

◆ 4001 Estes Case Study ◆



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

Keith and Anne were competing to win the listing for 4001 Estes. By the time they finished their presentation that concluded with the mini-movies we'd produced for [2205 Woodmont](#) and [3123 Parthenon](#), owners Charlotte Vermeeren and Bill Gavigan were impressed. They were excited at the prospect of having real moviemakers produce a movie to market their home.

With the wealth of musical talent in Nashville, we decided to have a song written expressly for this home, which is a unique property that was originally a barn.

"I love the song that Film House commissioned to help sell our house," said Charlotte. "It gets to me every time I hear it. The song and the movie explain our home on a visceral level. The light, the textures and the warmth all come through. This is a special home that makes people feel good, just the way the movie does."

"We knew ours was a unique property," said Bill. "Keith and Anne presented a superior marketing plan, and the movie certainly enhanced and increased the online presence of our home, generating maximum exposure. It was so innovative that The Nashville Business Journal did a [cover story](#) on Keith and Anne and their mini-movies and photographed them in our home. That led to a [story](#) on the Nashville CBS affiliate's top-rated newscast. I don't know how else our home could ever get that much exposure."

[The mini-movie](#) went live on January 17, 2013. The sale for \$1,295,000 (93% of listing price) closed on March 28, 2013, *only ten weeks after the movie went online*. For our first three mini-movies, the sales averaged 93% of the listing price and averaged only 101 days from the time the movie went online until *closing*.

"Each mini-movie Film House makes for us identifies the key selling proposition of the particular listing and perfectly targets the prospective buyer," said Anne. "Film House knows as much about marketing as they do about filmmaking. The net result is a movie that sells the property so perfectly, it doesn't even feel like a sales pitch."



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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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