



RENDERING FOR PRESS USE ONLY - AS-IS DOCUMENTATION SHOOT COMING AUGUST 1, 2026

# THE BACK NINE™ – MEDIA BRIEF

## *A Mission Hills Transformation, Documented from Day One*

Editorial access is opening before the first wall comes down. ✨ *Cameras start rolling on August 29, 2026.*

### THE STORY

Andy Gibbs is over 70, on his seventh company, and has no plans to retire. Instead, he and his wife Paula — a professional abstract artist — bought a tired 1985 home on the fairway at the storied Mission Hills Country Club and are remodeling every inch of their new home: a complete transformation of 4,700 square feet of interior living, outdoor entertainment, courtyard, and garage space.

Unlike scripted television renovations, Back Nine™ documents the entire journey — every problem, every decision, every fix — from the as-is walkthrough through demolition, construction, and a December 2027 series finale, published through RemodX™, the independent remodel-education platform Gibbs founded.

On this project, Andy is the architect, engineer, designer, and general contractor — making the structural calls, doing the demolition himself, and directing every trade.

*Every problem. Every decision. Every fix.*

THAT'S THE BACK NINE™ DIFFERENCE.

### THREE STORY ANGLES

#### 1 THE MAN WHO WON'T RETIRE

At an age when most builders have long since put down the tool belt, Gibbs is starting his most personal project - and his seventh venture.

He gets his training tips from IFBB pro-bodybuilder 'JP' Fux, and follows Paula's keto diet program. This isn't a retirement project; it's proof he doesn't need one.

#### 2 THE ANTI-HGTV RENOVATION

Most renovation media shows the result. Gibbs - 'Rebo' - doesn't sugar-coat what really happens behind the walls.

Back Nine documents the inevitable surprises, costs, the decisions under pressure, and the fixes, with the same no-BS advice that drives RemodX: education for homeowners, not entertainment.

#### 3 LIVING THROUGH A WHOLE HOUSE REMODEL

Andy and Paula aren't moving out — they're moving in to remodel. A family with a dog, and months of demolition, dust, temporary kitchens, and hundreds of decisions — inside the home that's being rebuilt around them.

Back Nine documents what that demands of families living through it.

### FAST FACTS

#### ANDY GIBBS

Architectural engineer, 50 years of hands-on construction experience, 40+ patents, serial entrepreneur (seven companies), Army combat-medic veteran.

#### PAULA GIBBS

Professional abstract artist and the creative force behind every design decision; her works will hang throughout the finished home.

#### THE PROPERTY

Built 1985, previously a long-term rental - not a recent forever home — at Mission Hills Country Club, Rancho Mirage, California.

#### THE BUILD

Outdoor phase Dec 2026-Apr 2027, interior — May-Dec 2027 & New Years Eve 2027 reveal.

#### THE COVERAGE

Full video documentation, in-depth articles, and how-to education at [remodx.com](https://remodx.com).

*Story angles are held one publication per category — first commitment takes first rights.*

See terms, exclusivity windows, and current story angles on page 4. Questions or a pitch in mind? **Andy responds within 48 hours**  
[andy@remodx.com](mailto:andy@remodx.com) · [remodx.com/backnine](https://remodx.com/backnine)

AS-IS, CONSTRUCTION, AND PORTRAIT PHOTOGRAPHY AVAILABLE AS THE PROJECT PROGRESSES

# BACK NINE™ – MEDIA BRIEF – THE PEOPLE

## THE PEOPLE BEHIND THE TRANSFORMATION

### ANDY GIBBS

Andy Gibbs is an architectural engineer who has spent 50 years not just designing buildings but building them. Seven companies. More than 40 patents. He previously built PatentCafe into one of the technology industry's largest intelligent patent databases. He built RemodX.com himself — the platform, content, and the Ask Rebo™ AI advisory engine he trained on his five decades of professional construction knowledge.

Across five decades of construction, he has worked most trades — framing, masonry, plumbing, cabinet-building and more. He is not a television personality and has no interest in becoming one. He's a pro who has decided, for the first time, to let the cameras in.

When most old builders have traded tools for tee times, Gibbs is out buying new ones.



