

The White Brothers

@cowboy.roofers · Cody & Dylan White · Montreal, QC

*“Couple farm boys restoring fancy city folk’s heritage homes.”
Slate, copper, zinc and dragon scales, filmed like it matters.*



1.1M

views on one Reel on Facebook
("Backside of the Behemoth")

696K

Instagram views across
the last 56 Reels

309K

views on our top Instagram Reel,
a PRIMELINE Tools collab

10.2K

followers across Instagram (4,153,
verified)
and our two Facebook profiles (4.6K +
1.5K)

~2 days

between new Reels
(9 Reels from Sept 7 to Sept 23)

7 of 56

recent Reels passed 10K views.
Typical Reel: 3,000–4,000

We're two brothers who grew up on a farm and now restore heritage roofs in Montreal: slate on Westmount mansions, hand-formed copper, scale siding, cathedral work. We film the craft most people never get to see up close, with a dry sense of humour and a good soundtrack. Our audience is mostly **roofers, slaters and tradespeople** from Canada, the US, the UK and Germany. They are the people who buy tools, materials and workwear.

Our five biggest recent Reels



309K

Backside of the Behemoth. Slate, collab with PRIMELINE Tools. 1.1M more on Facebook



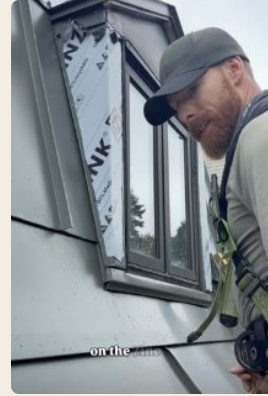
95.5K

Hand-made copper shoulder caps. "That cinematography is next level"



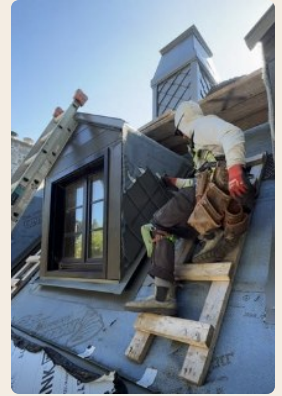
45.7K

"When that message in a bottle is found..." A note on slate for roofers 100 years from now



23.2K

Montreal's "Billionaires Row". Collab with PRIMELINE Tools



15.5K

Scale siding. "That's goddamn art"

Brand partnerships

PRIMELINE Tools: current ambassadors.

Our two collab Reels with PRIMELINE reached **309K** and **23.2K** Instagram views, against a typical Reel of about 4K. Our affiliate code lives in our bio.

A good fit for

- ✂ Roofing and slate tools, fasteners and hand tools
- ✂ Copper, zinc and sheet-metal suppliers
- ✂ Harnesses, fall protection and safety gear
- ✂ Workwear, boots and gloves
- ✂ Trucks, trailers and jobsite gear
- ✂ Software and apps for contractors

What we can do together

- ✂ **Collab Reels** that post on both our profile and yours
- ✂ **Product in real use** on real heritage jobs. No staged sets
- ✂ **"How we do it" Reels** that answer our audience's questions with your product
- ✂ **Affiliate and discount codes** in our bio and captions
- ✂ **Story mentions** and behind-the-scenes clips
- ✂ **Cross-posting** to Instagram and both Facebook profiles

Every paid or gifted post is clearly marked as a partnership.

Let's work together

Cody & Dylan White · The White Brothers

Instagram: @cowboy.roofers
[email or phone]