

PMHA VIDEO SCRIPT

INT. COUPLE HOME -- AFTERNOON

TIGHT ON TV SCREEN--The end of the PMHA Commercial is showing. When the commercial gets to the PMHA 800 number...

THE CAMERA PULLS BACK TO REVEAL

The interior of a nicely furnished, very comfortable home. A married couple, JIM and BRANDI are sitting at a table, watching the TV. When the commercial is done, and another program is about to start, the PULL BACK is finished.

Brandi turns to look at Jim.

BRANDI

I've heard good things about
manufactured homes. Maybe we should
find out more.

JIM

That looked pretty good to...

Before Jim can complete his sentence, CAROL comes into the room, holding a tray of glasses of lemonade. Her husband, JERRY, follows her with a armload of other dishes.

Carol puts the tray down, picks up the remote and turns off the TV.

CAROL

It's great to see you guys again.
How long has it been?

JIM

Last time we were together, you were
still in your 2nd floor apartment!
When did you move in here?

JERRY

Last month, and we absolutely love
it here.

BRANDI

I can believe it. What I've seen so
far is beautiful. Can you give us
the grand tour?

CAROL

Sure, I'd be happy to.

Jerry gets up with the others, shaking his head.

(CONTINUED)

JERRY
My wife the tour guide...

Carol gestures around the family room, where they are.

CAROL
This is, obviously, the family room.
We wanted an open floor plan, to get
a feeling of relaxed space.

BRANDI
I love the high ceilings. Who was
your decorator?

JERRY
Carol did it herself, with the help
of our builder.

Carol looks at Jerry and smiles.

JERRY (CONT'D)
Carol's got a great eye for color
and design. The people we worked
with were great, really helpful.

CAROL
Wait until you see the kitchen.

She leads them towards the open kitchen.

INT. KITCHEN -- CONTINUOUS

They all walk into the kitchen, and Brandi is stunned.

BRANDI
Wow, this is a great kitchen!

She goes to the island in the center, and puts both hands
down on top of it, caressing the Formica top.

BRANDI (CONT'D)
A center island. I've always wanted
one of these. And state of the art
appliances! Such a beautiful, well
thought out kitchen.

She looks at Carol, her hands on her hips.

BRANDI (CONT'D)
Carol, how could you afford such a
beautiful home?

Carol smiles and motions them to follow her down the hall.

(CONTINUED)

CAROL

Let me show you the rest of the house.

INT. BEDROOM -- MOMENTS LATER

Carol and Brandi come into the bedroom, leaving Jim and Jerry out in the hallway. The bedroom is very nicely appointed, with a large open area.

BRANDI

What a great master bedroom! Walk in closets too?

CAROL

Yeah, Jerry and I...

While Carol talks, Brandi peeks into the master bathroom, and she shrieks a little.

INT. BATHROOM -- CONTINUOUS

Brandi is standing in the middle of a beautiful master bathroom with walk in shower, whirlpool bath and a marble countertop.

BRANDI

Did you win the lottery?

JIM (O.S.)

(from hallway)

Brandi!

BRANDI

This is such a great house!

INT. BEDROOM -- CONTINUOUS

Brandi and Carol come back into the master bedroom, and sit down on the edge of the bed.

CAROL

We love it here. It's perfect for us. There's a nice second bath...

INSERT: shot of second bathroom.

CAROL (CONT'D)

Two more nice sized bedrooms, all with walk-in closets.

INSERT: Shots of the other bedrooms, including the walk-in closets.

(CONTINUED)

CAROL (CONT'D)

And the complete laundry room I've always wanted. No more trips to the Laundromat for me!

INSERT: Shots of the laundry room.

Carol and Brandi stand up and walk towards the door to the hallway to the living room.

BRANDI

I don't mean to be rude, but Jim and Jerry work at the same company, and make about the same money. How did you guys afford to stop renting and buy this much house?

INT. LIVING ROOM -- CONTINUOUS

Brandi and Carol have joined Jerry and Jim again.

JIM

Yeah, what's your secret?

CAROL

Let's sit down.

They all sit down, and Carol smiles at Jerry.

CAROL (CONT'D)

Should we tell them?

BRANDI

C'mon, tell us!

CAROL

Well, we were living in that small apartment, and we couldn't help but think we were just throwing our money away, getting no equity. We looked at existing homes for a while, then decided that we wanted to build our own home. But the prices for traditional, site built homes were out of our range.

BRANDI

Site built?

JERRY

When they come to your lot and build the house, piece by piece, right there.

(CONTINUED)

BRANDI

Isn't this...?

Carol and Jerry smile and shake their heads.

CAROL

You were talking about manufactured homes earlier...

JIM

We saw that commercial...

CAROL

This is a manufactured home, and it was so much less expensive than those other homes we looked at.

