

MOVE ME TO ATLANTA TREATMENT

Written by

Melisha "Mel" Childs

Lactrodectus Entertainment, LLC  
404-895-9131  
lactrodectus.entertainment@gmail.com

## Logline

Relocation teams of two leading real estate agencies in Metro Atlanta compete to sell residential and commercial property to film professionals who are buying an additional home or business in Georgia to take advantage of the film tax credit.

## Show Summary

Move Me to Atlanta is an thirty minute long home selling competition show that will consist of two prominent realty companies in Georgia (i.e. Berkshire Hathaway HomeServices and Sotheby's International Realty). The goal of the show is for each hosting firm to form a team of realtors, made up of local Atlanta real estate agents who will compete against one another to close as many real estate deals as possible within the season. The target clients for this show will be those who are a part of Atlanta's film industries that are moving here or buying second homes or commercial property here in Atlanta in order to take advantage of the tax credits.

Guest appearances by celebrities already living here who want to upgrade or downgrade or sell their homes and leave Georgia entirely will also occasionally appear on a few episodes.

## How the Season Will End

At the end of the season, one of the teams will be the season winner and will carry bragging rights into the next season as they compete against a new realty company to win.

Genre: Verite Home Selling Competition

Episode Duration: 30-minutes; with an hour grand finale

Frequency: Once a week

Series/Season Duration: 13 episodes in a season; Summer

Episodic Format: Self-Contained focused one client from each real estate agency

Non-Hosted

Cast

Several realtors and brokers from local Atlanta real estate agencies and clients purchasing property in Atlanta.

About the Cast

The cast should be led by brokers from two chosen real estate agencies in metro Atlanta. They will lead a team of realtors who will compete to close real estate deals for film clients relocating to Atlanta purchasing homes and commercial property in metro Atlanta in order to take advantage of the film tax credits.

Target Locations

Metro Atlanta cities, surrounding suburbs, North Georgia Mountains and coastal areas of Georgia

Episodic Breakdown

Each episode will evolve around the needs of the clients. Some clients will be part of the production crew, some will be actors/actresses, and some will be non-production such as agents, attorneys and other film business professionals. Cast members will vary each show but should always have someone from each of the two luxury real estate companies represented and of course the clients. The show will showcase very picky clients who are moving to Atlanta from other parts of the United States and from around the world in order to establish residency or businesses here in Georgia in order to take advantage of the film tax credits. Both teams will compete to close the most deals within a season.

## Series Arc

From season to season, the show will continue to showcase clients within metro Atlanta. However, there may be changes in venue such as one series may be filmed exclusively in Savannah, the original home of film in Georgia. Also, other changes will be that other real estate agencies will get into the action and compete against the winning team from the previous year.

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