



we're here to say "welcome home"

Corporate Profile

MISSION STATEMENT

We are committed to helping people make wise choices about home ownership. We will educate and encourage our clients toward "**home buying health**" – *the right information, the right skills, and the right frame of mind.*

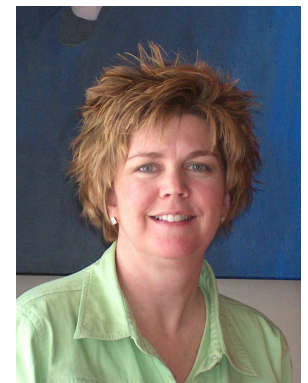
PRINCIPALS



"I'm doing real estate because I want to help people."

From managing a credit union in Ethiopia to teaching college-level accounting, Principal One has

demonstrated a life-long commitment to helping people improve their lives. With an M.B.A. and C.P.A. in her arsenal, she is well prepared to guide potential homebuyers through the financial challenges that intimidate many. Her big heart is matched by her extensive research into grants and assistance programs aimed at supporting new buyers. *"I really can help people,"* She says and **House Hunting In Our Town** does just that.



"By improving people we improve our city."

Unofficially, Principal Two has been marketing the real estate since fourth grade. Professionally she has gained numerous awards for

sales accomplishments in twelve years as an agent. Her own life experiences have made her sensitive to the self-worth of individuals and the health of families.

House Hunting In Our Town is her opportunity to empower and encourage people to overcome obstacles and achieve their dreams. Her personal motto, *"Don't look for a hero – be one"*, is backed up with compassion and effective strategies that truly change lives.

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Television Series Overview

PURPOSE

❖ **To Reach by Understanding Buyer's Challenges**

Many prospective homebuyers are intimidated by unfamiliar terms and confusing processes. We communicate that we understand their challenges and will stand beside them on their journey toward home ownership.

❖ **To Teach by Telling Other's Success Stories**

The confidence to pursue home ownership is caught as well as taught. We will teach our audience that success is within their grasp by telling the stories of people we have helped achieve home ownership.

❖ **To Equip by Educating**

To realtors, bankers, title companies, and other professionals purchasing a home is commonplace. We will give prospective homebuyers the information and skills they need to enter the market well equipped.

❖ **To Empower by Encouraging**

Home buying is a process that involves much more than credit-worthiness. We become a team with our homebuyers, encouraging them every step of the way until they have made the best decision for them and their family.

CONTENT

Thirteen episodes produced and airing on a weekly basis with scheduled re-broadcasts

Thirty minute episodes with approximately 23 minutes programming / 7 minutes sponsorship

Program Content

Host dialogue

Buyer(s) profile

Specific home buying knowledge, skills, strategies

Resources / Ideas for buyers / sellers

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Episode One Overview

On Camera



Content

Introduce hosts. Begin w/ exterior shot emphasizing “our town” aspect of show. Transition to interior – hosted at **The Coffee Girls** – with further establishment of show concept and intent.

Introduce “Mario” and the challenges he faces in home buying. Through interviews and voice over narration illustrate his mindset, financial circumstances, and personal objectives. Include screen graphics to provide emphasis to information.

Back at **The Coffee Girls**, hosts discuss the unique aspects of Mario’s situation as well as the elements that are common to many prospective homebuyers. Hosts describe their vital role (with specific actions) in helping Mario make the best decision for his family.

Wrap up. Hosts connect Mario’s story with viewer’s circumstances. Ask for specific action – call, email, visit website, attend seminar at **The Coffee Girls**, etc.

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Press Release

For Immediate Release

Principals One and Two announce today the launch of their television series "House Hunting In Our Town". Initially scheduled for thirteen weekly episodes, the series is atypical of most real estate sales programs. In each episode, Principals One and Two present seldom-discussed information that empowers homebuyers. Show content is built around true stories of people who were unable to become homeowners without the encouragement and practical coaching that Principals One and Two provide.

"We're here to say welcome home to people who don't believe they can be home owners," says Principal One.

"Our mission is to remove the fears and misinformation that keeps people from starting the home buying process," says Principal Two.

The TV series will feature the duo's real estate and mortgage banking services in an atmosphere of positiveness and empowerment. Show will include segments shot on location before a live audience as well as interviews with clients and dialogues about the keys to home buying. The team also offers regular free seminars to help people begin their journey toward home ownership.

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Seminar Radio Spot

60 sec

woman, *rustling newspaper*: Hey Hon' , look the rates are still at a twenty year low. This would be a great time to buy a house.

man: Interest Rates? Are you kidding me, with our weak credit and small down payment, there's no way we're getting a home.

music starts

Principal One: Right now, does owning a home seem like the impossible dream? I'm [name].

Principal Two: And I'm [name]. We're the hosts of House Hunting In Our Town. Our TV show helps home dreamers become homebuyers.

Principal One: Be our guest at a free seminar that will help you find the keys to home buying. Join us at Coffee Girls, Friday, May 21 at 6pm. For information, call us at [phone number] or log on to [website].

Principal Two: If you're ready to go house hunting in our town...

Principals One and Two: We're here to say, "welcome home".

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Seminar Radio Spot

30 sec

Principal One: Does home ownership seem like the impossible dream? I'm [name].

Principal Two: And I'm [name]. We're the hosts of House Hunting In Our Town. Our TV show helps home dreamers become homebuyers.

Principal One: Come to our free seminar to find the keys to home buying. For information, call us at [phone] or log on to [website].com

Principal Two: If you're ready to go house hunting in our town...

Principals One and Two: We're here to say, "welcome home".

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TV Series Radio Spot

30 sec

Principal One: Does home ownership seem like the impossible dream? I'm [name].

Principal Two: And I'm [name]. We're the hosts of House Hunting In Our Town. Our TV show helps home dreamers become homebuyers.

Principal One: For information on when our show airs, call us at [phone] or log on to [website].com

Principal Two: If you're ready to go house hunting in our town...

Principals One and Two: We're here to say, "welcome home".

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