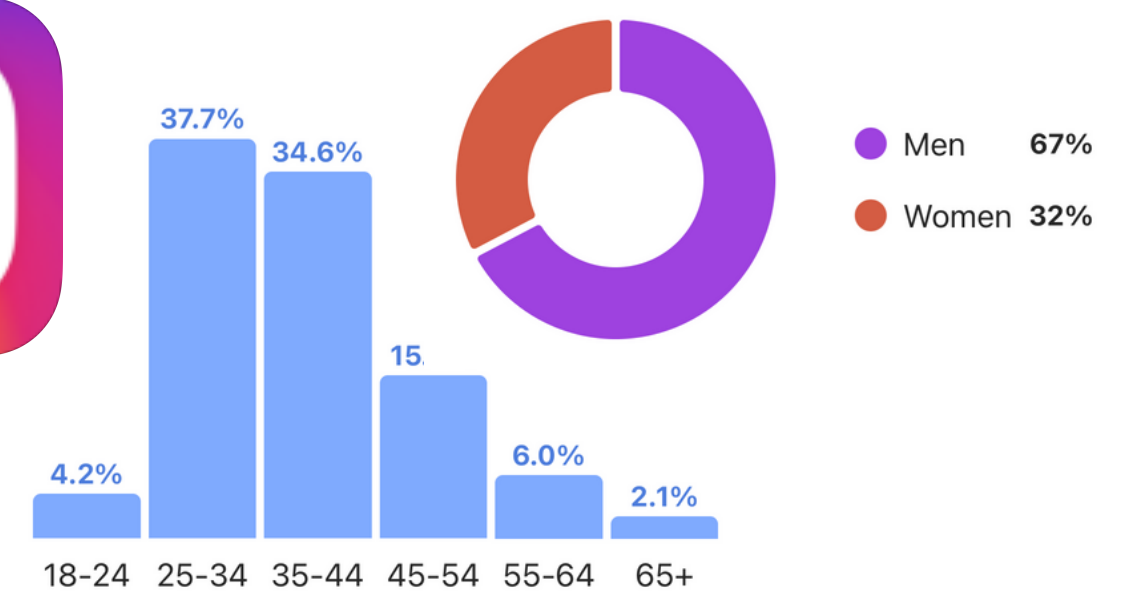
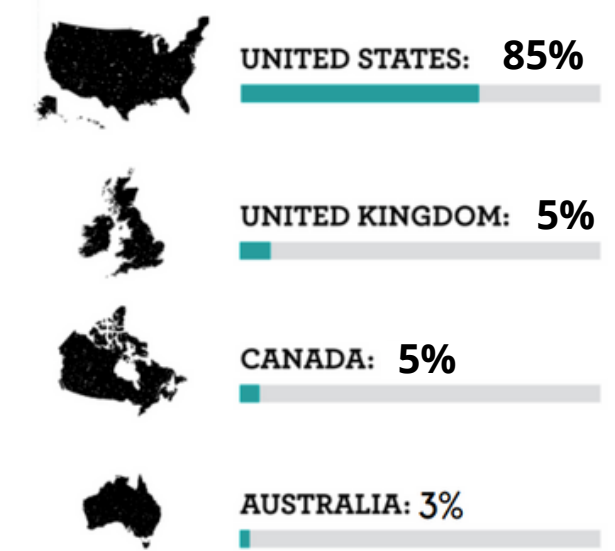
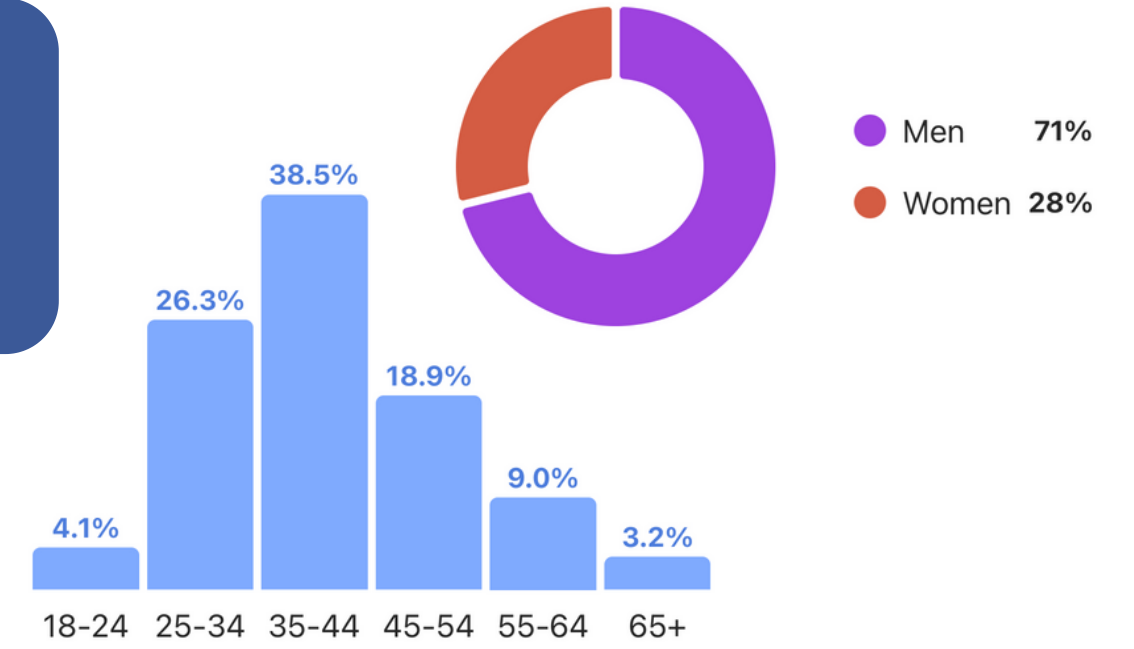
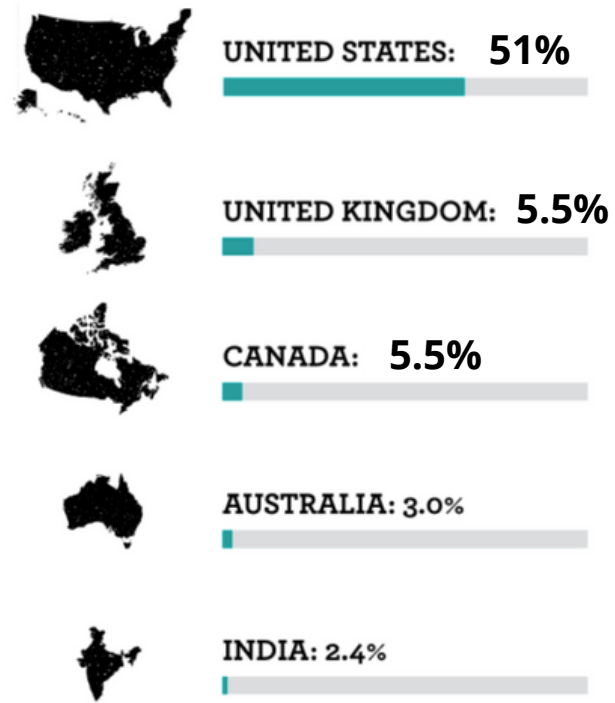
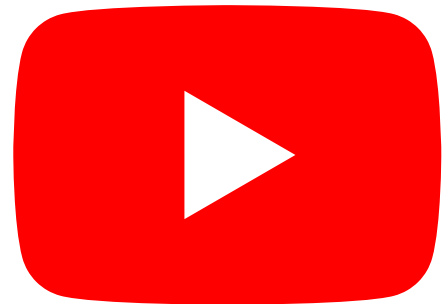
▶ Brent and the BYOT staff were incredibly knowledgeable and easy to work with. Brent was persistent, but never pushy in his pursuit of partnering with us at Centennial Woods. He's very talented in humanizing products and processes to the point that he removes the intimidation factor for DIY'ers. We look forward to watching his continued success and partnering with him in the future. We highly recommend partnering with BYOT!



