

Selling Luxury Homes with Mini-Movies

FAQ *Frequently Asked Questions*

1) **Who produces the mini-movie?**

Filmhouse Inc. 810 Dominican Drive, Nashville, Tennessee 37228 Ph. 615-255-4000 Attn: Curt Hahn Website: Filmhouse.com/realestate

2) **How long have they been making movies?**

They have been producing a variety of movies for 37 years. They have produced over 20,000tv commercials. They started producing luxury home movies in 2012. They are the largest film production in Tennessee and the largest producer of films for the US government.

3) **Is this like a virtual tour?**

No! These are full 3 minute to 8 minute movies with story line and actors. The storyline is designed to capture your interest while showing off the main features of the beautiful house. This is a full movie designed to get the buyers attention and sell them on the strengths of the house.

4) **What does a Mini-Movie cost?**

The story line or theme must be determined first to come up with the cost. Once this is decided it will tell us how elaborate the movie, how many actors are needed and any unique costs included. In the past, movie costs have varied between \$5,000 and \$15,000 with the average approximately \$7,500.

5) **How many luxury home Mini-Movies have they produced?**

As of April 2014 they have produced over 30 movies and they are making 1-5 mini-movies every month.

6) **How long does it take to shoot a Mini-Movie?**

Time frame varies based on theme but 4-12 hours is normal. They try to do all shooting in one day at your home.

7) **How long does it take for entire movie process?**

It takes 2-5 days to come up with the storyline. Then 1 day to shoot and 1 week to complete the movie after the shooting. This varies depending on the home owners' involvement and satisfaction with the results. The entire process takes about 2 weeks.

8) Who pays for the cost of the movie?

This is negotiable but normally 50% of the cost is paid up front and the balance when the house sells. It would be an added cost to the seller at closing and would be taken out of the proceeds coming to the seller.

9) What happens to the cost of the movie if my house does not sell?

This is negotiable but the norm is to split the cost between the seller and the real estate agent. Sometimes the agent might be fully responsible and sometimes the seller might be fully responsible. The storyline of the movie and overall cost will determine how this is handled. We do not anticipate this happening if the house is priced right. This is the best marketing tool for luxury homes on the market.

10) What is the success rate of homes selling?

The first 3 homes they produced Mini-Movies on all sold in the first 3 months. They started making most of the movies last August 2013. Some of these homes are still on the market but are getting more showings as a result of the Mini-Movies and the listing agents are confident they will be selling soon. However, they have sold 7 homes so far and most are selling within 90-120 days.

11) Do most homes sell for list price?

No, they have sold between 90% and 97% of list price with average price being 93% of list price.

12) My house is vacant, does that matter?

Yes, and it might have to be temporarily staged. It is possible not to stage if the overall house and surrounding area is the main selling point. If it is staged it will help sell the house and it is suggested it stay furnished during the selling period.

13) I am still living in my house, do you use my furniture?

Yes, we will use your furniture. Sometimes we remove some furniture or rearrange furniture to make it more appealing to sell. If house is over stuffed we will probably suggested you put some items away during selling period, possibly in storage.

14) Am I or can I be in the movie?

Yes, you can be in the movie but it is not required. It can help keep the cost down if you want to be in the movie. Your realtor or his associates can also be in the movie to keep costs down if they want to be.

15) Where do you get the actors from?

Filmhouse has lots of contacts over its movie making history and does not have a problem finding actors or actresses for its movies. If you know someone you want to be in the movie they will consider all persons.

16) If I do not like the movie will you make changes and who pays for the changes?

It is Filmhouse's goal to have happy clients and most of their clients have been extremely satisfied with the entire movie making process. They will over deliver, they do not charge anything extra unless we all agree to make a change in the future that will improve the overall movie or change the theme of the movie.

17) Where do the buyers come from?

Buyers can come from any of our numerous marketing arms but what makes us unique is the video marketing on YouTube, Facebook, Pinterest, etc. and this goes all over the world. The buyer for our Woodmont house came from England and made the decision to buy the house before even seeing the house. What is known is that a lot more potential buyers will see your house. It enhances the appeal of your house greatly.

18) How do you market the movie?

Filmhouse specializes in marketing as well as movie making. Many times the mini-movie is picked up by the news media and sometimes is lead story in your residential newspapers. This may lead to sections of the movie being on TV. It will definitely be on YouTube, and this goes worldwide. Locally we advertise full page in the real estate book and pure luxury and other high end magazines with readers who can afford luxury homes. We will be marketing the mini movies on more than 20 websites such as Craigslist, Pinterest, LinkedIn, etc.

19) My home needs some repairs, can you still sell it via Mini-Movie?

It is always recommended that repairs be done before you list a house. Most buyers do not want to buy a house knowing they must fix up a house before they move in or while they are living there. With the movie, we can just not do filming on the areas needing repairs but this will make the buyer upset when they find out about the repairs needed. We do not suggest trying to sell a luxury home that needs repairs with a mini-movie.

20) Can you sell commercial property with a mini-movie?

Yes, absolutely. We have done a mini-movie on a multi-story building we are selling. As long as the building shows good and especially if it has a story to tell, the mini-movie is an excellent way to market a commercial building.