Andy and Tater

### PAULA GIBBS

Paula Gibbs is a professional abstract artist whose work has been collected across the United States. On this project she serves as design collaborator and the final word on every aesthetic decision — the person who asks not whether a decision will work, but whether it will make someone feel something when they walk into the room.

She's the project's toughest, most trusted critic.

When a design decision works, she knows why. When it doesn't, she says so.

Her collected works will be displayed throughout the finished home.



Andy and Paula Gibbs — planning the Back Nine™ transformation, Mission Hills Country Club

## FALSE TEACHERS • REAL PAIN • REAL ANSWERS

### WHY BACK NINE EXISTS



ANDY GIBBS (BACK LEFT)

Andy started driving nails as soon as he could pick up a hammer.

In the decades since, he has lived every way a remodel goes off the rails — blown schedules, budget creep, vague bids, and sub-contractors who failed to deliver.

He built RemodX™ to give homeowners the professional-grade planning, budgeting, and contractor-management tools he uses — real-world tools homeowners are rarely taught.

Back Nine™ field-tests that system on Andy and Paula's own home — every plan, bid, setback, and fix documented as it happens.

*78% of remodels go over budget<sup>(1)</sup> — lessons that arrive with the invoice.  
Back Nine documents them before homeowners pay.*

**REMODX.COM • ASK REBO™**

Request a Media Copy of Rebo's Remodeling Rules - Kindle or Paperback

### PROVEN EXECUTION

Before Mission Hills, Andy and Paula completed two owner-occupied whole-house renovations while living in the homes.



Palm Springs, California



Oro Valley, Arizona

# BACK NINE™ – MEDIA BRIEF – THE SCOPE

THE STORY ARC - AUG 2026 - New Years Eve 2027

It's a complete, non-scripted rebuild on their entire home.

Most renovation media jump from the “before” to “reveal” never covering the difficult conversations, engineering trade-offs, permit delays, inspection corrections, contractor negotiations, and budget decisions.

Back Nine™ promises day-to-day realities a couple deals with throughout the build.

The difficulty is the content.

Every challenge can become a practical lesson for homeowners facing similar decisions — real budgets, real bids, real permit fights, published as they happen.

“Shit Happens. We Don't Edit It Out. We Fix It. That's the Back Nine™ difference.”

## WHAT WILL BE DOCUMENTED

### DESIGN

- Design Development
- Engineering
- HOA Review
- Building Permits
- Cabinetry
- Lighting
- Landscape

### BUILD

- Demolition
- Contractor Selection
- Competitive Bidding
- Long Lead Purchases
- Construction
- Inspections
- Change Orders

### MANAGE

- Scheduling
- Budget Tracking
- Documentation
- Quality Control
- Punch Lists
- Final Commissioning

## WHY THIS PROJECT IS DIFFERENT

### PRO METHODOLOGY. FULLY DOCUMENTED.

Most renovation coverage shows what was built. Back Nine™ documents how — sequencing, contractor management, budget discipline, and the professional reasoning behind every choice. Field-tested processes that contractors rarely share with homeowners.

### DATA THAT DISAPPEARS AFTER COMPLETION

Contractor bids. Competing quotes. Permit corrections. Change orders. Budget overruns. This insightful data exists only during construction phases and almost never becomes public record. Back Nine™ publishes it in real time — before it disappears forever.

### THE /GAP/ BETWEEN PINTEREST & REALITY

Back Nine™ documents what lives in the gap between Pinterest inspiration and remodel success — the permits, the decisions, the setbacks, and the fixes that turn a vision into a finished home. Everyday lessons for remodeling homeowners nationwide.

## PROJECT SCALE

### INTERIOR



- Kitchen
- Living room
- Primary suite
- Guest suites
- Laundry
- Garages

### EXTERIOR



- Outdoor living
- Courtyard
- Landscape
- Poolscape
- Lighting
- Golf frontage

### SYSTEMS



- Electrical
- Mechanical
- Plumbing
- Smart home
- Lighting control
- Audio

## THE FULL PROJECT ARC

4,700 SQ FT  
OF TRANSFORMED SPACE

Aug '26 - Dec '27  
DOCUMENTED JOURNEY

HUNDREDS  
OF DOCUMENTED DECISIONS

THOUSANDS  
OF PHOTOGRAPHS

“Real renovation happens in the gap between the design dream and the final punch list — not in a week-long TV makeover.”