BRANDI

It's so beautiful, and big! How could it be so much less expensive?

CAROL

That's exactly the question that Jerry asked. And you know Jerry...

JERRY

I had to find out for myself, so I went to the factory...

DISSOLVE
TO:

INT. FACTORY -- DAY

Jerry and a TECHNICIAN are walking through the factory, and over it all is Jerry's Voice Over.

JERRY (V.O.)

Imagine if you bought a big screen TV, and it had to be assembled in your family room! It makes sense for quality, volume pricing and efficiency to make high quality products in the controlled environment of a factory.
<BEAT> Same with homes.

Various images here of the way factories construct manufactured home.

JERRY (V.O.) (CONT'D)

Because these homes are built inside, in large, well run factories, there are no delays for weather, no chance of materials getting damaged or
(MORE)

(CONTINUED)

JERRY (V.O.) (CONT'D)
 compromised in the elements, and the
 workers are more comfortable and
 able to do their best work. The
 workmanship in our home is incredible!

ANGLE ON LARGE QUANTITIES OF SHOWERS (OR SINKS, APPLIANCES,
 ETC.)

JERRY (V.O.) (CONT'D)
 All the materials, including wood,
 insulation, sinks, showers, appliances
 and more, can be bought in huge
 quantities, making them much more
 affordable. In addition, manufactured
 homes are the only homes that have
 to comply with a stringent federal
 building code.

MORE SHOTS OF FACTORY

JERRY (V.O.) (CONT'D)
 When I was done with the factory
 tour, I was sold on the quality, and
 the affordability. Then, I ran the
 numbers, and I realized that a brand
 new home, complete with everything
 we wanted, was affordable to us! In
 fact, we were able to swing it for
 about the same amount of money we
 were spending on rent.

INT. LIVING ROOM -- CONTINUOUS

Jerry is finishing up his story.

JERRY
 This home just made perfect sense
 for us!

Brandi looks around at the house.

BRANDI
 Is there a good selection of home
 plans to choose from? The houses on
 your street are all different.

CAROL
 The options available are amazing!
 it was hard to make a decision, with
 all the different floor plans and
 accessories, like skylights,
 fireplaces, ceiling fans, walk in
 showers, and more.

(CONTINUED)

Possible Intercut of these features here.

CAROL (CONT'D)

We were able to go over them with our builder, and Jerry and I thought through every decision very carefully.

INT. HOME CENTER -- DAY

Carol and Jerry are standing at a wall where a home plan is posted, and they are looking at the detail very carefully.

JERRY (V.O.)

They showed us where we could make changes to any plan, and what we could do. We didn't feel limited at all--and the things we added were very reasonably priced.

CAROL (V.O.)

There are standard appliances, cabinets, carpet and vinyl, and you can upgrade any of these. All by name brand, famous companies.

JERRY (V.O.)

They helped us pick the house we wanted, finance it, and even arranged for insurance. Because manufactured homes are built to such exacting, stringent federal standards, we qualified for special insurance rates.

EXT. HOUSE DECK -- MOMENTS LATER

Jerry and Jim walk out onto the deck.

JIM

What a fabulous view. You certainly found a great neighborhood. It's quiet, secluded and beautiful.

JERRY

We had several to choose from, and this is a planned community. The other homes are like ours, and we even have a nice community park, with plenty of open space.

He gets up and motions Jerry to follow him back into the house.

INT. LIVING ROOM -- MOMENTS LATER

They sit back down at the table, where Carol and Brandi are pouring through home brochures.

JERRY

We chose this site, and it's over a half acre. I always dreamed of owning land, and this home made my dream come true. We were able to move into a brand new, quality built home, for what we were paying to live in that apartment where everything had to be fixed. These homes can even come with a 10 year warranty.

CAROL

This was by far the best decision we have ever made as a couple. We have room to enjoy our lives, we're building equity, and it's a great place to live.

She holds her belly lovingly.

CAROL (CONT'D)

When the baby comes, we already have one bedroom for the nursery, and we have room to grow.

JIM

Sounds like you did the right thing.

He takes Brandi's hand in his.

JIM (CONT'D)

It might be the right thing for us, too.

JERRY

It worked out great for us. You should really check it out...

EXT. HOME CENTER -- LATER

Carol, Jerry, Jim and Brandi walk through the doors into the Home Center.

INT. HOME CENTER -- CONTINUOUS

As Carol and Jerry introduce Jim and Brandi to the SALESMAN...

(CONTINUED)

NARRATOR

Manufactured homes just might be the perfect choice for you. As a home owner, you get all the benefits of building equity, tax breaks, comfort, security--and all at a price that's about half of a traditional, site built home. With manufactured housing, you really can put more home in your life.

We see Jim and Brandi shaking hands with the Salesman in the b.g. as we

FADE OUT: