

BUILD PRODUCTIONS  
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LAUNCHES  
Q2 2023

# NEW HOUSE, OLD SOUL

**Is Craftsmanship Dead?**

**build**



# NEW HOUSE, OLD SOUL



**HOSTED BY**

**BRENT HULL**

Owner and Founder of Hull Millwork  
and Hull Homes

*30 Years of Historical Design Experience*

[Brent's Website](#) | [Build Show Network](#)

[Series Preview](#)

Brent Hull is a nationally recognized authority on historic design, architecturally correct moldings, millwork and fine building. Trained in the art of preservation and building at the prestigious North Bennett Street School in Boston, Brent has built his company from his brother's garage 30 years ago into a multi-million-dollar company working across the country.



**Were houses built better previously? Is craftsmanship dead?** How do you build a new house with the soul of an old house? How do we inspire young folks to enter the trades?

On this BUILD Original Series, we will follow Brent Hull as he dives into these topics. Brent will visit a variety of different projects and educate the audience on how to give new houses an old soul.

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# SERIES BREAKDOWN

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## OVERVIEW

(14) core episodes beginning Q2 2023, appearing on both the Build Show Network and Matt Risinger's YouTube Channel.

Bonus episodes with extra material expanding on topics

(3) Podcasts that will deep dive into topics

## APPROACH

This series will focus on how the history of building components have shaped building practices today. We will dive into which historical elements are worth keeping in building today, and which elements are better left in the past. Our viewers can look forward to 14 episodes highlighting each of these building elements, while educating how on to give a new house, an old soul.

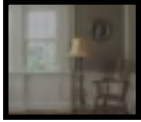
**Scope of Work:** This series will cover a variety of job-sites and topics. From current remodels, to finished homes, we will find locations that showcase these elements.

### Locations:

- North Bennet School, Boston Massachusetts
- New construction & remodel jobsites
- Brent Hull Millwork facilities and office
- Other Trade schools

**Project Timeline:** Episodes filmed in Q1 2023

# EPISODES



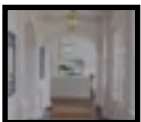
**1. Design – Series Overview** Older houses are often thought to have been built better, yet one can't deny the modern advances that have made houses more resilient. Is there a middle ground? How exactly do you apply modern advances in building while maintaining an older feel and design? Were houses built better in the past? Brent will cover the scope of the series and what viewers will learn about the history of building.

**2. Craftsmanship** Is craftsmanship dead? Join us as Brent visits the North Bennet Street School in Boston, Massachusetts and tells the unique story of shop craftsmen, Vasyl the Ukrainian wood carver.

**3. Foundation & Site Layout** Covering the history of foundations and how they have progressed and evolved, including a study of foundation types and options, detailing foundations specific to Texas. How does site layout impact the project overall? How were homes laid out before the development of advances like electricity and HVAC?

**4. Framing** Studs, headers and joists seem routine today. How was framing different in the 1700s/1800s and has it improved since then? What design and craftsmanship elements can be seen in modern framing practices, and what may have been lost?

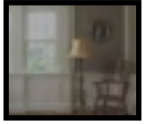
**5. Electrical** This episode will cover the history of electrical design and how electricity shaped building. How are the additions of classic features, like gas lanterns, best incorporated into a modern design?



**6. Insulation** This episode will cover the history of insulation and progression of insulative materials, exploring how vital the insulation application is to establish an energy efficient home.

**7. Roofing/Dormers** Roofs have to put up with a lot: blazing sun, gale winds, driven rain. Snow and ice, heat and cold. Plus, the roof makes up a great part of a home's curb appeal. What design considerations need to be made that bring the best performance, resilience and beauty? Viewers will gain insights on recommended design elements.

**8. Exterior Cladding** The exterior walls of a home need to repel a variety of elements: air, water, and vapor. Each of them has an uncanny way of trying to find their way through the layers. What methods of control, in the form of external cladding, have been tried in the past? What methods have been proven to be the most effective? Specific builds and materials will be shared along with the purpose behind choosing them.



# EPISODES

**9. 100-year window** The concept behind a 100-year window is, quite simply, to make a window that will last and perform for 100 years. How did Brent's idea come about, and exactly how are 100-year windows made? We'll explore a variety of job-site install details.

