

KIT

BRAND



TISHA JORDAN
THE CONTRACTHER

THE CONTRACTHER

VISION, VALUE & VIBES



Tisha Jordan is a real estate entrepreneur and the founder and CEO of The ContractHer Design Studio & Academy. Established in 2022, The ContractHer initially gained acclaim for its outstanding home renovations. However, in the past three years, it has emerged as a leader in reshaping women's involvement in DIY projects and home improvement.

After moving to Maryland with her husband and children to build their dream home, Tisha found herself navigating a difficult divorce and the daunting task of starting over with just \$2000 to her name. With unwavering determination, she transformed a fixer-upper into a modern and chic sanctuary, discovering her passion for design and home improvement along the way. Her journey garnered a large social media following, that now looks to her for everything design & DIY.

She also holds a masters degree in social work and is redefining what it means to be of service to her community. Through The ContractHer, she teaches women the basics of skilled trades to boost confidence and break barriers in the often male-dominated field of contracting. Her hands-on curriculum covers plumbing, electrical work, woodworking, drywall repair, painting, interior design, and project management.

The classes offered not only empower women with essential skills for home improvement projects but also bridge the workforce development gap. This program provides a unique opportunity for women to explore skilled trades without a significant time or financial commitment. As a result, it has ignited interest among women and inspired them to pursue careers in these fields.

Whether contracted for renovation services or attending a workshop, The ContractHer is dedicated to offering clients a personalized and empowering experience that cultivates self-sufficiency and autonomy. With The ContractHer entrepreneurs & homeowners are empowered to literally take matters into their own hands to protect their investments while saving time and money.

DEMOGRAPHICS & STATISTICS

INSTAGRAM

196K

INSTAGRAM
FOLLOWERS

895K

CONTENT
REACH

2.3M

IMPRESSIONS

25-54

TOP AGE
RANGE

TOP COUNTRIES

U.S. + UK + Canada 85%



SPEAKING ENGAGEMENTS

National Association of Real Estate Brokers (Houston)
Central Scholarship (Baltimore)
Baltimore Leadership School for Young Women (Baltimore)
Seven Figure Boss Summit (Houston)
NYC Real Estate Mixer (NYC)
Conversations: Unlocking Real Estate Success
Five Star Women of Color (Baltimore)



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WHAT WE DO

Hands-on workshops that teach skills in:

- Electrical:** Mastering outlets, light switches & basic wiring.
- Plumbing:** Tackling repairs and installations with confidence.
- Woodworking:** Crafting stunning accent walls and more.
- Drywall Repair & Painting:** Ensuring professional finishes.
- Tool and Equipment Training:** Safe use of hand tools and large power equipment.
- Interior Design:** From mood boards to material selection.

WHY IT MATTERS

The ContractHer isn't just about fixing homes—it's about fixing gaps in opportunity and confidence. By equipping women with skills traditionally seen as out of reach, we're fostering independence, promoting employability, and ensuring families live in safer, more secure homes



OUR IMPACT

- **Empowering Women:** Nearly 150 women have participated in our workshops, equipping them with transformative skills that enhance their confidence and independence.
- **Workforce Development:** Many graduates have transitioned into new careers in construction, design, and contracting.
- **Safety and Savings:** Homeowners learn how to protect their investments while saving thousands in potential costs.
- **Community Building:** Alumni stay connected through mentorship, online resources, and ongoing support, creating a network of empowered women.



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