

## ◆ 529 Benchmark Drive Case Study ◆



Client: George Harvey, The Harvey Team, Telluride, CO

Here's one of the first things to know about the luxury real estate market in Telluride, Colorado – 84% of the buyers come from out of state, many from other countries. For George Harvey that means two things: he needs a way to showcase both his listings and the Telluride lifestyle to potential buyers who have never visited the resort town, and he needs to be able to distribute those marketing materials worldwide.

For Benchmark Manor, that meant a Film House mini-movie.

“In the luxury market segment, it's rare to find a truly new and unique marketing idea. I discovered one in Film House mini-movies,” says George. “These stories capture the essence of how buyers decide on purchasing a home or estate in a luxury setting.

“When I saw what Film House could do capturing that feeling in a buyer's mind, I was hooked on wanting mini-movies for my high end listings.

“529 Benchmark Drive is a magnificent retreat that had been with another broker for years before I got the listing,” recounts George. “The storyline Film House created showed the Telluride lifestyle and the emotional aspect of bringing a family back together. I'm convinced the mini-movie was a key factor in bringing our buyer to the table. The sale for \$6.4 million closed about 120 days from the time the mini-movie went online.

“The process of working with Film House could not have been better and the results were terrific.”



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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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