

metro  

SUMMER EDITION • 2009

'ROYAL PAINS'
**ROYALLY LUCKY TO
BE MADE IN NYC**



He's not your typical small-town doctor. Then again, the Hamptons is not your typical small town.

In *Royal Pains*, USA's newest series, Mark Feuerstein — a native New Yorker who grew up on the Upper East Side — plays a young and talented doctor named Hank who finds himself blacklisted by the New York medical establishment after he is fired by his hospital for making a principled decision.

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From left, Jill Flint as Jill Casey, Paul Costanzo as Evan Lawson, Mark Feuerstein as Dr. Hank Lawson, Reshma Shetty as Divya

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ON LOCATION

Casting agent for your apartment?

New Yorkers Seek to Make Their Home a Star

Shooting on location in New York City gives filmmakers a plethora of options when they're trying to find that perfect location. The rental of privately-owned locations has become popular. While the Mayor's Office of Film, Theatre and Broadcasting issues permits for productions filming on City streets and City-owned properties, it does not oversee filming that takes place in private locations. Those locations are arranged through private negotiation between the property owner and the production company.

Step 1: Publicize

Make yourself known to location scouts and

location services. Location scouts are hired by a film, television, commercial or music video project to find interior and exterior locations consistent with the specifications of the script. Location services are brokers with whom you may list your property for use by any film or video project. A percentage of the rental fee is usually collected by the location service if your property is chosen. Currently there are three location service companies listed on the MOFTB website: Douglas Elliman, CORE Locations, and Sotheby's International Realty.

"When preparing our clients we are brutally honest," said Michelle Churchill of CORE. "The last thing we want is for a homeowner to be caught off guard or for the production companies to have to deal with more stress."

Step 2: Gather Information

Once your property has been chosen for a shoot, gather information. Identify the type

of production (feature film, TV show, commercial, music video), name of the production company, project title, studio, address and phone number for the production company. Ask for proof of the production's insurance. "We've had calls for pre-war apartments, townhouses, mansions, dumpy apartments, basements, film studios, and even a shoe closet!" said Samantha Jones of CORE. "High ceilings are great for lights. A low floor is good for exterior lighting. Freight elevators are good for moving in equipment."

Step 3: Logistics

Be aware of the logistics of the shoot. Ask about the number of individuals in the cast and crew and how many production vehicles will be parked outside. Determine the number of days the production will be there, including for shoot, prep and wrap days. Will they be shooting during the day or at night? For how long? Request a "walk through"

with crew members so that the creative team can review their filming activity and its impact on your location. Inquire how the shooting activity will impact other tenants/neighbors/residents.

Step 4: Charges

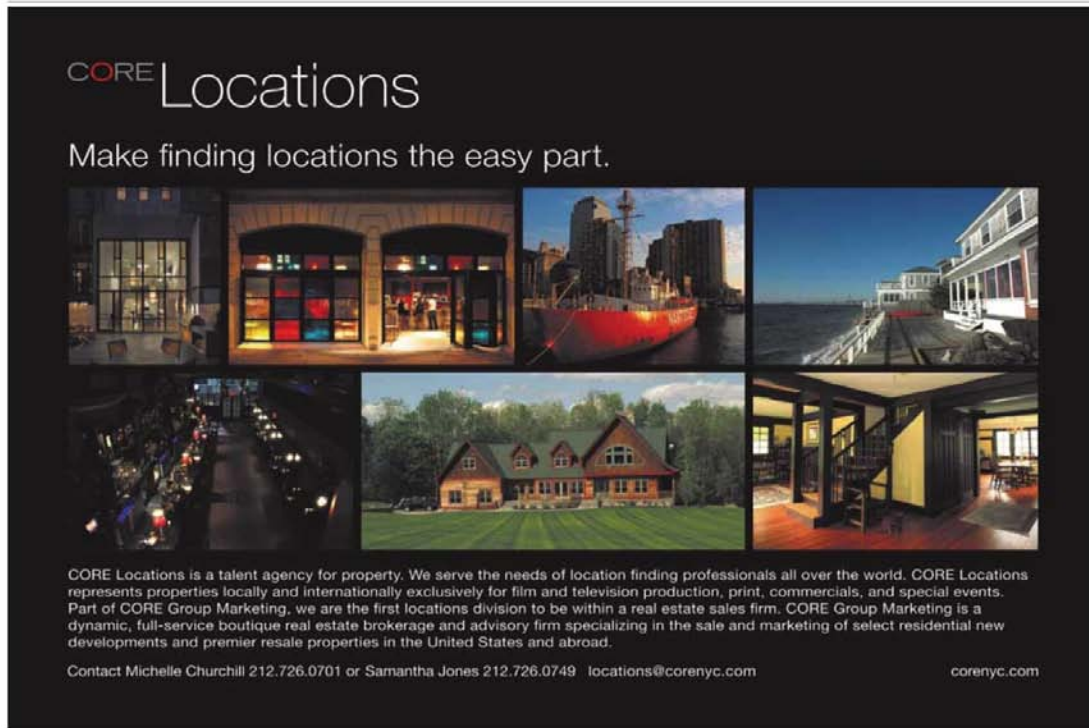
There are many types of productions with varying budgets. Budgets range from very low to high. Decide whether you will set an all-inclusive fee, or a rental fee plus itemized charges (i.e. electricity, water, phone, furniture use, etc.)

Step 5: Guidelines

Establish written guidelines, and/or include them in your contract. List any restrictions on the access to your property. Determine a payment schedule; request full or partial payment prior to the commencement of the shoot. Remove valuables and breakables. Pre-approve the use of any materials that could damage your property such as nails or tape.

Step 6: That's a Wrap

When the project is "wrapped," you should immediately conduct an inspection of your property with a representative from the production company. All trash should be removed; furniture and valuables accounted for. If there is any damage, report it to the production company rep.



CORE Locations
Make finding locations the easy part.

CORE Locations is a talent agency for property. We serve the needs of location finding professionals all over the world. CORE Locations represents properties locally and internationally exclusively for film and television production, print, commercials, and special events. Part of CORE Group Marketing, we are the first locations division to be within a real estate sales firm. CORE Group Marketing is a dynamic, full-service boutique real estate brokerage and advisory firm specializing in the sale and marketing of select residential new developments and premier resale properties in the United States and abroad.

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