

### "How to Build a Brand"

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Over the last 12 years, Chip and Joanna Gaines have built a business that is as diverse as their many talents. Working as a team, they have created a business model that has become incredibly successful. The "Magnolia" brand includes a home remodeling and design business, a real estate company, a retail store, a Bed and Breakfast and – oh, yes – a television show. Although you may have seen the Gaines' wildly successful HGTV show "Fixer Upper," this opening session gives you the opportunity to learn about not just growing a company but about how to build a brand.

### Chip & Joanna Gaines, Magnolia Homes & HGTV's Fixer Upper



#### Chip Gaines

Construction/Real Estate Lead  
and Owner

Chip Gaines is co-owner and co-founder of Magnolia Homes, and co-stars in HGTV's Fixer Upper with his wife Joanna.

Chip was born in Albuquerque, New Mexico and raised in Dallas. He graduated from Baylor University's Hankamer School of Business with a Marketing degree. An entrepreneur by nature, Chip has started more successful small businesses than you could count on both hands, including Green and Gold Wash and Fold, a local Waco laundry service geared toward college students, a fireworks stand and multiple landscaping companies. If you've thought about it, Chip's probably tried it. Having grown up spending time on his granddad's ranch in North Texas, Chip became a true cowboy at heart. He was made for hard labor and always preferred digging ditches to academic pursuits.

Chip manages the construction and realty side of Magnolia. He has 15 years of experience in the field and has remodeled hundreds of homes in the Waco-area. His design preference is "whatever Joanna likes," and he always comes up with a "creative solution" that saves the day and helps Joanna make the impossible possible. To say he adds comic relief to the team would be an understatement; he keeps us rolling, but also on our toes.



#### Joanna Gaines

Lead Designer and Owner

Joanna Gaines is co-owner, co-founder and lead designer of Magnolia Homes, and co-stars in HGTV's Fixer Upper with her husband Chip. She appreciates the old ways of living, simple and hard-working with home at the center.

Joanna was born in Kansas and raised in the Lone Star State. She graduated from Baylor University with a degree in Communications and was inspired to join the world of design while interning in New York. Off-the-beaten-path boutiques felt like home in the midst of the big city. These shops were the influence for what came next. Joanna decided to open her own shop in 2003, bringing her NYC-inspired ideas and eye for design back to her roots—Waco, Texas. She soon discovered this emerging passion complemented Chip's experience, and together they began remodeling and flipping homes. Joanna self identifies as a driver, and takes pride in her work. But she also loves to have fun with Chip and appreciates his hilarious antics.

Joanna's design preference is simple, fresh and timeless. She loves the use of industrial pieces that are a glimpse of how life used to be. Her specialty is making old things new and seeing the potential in every project—no matter how hopeless it may seem in the beginning. By preserving and highlighting the character of each home, Joanna keeps things original and one of a kind. Her passion is to create functional rooms that inspire and encourage others to own their space.

In between filming for Fixer Upper, their many renovation projects, and running Magnolia, Joanna enjoys life on the farm and spending time cooking family recipes in her kitchen. Gardening soothes her soul and being with her four kids dominates all other favorites.

