

SCOTT LIVING: BUILDING A BROTHERLY BRAND

Jonathan and Drew Scott, known as the Scott Brothers or the “Property Brothers” (from their popular HGTV show), are rapidly building a global lifestyle brand with a strong position at retail.

by TONY LISANTI

They are singers and sellers. They are writers and designers. They are entertainers and entrepreneurs. And now the Scott Brothers are becoming prime time licensors as well.

Their consumer products business, Scott Living, which was launched in 2014, has already established a strong presence at retail, and the twin brothers have extensive plans to expand into various new lifestyle product categories—more than doubling sales volume over the next few years.

For more than 20 years, Jonathan, a designer and licensed contractor, and Drew, a real estate expert, have bought and renovated real estate properties. Known as the “Property Brothers,” which is the name of their TV series on HGTV, the Scotts have the passion and commitment it takes to create the licensed products they believe are needed—and wanted—in the marketplace.

“We didn’t want to be reality show hosts, but within three months, we were



JONATHAN AND DREW SCOTT

the No. 1 show on the network. People seem to resonate with what our ideals are about the business,” says Jonathan. “The standing principle we have across every business is integrity. We want to make sure that everything we do is in the best interest of the client. It has never been about a commission or making a quick buck. We always give our word to a client and stick by it.”

“Property Brothers,” which airs in more than 150 countries and is watched by millions, has also led to various spin-off shows including “Property Brothers: At Home,” “Brother Vs Brother,” “Buying & Selling” and “Off Topic.”

The Scott Brothers have also built a huge following on social media; and in between their TV shows and other lives as musicians, they are building a significant consumer products business.

Scott Living has been described as “Jonathan’s and Drew’s take on all things home.” The eclectic collections include indoor and outdoor furniture, décor and bedding available at retailers including QVC, Costco, Lowe’s and Orchard Supply.

“We are always very brand-focused and strategic in everything we do,” says Jonathan. “It’s always about listening to the fans, listening to each other and having the strategy sessions to figure out where we think there is a niche we can fill, but also where we can have some fun. We always



want to reinvent ourselves.”

“We realize that we are lifestyle experts and not celebrities—we are personalities. But people are making purchasing decisions based on our suggestions,” adds Drew.

“We don’t just want to slap our name on something and do a quick licensing deal that doesn’t represent our brand,” emphasizes Jonathan. “We turned down a lot of offers from major companies because we didn’t think it really aligned with what we wanted to do.”

When they first started, the Scott Brothers actually sketched

out and designed hundreds of décor pieces. They continue to be intimately involved throughout the product development process.

“We are designing everything in our collections based on what is needed in the marketplace and where we see a gap that no one is addressing,” they explain. “We haven’t necessarily tied our style or aesthetics to the shows, but the shows are simply a reflection of the aesthetics and designs we bring to clients.

“We are very involved with our partners and particular about the standards we set for what we expect, but also for the creativity that we want to bring to the marketplace. We don’t like to follow trends, we want to be on the front end of introducing trends



and to create something that delights people,” they add.

The brothers attend all of the major markets to understand what’s trending in products, design and color so they can better serve the needs of their customers.

“Our shows are not just inspiring people to what’s already in the marketplace, but our shows create trends, and that resonates throughout the entire industry,” says Drew. “We want to make sure people can aspire to have a beautiful home, but not have to break the bank to obtain it.”

The Scott Brothers launched their Scott Living collection of outdoor furnishings and accessories on QVC in 2015, and the collection continues to remain one of the most popular home furnishing collections on the shopping network. In fact, the Scotts recall the very first time they were on QVC: they created a hanging lantern with cracked glass that sold 6,000 units in two minutes. It has since become one of the anchor products of the QVC collection. Another product that resonates with the QVC audience, according to Jonathan and Drew, is the Portofino fountain collection, which also sold thousands of units in minutes—the brothers are now becoming known as fountain experts.

Scott Living, which continues to add new products and diversify its offerings, recently unveiled an all-new fabric collection comprised of more than 70 fabric selections, which are available by the yard at select retailers.

And earlier this year, the company launched Dream Homes by Scott Living, which features three modern home concepts that can be constructed anywhere in the world. Each home is a one-of-a-kind design that can be customized to suit individual specifications.

The brothers are also authors.

In April 2016, Jonathan and Drew released their first book, *Dream Home: The Property Brothers’ Ultimate Guide To Finding & Fixing Your Perfect House*.

Beyond Scott Living, Jonathan and Drew are also aspiring musicians and recently wrote and recorded two original tracks, “Hold On” and “Let the Night Shine In,” with Victoria Shaw and Chad Carlson. In January, the

Scott Brothers put their own country spin on Flo Rida’s single “My House” and are donating 100 percent of the single’s proceeds to the St. Jude Children’s Research Hospital.

As the Scott Brothers head to Licensing Expo, they will be focused on expanding their existing offerings and driving future growth.

They are currently developing various new products in the technology space, kitchen cabinetry, storage products and tiles.

“We will be looking for the right partnerships that can help us sustain our growth, continue to expand our brand, reach a broader audience and take Scott Living international, as well,” says Jonathan.

“We broke the \$100 million mark with Scott Living this year, and we plan to break the \$250 million mark by the end of next year.”

“We plan to focus on areas where we know that there is a need, but where people are looking for quality also. At the same time, we do not want to over stretch it. We need to

make sure we are growing at a nice, steady pace,” they say.

Says Jonathan: “It’s not about being a short-term, exciting brand. We want to be the brand that people can and want to grow and evolve their home into over the next several decades.” ©

