

Crea Realty

INTRODUCTION

Ironically, finding the home that's right for you is not simply about where you keep your things. Finding a home that's right for you is about where you build your life. It's about the community you live in. It's about the stream where your kids we'll discover what a salamander is (they're slimy). It's about the school district where in five years you'll bump into your kids second-grade teacher and laugh about the time they brought that salamander to class.

I think that's the heart of this idea, and I think that's the heart with which you wrote it. Now as people already know or will discover - finding that home is rarely if ever, easy. And in the case of our story, it comes with a few oversized problems. So, this is a tale about a family that finds a home, that suits them perfectly. And it's about the Crea agent who cares in a way, that allows her to see, what they need. She understands the challenges they face and does whatever is necessary to find them a home where they can continue to build their life. As Giants.

APPROACH

I'll include an FX design section below. But ostensibly, this can't ever come down to simply the FX. It can't devolve into a catchy visual gag leveraged for the brand. Because as large as they are, if it were not for the care of our Crea agent, this family would not be seen at these open houses. So, our Crea agent is every bit as a vital character as our giant family. We have to free her from the stereotypical, ever-smiling button-downed, real estate agent.

At an open house, there's a family that's interested in a listing. Our agent has potential buyers right in front of her. The husband's asking a couple of clarifying questions and you can see his wife is right there, excited. And the agent looks over and notices Elen – the Giant wife. She's opened a cupboard and is having to awkwardly crouch down to look in it. Our agent has buyers in front of her – but also, she notices a family with a unique challenge. And she's not only knows she can help them, she knows she's going to help them.

So yes, the film will be lush and cinematic, and I'll develop an FX/shooting process to portray the Giants. But end of day, we can't feel separate from the giant family, not emotionally. We understand their struggle. It is difficult to find a community and a home. And that's why, we care about them, and this story.

tone & feel

I don't want to get caught in the logic of how this could be or what it should be. I want to stay with the heart of this - which is that it's part fairy tale. Not in a fictional way. In a way that is unexpected and a little bit magical and transports you out of the mundane reality of "This is how you find a house, and these are the reasons you buy a house". Finding a house is a journey. And you need the best guide possible to help you navigate, which is Crea. But it's the very fact our family is giants that makes this story actually *more* relatable.

If they were just regular people, we would not smile and think, "Cool house, wonder if it has a two-car garage..". And we'd forget about it as soon as the spot was over. Our family is giant. Loved and accepted members of the community, but nonetheless, they're 12 feet tall. So beyond them as a metaphor - which is brilliant, this story strikes a real chord in us. Because we look at them and the way in which they are outsized and feel how their problem seems unsolvable. And that part of being a human of any height

lives in all of us a little bit. And that's why this story can't shy away or apologize for the Fable that is part of its DNA.

CAST

We have to create a real estate agent that hasn't been seen before. I suppose you could just swap out the word real estate agent for giant family, in that sentence as well. Our real estate agent is the brand, and the brand is about a company that doesn't just bludgeon you with cookie-cutter listings until you surrender and pick one. And look, I'm not throwing shade at other real estate agents or the industry. I'm just saying this is a unique story with unique characters. And we can't let our real estate agent in these circumstances feel cliché. As I said, at an open house, she can't not look over at that giant family and empathize and feel motivated to do what she does best: understand each person or family's needs and find the home that feels tailored to them.

EMOTIONAL ARC

I think we can't shy away from the tough feeling moments in this. It's not easy for the giant family going to these open houses. It's different from a normal family at one of these open houses. We are watching a family who physically cannot negotiate the space they are in. And we see them wishing that were not the case. Like everyone, they just want their home. And we need to lean into those moments, and have it wrench our hearts a little bit to see what they are going through. We don't have to guild it. We just have to relay it. They are 12 feet tall in homes with 8 ½ foot ceilings. They have to nearly kneel down to look into a normal-sized refrigerator. Any home like this they would choose would be nothing but a lifetime of inconvenience and amplify the hard truth that there may not be a home for them.

I think it's important we see regular-sized people enjoying the open houses. They don't have to be giddy. We don't have to be blatant about it. But we want to see the contrast of normal people opening the refrigerator or their kids excitedly running over to the den and jumping on the couch. None of the things any of our giant family can do. It's all they can manage to walk from room to room without clipping their head on the door frame. And then – we make our turn. Things pivot. Our agent takes subtle, but definitive action. Reaches over to the giant mom...introduces herself or wordlessly, hands her, her card. There's a quiet shared look between them. At that moment the mother knows, she can help us. Our act two is not the sudden and manufactured resolution of their problems. So yes, the first few houses she shows them are closer, but still not "it". And then she shows them their home.

THE LOOK

Because this has an element of fairytale or fable, it has to look lush and beautiful. So, we want to shoot it cinematically, so the moments feel cared for, crafted. There's a bit of rich sunlight coming through the windows in the open houses. Although I'm toying with the idea that in the initial scenes, maybe it's a bit gloomy outside. Even raining. It just amplifies our family's challenges a bit. That's TBD. Regardless, we need a beautiful cinematic look to enhance and heighten the engaging fairy tale aspect of the storytelling. Technically, there's going to be a lot going on with how we render the giant family with FX, so we'll need the camera for the most part to be relatively stable. It doesn't have to feel locked off and static, but we have to be careful to convey our post/FX element through a steady lens.

FINALLY

I appreciate the opportunity to put some ideas on paper for you. And remembering the thrill and excitement of finally finding... your home