

◆ 2205 Woodmont Case Study ◆



Client: Keith Merrill & Anne Nilsson, Worth Properties, Nashville, TN

The [first mini-movie](#) we produced for Keith and Anne went online September 22, 2012, eleven days after the house went on the market. Almost immediately a potential buyer *from England* saw the movie and said they wanted to write an offer *before even seeing the home in person*. On October 10 a contract was agreed upon for 96% of the \$1,495,000 listing price. The sale closed January 14, 2013.

Simultaneously, Anne was showing a different listing to a prospective buyer from Hollywood. When it was apparent that the buyer wasn't interested in that house, Anne asked if the buyer would like to see 2205 Woodmont. The prospective buyer said no, since she had a flight to catch, so Anne showed her the mini-movie on her iPhone. *After watching the movie the buyer changed her mind and went to see 2205 Woodmont, almost missing her flight.* Keith met the prospective buyer at Woodmont and the buyer said, "This is my house." She said to let her know if the buyer from England failed to close.

"I wanted to see if we could make a movie to market one of our listings," said Anne Nilsson. "Not a video tour, but a real movie that would allow a prospective buyer to really feel what it would feel like to live there. I knew Film House – they make feature films, and they've made over 20,000 TV commercials. They made the entire process incredibly fun and easy, turning the project around in record time. And the final product had the exact effect we all hoped and suspected it would."

"The team at Film House really understands how to tell a compelling story," said Keith Merrill. "They also understand marketing. That, combined with their understanding of real estate, is an unbeatable combination."



Contact: Wayne Campbell, Senior VP

waynecampbell@filmhouse.com



Film House, Inc.
810 Dominican Drive
Nashville, TN 37228
615-255-4000
615-255-4111 (FAX)
www.filmhouse.com

About Film House

Founded in 1976, Film House is the largest film production company in Tennessee and the largest producer of films for the U. S. government. Headquartered in our 40,000 square foot studio and office facility in Nashville, the Film House team produces hundreds of movies and TV commercials for clients from around the world annually. The reason for our success is simple — Film House is a customer-focused company that delivers world class quality at a remarkably reasonable price.

Transcendent, a wholly-owned subsidiary, produces independent feature films and partners with The Panda Fund to release them theatrically. Our most recent movie is Deadline, starring Steve Talley and Academy Award nominee Eric Roberts as reporters investigating the murder of an African American youth that has gone uninvestigated, unsolved and unpunished for almost twenty years. Deadline was released in theaters nationwide and is already making waves overseas as well, with deals including Australia, South Africa, The Middle East, Holland, Brazil and even China, one of the few US movies to sell there. Transcendent's first film, No Regrets starring Janine Turner and Kate Jackson, has been a worldwide success, with repeated airings on HBO in Europe, Lifetime Television domestically, Hallmark in the U.K. and in dozens of other countries around the world. Next Transcendent co-produced Two Weeks starring two time Academy Award winner Sally Field. Two Weeks was released theatrically and on DVD by MGM. Transcendent produces the kind of inspiring, uplifting movies that speak to the viewer's heart.

Film House, Inc. ♦ 810 Dominican Drive ♦ Nashville, TN 37228
615-255-4000 ♦ Fax 615-255-4111 ♦ www.filmhouse.com