

DREAM HOUSES



Real estate becomes a game show!

The first game show where you have to guess the price of incredible luxury homes, to win a lot of money and buy YOUR dream house!

Genre:
Game Show

Duration:
Weekly, Prime Time

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DREAM
HOUSES
Guess the Price



In each episode, two ordinary couples compete and visit a new awesome property to price.

They spend a dream day in the house, to enjoy all its amenities and scrutinize everything : the perfect way to value the property at the end of the episode!

They also discover 3 funny items to estimate in order to win clues.

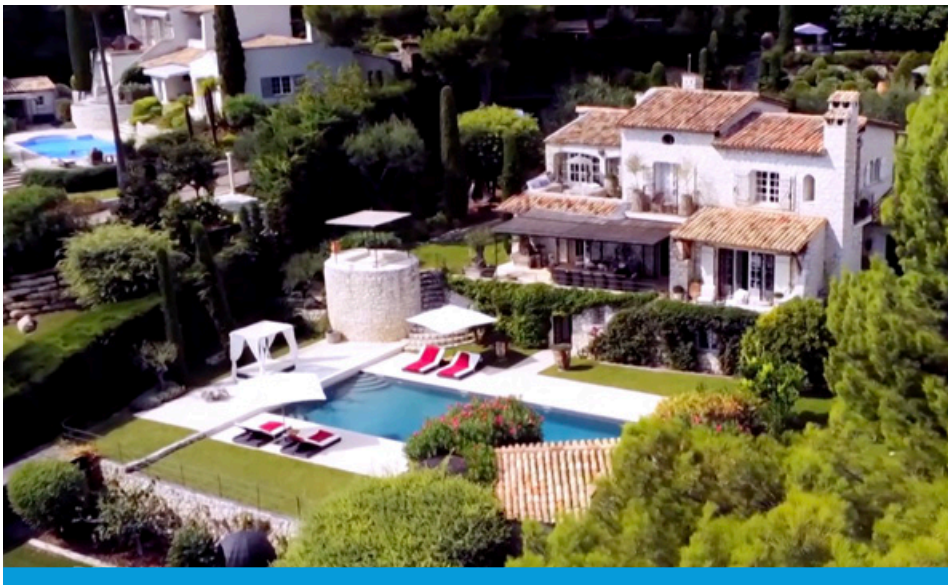
Each clue reveals a smaller price range for the property to price.

At the end of the day, each couple must give their estimation.

The couple with the estimation closest to the correct price of the house,

adds 5,000 euros to their pot, and comes back in the next episode to estimate a new dream house, and win more money!

But that's not all ! If a couple gives the exact price of the house, they win the JACKPOT, which increases by 5,000 euros everyday until it's won!



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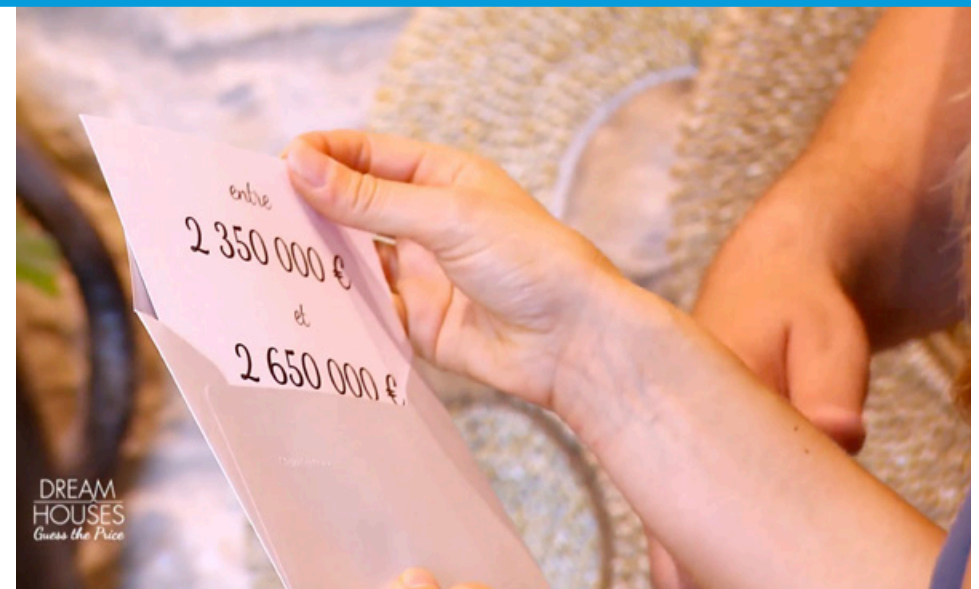
Strong elements of the format:

- 1) Real Estate shows are powerful in most countries. This format brings a new twist to the territory of Real Estate shows thanks to a gameshow mechanics (duel between two couples to estimate the house + clues to win by estimating the price of 3 funny items)
- 2) Guessing prices does not require cultural knowledge. Thanks to the price ranges given as clues, everybody can play. Pricing gameshows like Price is right have always hit strong ratings everywhere.
- 3) Broadcasters are looking for feel good shows. Here, with a cast of funny couples, who don't have a lot of money, and who spend a dream day visiting and enjoying a luxury home, we have a lot of feel good moments and funny situations. And it's a dream for anybody to visit this kind of houses.
- 4) By adding a returning champion couple, you can create a very strong story telling around the champions dreaming of buying their own house if they stay for a long time and accumulate a lot of money in their pot. Just as in quiz shows where contestants can stay as long as they are undefeated, the more they stay, the more the ratings will grow, since viewers want to know if they will win again or not. They also tell us what kind of house they would like if they win big, and we show footage filmed at their place to compare what they have and what they dream of, which makes a very moving story telling.
- 5) Last, the Jackpot that increases in each show until it's won will also create a strong interest from the viewers because you want to know if someone will win it or not. In Spain you can find a similar element in the final round of the gameshow Pasalabra and this growing Jackpot is so famous that everyday, the last minute of this access prime time show beats all prime time ratings. All the viewers want to know if the Jackpot will be won just as a growing national lottery prize. We will have the same here.
- 6) You visit in each show a very beautiful house that makes viewers dream. And you also discover nice ideas of decoration.
- 7) The show is totally scalable to any territory : they can adapt the level of luxury of the houses to estimate and they can of course adapt the amounts at stake



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