That's the Back Nine™ story.

# BACK NINE™ • MEDIA BRIEF • ACCESS

REAL ACCESS. COMPLETE EDITORIAL INDEPENDENCE

Back Nine™ offers journalists and producers access to a real renovation as it unfolds — from planning and permitting through construction, setbacks, decisions, and final reveal.

This is editorial access, not paid placement. Andy and Paula Gibbs do not request story approval or influence editorial angle, tone, or conclusions.

## ACCESS INCLUDES

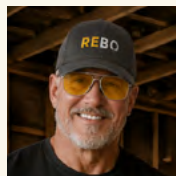
On-site access during key project phases

- Interviews with Andy and Paula throughout the renovation
- Floor plans, renderings, permits, bids, schedules, and other project records for background
- Construction photography & video for licensed editorial use
- Independent photography or filming at mutually agreed times
- Access to RemodX and Ask Rebo™ for research & context

## STORIES THIS PROJECT CAN SUPPORT

| EDITORIAL ANGLES (Ideas)                                | REPRESENTATIVE PUBLICATIONS                                                |
|---------------------------------------------------------|----------------------------------------------------------------------------|
| <b>The Man Who Won't Retire</b>                         | Forbes • Inc. • Fast Company • Entrepreneur                                |
| <b>The Anti-HGTV Renovation</b>                         | BHG • House Beautiful • Domino • This Old House                            |
| <b>Living Through a Whole House Remodel</b>             | Better Homes & Gardens • Real Simple • House Beautiful • AARP The Magazine |
| <b>AI Platform Built on Real Construction Expertise</b> | Fast Company • Forbes • Adweek • WIRED                                     |
| <b>A Forever Home at a Storied Club</b>                 | Architectural Digest • Palm Springs Life • Sunset                          |
| <b>Women and Design</b>                                 | Domino • House Beautiful • Real Simple                                     |
| <b>Real Estate — Professional Execution</b>             | AD, WSJ, Bloomberg, Mansion Global, and Realtor.com                        |

Inquiries are evaluated on outlet, format, and timeline. **I respond to every inquiry within 48 hours.**



**Andy Gibbs**

[andy@remodx.com](mailto:andy@remodx.com)

[remodx.com/backnine](https://remodx.com/backnine)

**Media Inquiries should include:**

- The outlets you write for regularly
- Proposed format — feature, series, digital, print, or video
- The story angle you intend to pursue

## SPONSOR TRANSPARENCY

Back Nine™ may include sponsors/partners whose products are incorporated into the renovation. Any confirmed sponsors will be disclosed before access is finalized. Sponsors have no control over editorial coverage, and journalists have no obligation to mention them. Sponsored material is always clearly identified as sponsored.

## EXCLUSIVITY & OPEN COVERAGE

**Story angles are held one publication per category — first commitment takes first rights.**

Limited exclusivity is available for clearly defined story angles.

Once a publication commits to an angle, competing outlets will not receive the same access for that angle until 90 days after publication. Different angles may proceed at the same time— for example, a design feature and a business profile do not conflict.

Writers may cover a single milestone or follow the project from August 2026 through the New Years Eve 2027 reveal. Longer-term arrangements may include extended exclusivity tied to an agreed publication schedule.

Staff writers and freelancers are equally welcome. Freelancers pitching on spec may receive a short reservation while seeking assignment approval.

Regional and trade press, podcasts, independent digital creators, and Back Nine's own channels continue in parallel.

Any exclusivity terms are confirmed in a brief written agreement after mutual editorial interest is established.

**Quotes:** Direct quotations will be provided for factual accuracy review before publication. This applies only to the accuracy of the quoted words — not to the story itself.

## DOCUMENTARY & TELEVISION

Documentary, television, and digital-series producers are invited to discuss development opportunities. The project is documented from August 2026 through the planned New Years Eve 2027 reveal.

**A REAL PROJECT. FULL ACCESS. TRUE STORIES.**