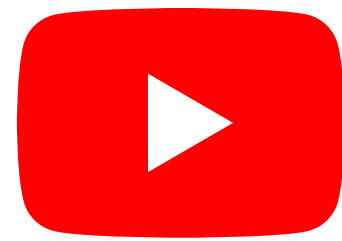
Tyson Cartwright
Business Development Manager
Centennialwoods.com



AUDIENCE DEMOGRAPHICS



FOLLOWING



425K

Total Views: 106 million
Views Per Month: 5 million
Min Watched Per Month: 10 million



732K

Total Views: 500 million
Total Likes: 9.9 million
Views Per Month: 10 million



726K

Total Views: 600 million
Total Likes: 40 million
Views Per Month: 15 million

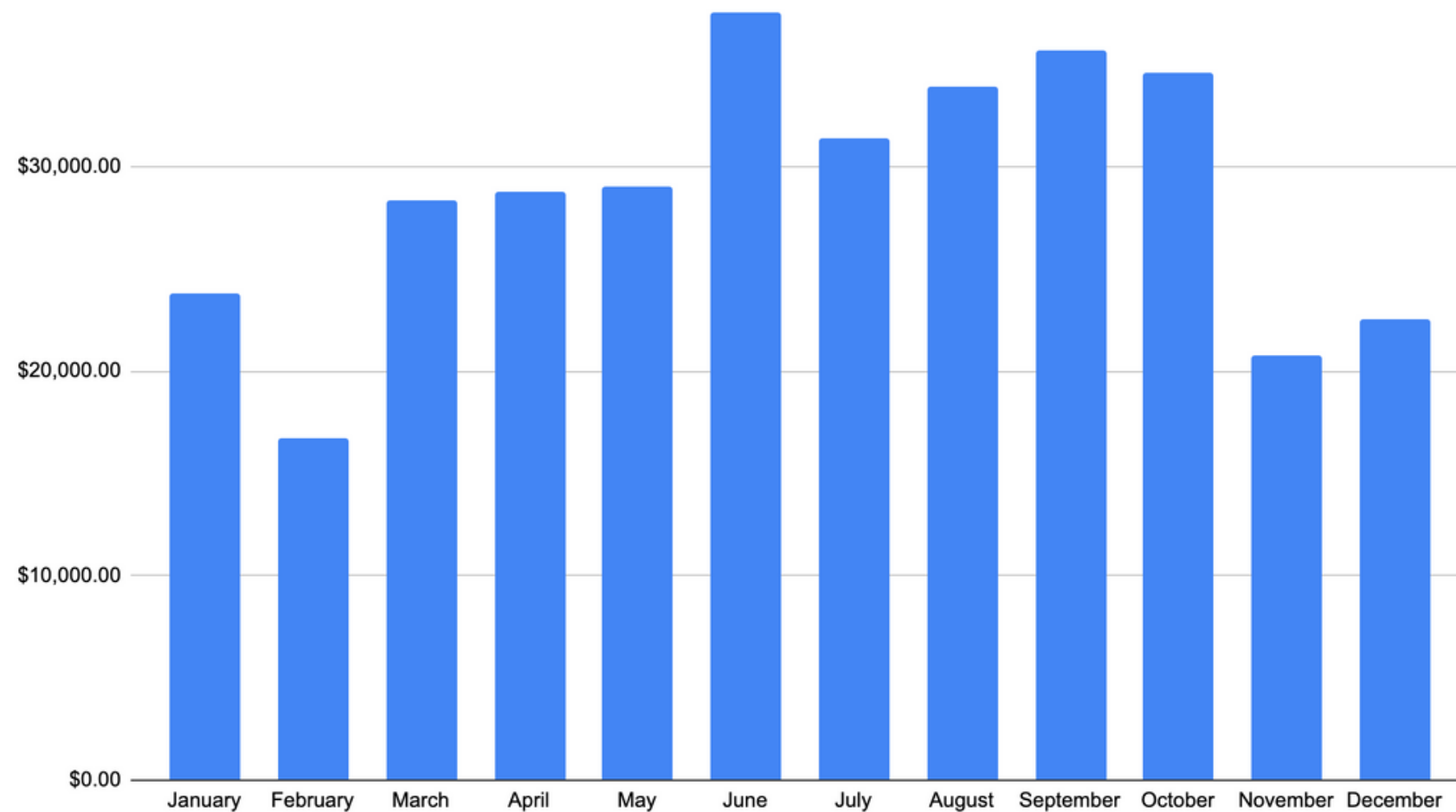
**95%
Thumbs
Up!**

 **361K**



CLICK THROUGH RATES

Amazon Associates Sales (2022):



Clicks	Items Ordered	Conversion Rate	Total Sales
234,208	10170	4.48%	\$343,005.45

With any product or tool that BYOT stands behind, I create a link to each item in the description of my videos. I want to make it extremely easy for my audience to purchase products through my videos since each purchase helps my audience, my channel and most importantly the companies BYOT supports.

BYOT

Website: byotools.me
Email: brent@byotools.me
Phone: 206-353-5537



@BYOTools

