

◆ 620 Church Case Study ◆



Client: Michael Carter, Owner, 620 Church Street East

When the recession hit in 2008, it was a tough time to be in the luxury women's day spa business. Michael Carter's Athena went out of business and Michael was left owning a 15,000 square foot specialty building with an indoor pool, sauna, Jacuzzi, steam room and exercise rooms. He knew it would be difficult to sell or lease the building. He never expected it would take over five years.

"I had some lowball offers," says Michael, "but I was determined to not just give the building away." After working with the same commercial broker for years without success, Michael switched brokers. Despite everyone's best efforts, the Athena building still failed to attract any reasonable offers.

"I felt like it was a matter of visibility," says Michael. "We needed to get the building in front of the right prospects, not just locally, but globally. So when I discovered Film House's mini-movies, I immediately thought, 'Aha, this is it!'"

When Michael called Film House, we had only done mini-movies for luxury homes. "I felt this would work just as well for a commercial listing as it has for luxury homes," says Michael.

We created a storyline for the Athena building, cast actors and shot Michael's mini-movie. What happened next was stunning.

"Within days, we had all kinds of activity on the listing, both from new prospects from all across the country, as well as rekindled interest from one earlier prospect. I ultimately received two really solid offers to purchase the building and one offer to lease the entire building," says Michael. "I chose to lease the building, which included the lessee making substantial improvements to the building at their expense. I expect the lessee to be in the building for many years and perhaps even to purchase it one day, but this way I get the bonus of any appreciation in the building's value."

"And here's the most amazing part – all this happened within 40 days of the mini-movie going online. The Athena building went from being a 5 year old stale listing with zero activity to multiple offers and a signed lease in only 40 days, all because of the movie. I count my blessings and I am so grateful to Film House."

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



Contact: Curt Hahn, CEO

615-207-8111 (cell)
curthahn@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