

◆ 3123 Parthenon Case Study ◆



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

This is the [second mini-movie](#) we created for Keith and Anne, and the first one we produced for a home that had been on the market for some time. 3123 Parthenon was first listed on July 31, 2012. When few showings and no offers had materialized by October, they scheduled a meeting with the homeowner to discuss strategy.

“We were considering taking the home off the market and waiting until spring,” said owner Mike Martino, “But when Keith and Anne showed us the mini-movie they’d just made for [2205 Woodmont](#), it made an immediate impression. This was a way to literally allow a prospective buyer to experience living in the house.”

“We told Mike how the movie for Woodmont had attracted a buyer from London,” said Keith. “Rather than wait until spring or lower the price, which would have meant a \$100,000 reduction to be meaningful, it made so much more sense to try something that cost a tiny fraction of that – a mini-movie from Film House.”

Within days, we came up with creative targeting a sophisticated, cosmopolitan buyer and filmed the mini-movie. It went online October 24, 2012, three months after the house went on the market. A producer from the hit TV show “Nashville” saw the mini-movie and called to see if Mike would let them film in his home. The resulting location fees helped subsidize the cost of producing the mini-movie.

Within a month a buyer who had been shopping for homes in a much lower price range saw the mini-movie online and was captivated. The sale for \$1,249,000 (90% of the listing price) closed February 21, 2013.

“Film House did an incredible job telling the story of this home,” said Mike. “It was absolutely the movie that drew untapped interest to the listing and sold the home.”



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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.

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