

From DIY to home insurance: Ty Pennington's next big project

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In the world of home improvement, there's an art to turning a house into a dream home. It's a symphony of vision, hard work, and the unwavering belief that every nail, every coat of paint, and every renovation has a purpose. It's about creating a safe and beautiful space where families can thrive, and dreams can come true.

If there's anyone who understands how important those efforts are – and how essential it is to protect what you've built – it's DIY sensation and Emmy award-winning TV host Ty Pennington. So what happens when a home improvement expert like Pennington meets a company bent on [reimagining home insurance](#)? In short, a partnership that feels like it was written in the stars that's bound to make home insurance as thrilling as a home makeover project.

A creative force meets home insurance

Pennington, a self-described "jack-of-all-trades," has a career spanning over 20 years in design and home improvement. His highlights include:

- Hosting ABC's Emmy-award-winning show "Extreme Makeover: Home Edition."
- Writing the New York Times Best Seller, "Ty's Tricks: Home Repair Secrets Plus Cheap and Easy Projects to Transform Any Room."

Beyond his professional credits, Pennington is also recognized for his philanthropic approach to changing the lives of families. Now, he's lending his charisma and home design knowledge to Kin.

In his new role as our brand ambassador, Pennington plans to inspire homeowners in a way that goes beyond choosing paint colors and planning renovations. He'll help us educate

homeowners by providing insights and tips while changing their perception and interaction with insurance.

Pennington, a true believer in the power of homes, was eager to join forces with Kin. "This partnership was a natural fit. I'm all about rallying a community and making a positive impact, while Kin is in the business of supporting people and inspiring them to protect what matters most," he said in a statement. "Together, we can shift the narrative and help homeowners take control of their insurance."

We're committed to keeping homeowners protected, especially those who reside in areas that are prone to extreme weather. As a Florida resident himself, Pennington understands just how important it is to have access to insurance coverage that's as unique as one of his home makeovers. It's a mission that perfectly aligns with Pennington's passion for giving homeowners the tools they need to protect what matters most.

Shared values and a vision for homeowners



Our partnership with Pennington isn't just about business; it's about shared values and a commitment to homeowners. We take our company name to heart by treating our customers like family. We believe in putting our customers first in everything we do: the products we create, the service we provide, and the care we take when things go awry.

Homeowners, regardless of where they live, deserve affordable, customized [home insurance solutions](#). We're committed to keeping you protected and offering coverage as unique as your home. It's a mission that perfectly aligns with Ty's passion for giving homeowners the tools they need to protect what matters most.

Our company is rooted in innovation and challenging the norms of the insurance industry. Pennington's reputation as a trendsetter in the home improvement space underscores our commitment to pioneering changing home insurance. He's the perfect partner to help us keep pushing the boundaries of home insurance.

Join the journey

This collaboration is not just about selling insurance; it's about giving people the tools to protect what matters most. We want to empower homeowners to safeguard their dreams, and Pennington will be your guide on this exciting journey.

That means you can expect to see him just about anywhere you see Kin, including [YouTube](#), [Instagram](#), and [Facebook](#), in newly produced television spots, and likely in your inbox. Imagine getting advice on [fortifying your home](#) from the renowned expert himself.

As we move forward on this exciting adventure, we invite you to be a part of the transformation. Visit [kin.com](#) for the latest campaign updates, informative content, and helpful tips from Pennington.

Together with Pennington, we're setting off on a thrilling journey to help homeowners make informed insurance choices and protect their homes. It's a transformation you won't want to miss!