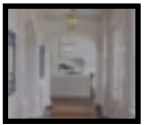
**10. Mechanicals** The history of air and water heating and cooling in America. How did its integration within a home shape how building was done in Texas, and elsewhere? How does the need for plumbing and ventilation influence a building's design? Brent will look at different ways mechanical systems are integrated, with the best ones being present and effective -- but not very visible.

**11. Flooring** Like roofs, floors have had a long history of providing beauty and function to a home. What has changed in floors to improve both qualities? This episode takes a deep dive into wood flooring, which has withstood the test of time.

**12. Trim** Trim is an often-overlooked part of a house's appeal and measurement of craftsmanship, especially in regards to longevity. What makes some trim decisions better than others? We'll explore how craftsmanship may be kept alive through trim.

**13. Built-ins/Cabinets/Kitchens** Kitchens were once considered to be the area where servants worked. Today, the kitchen has grown to become the most expensive room in the house -- and where most people congregate. From form to function, and the building science behind the decision making, We'll cover the history of kitchens and craftsmanship-based decisions to make improvements.

**14. Final Wrap-up** A look back on the sites visited throughout the series, summing what we learned throughout the process. Where is craftsmanship recognized in modern homes, and how can we make sure craftsmanship endures?



## VISION

The Build Show Network is the trusted video destination for building science and building better homes. Building a high performance home requires reliable quality products that are installed properly. The Build Show Network's builders, contractors and homeowners are always seeking the latest proven and tested products and technologies. This exciting series will educate and engage our audience.

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## AUDIENCE

### AUDIENCE INFLUENCE

Our audience is involved in every step of the build process.



### A MULTI-CHANNEL AUDIENCE

Combined monthly reach on YouTube and Buildshownetwork.com **1.6 Million+** Unique Visitors driving **5 Million+** Video Views

**Brent Hull's** videos on the Build Show Network have received over **1.3 million** views YTD

### DEMOGRAPHICS

**1+ Million** Pro Builders, Remodelers, Architects, Specialty Trades and DIYers

**75%** between the ages of 18-54

**92%** Male (ages 18-64)

### GROWING AT 25% YOY

### SOCIAL REACH

**186K** @risingerbuild Instagram

**51K** @thebuildshow Instagram

**24K** @hullmillwork\_hull homes

**30K** Build Show Network Newsletter Subscribers

### PODCASTS

**266K+** total downloads YTD

**18K** Unique Listeners (Sept 2022)



“Our products are the ‘guts’ of the building behind the walls and need an explanation and to be shown in real life applications. We want the audience to understand our product ROI that can help your building not only with the constructability but in the future. The push toward video content and social media and real-life examples of how your product is installed is critical for us.”

**DAN GIBSON, KEENE BUILDING**

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## SPONSORSHIPS

### SERIES OVERVIEW

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### PRESENTING SPONSOR

#### STORY TELLING FOR YOUR BRAND

Storytelling is essential to why remodelers, builders and contractors make decisions. It's how they picture your brand fitting into their projects and how they can achieve the end results.

#### Sponsorship Includes:

Presenting sponsors of the New House, Old Soul editorial series will receive significant exposure in the episode(s) that align with your specific product focus areas. This will include video about your products' capabilities, features and benefits, connected to the subject matter area(s) of the relevant episode(s). Presenting sponsors can provide their technical expertise, material specifications, product images and information.

(6x) Instagram Posts promoting your content AND tagged in 6-episode promotions.

(6x) Promotional Package with New House, Old Soul newsletter insertions and 480,000 display banner impressions promoting your content.

(1) A 1-minute commercial/sponsorship segment voiced by Matt Risinger after show opening in which Matt reviews the subject matter for the podcast episode.

Pre-roll sponsor logo and verbal recognition – "This episode is brought to you" with sponsor link in episode descriptions.

#### Sponsorship Includes:

Product visual on New House, Old Soul episode(s) organically placed during the build

(4x) This item featured in our weekly Build Show newsletter, including image, description and a link.

(1x) Sharing of your product on Build Show Network Instagram.

(1x) 2-3 min short form video vignette inserted in the series episode for your product category. Short form video will also be provided to sponsor for sharing on their web site or social platform(s).

(1x) 12-month Advertisement (Link) on Buildshownetwork.com New House, Old Soul landing page.

### CATEGORY SPONSOR

Stand out with a powerful visual presence for your product before, during and after the episode.