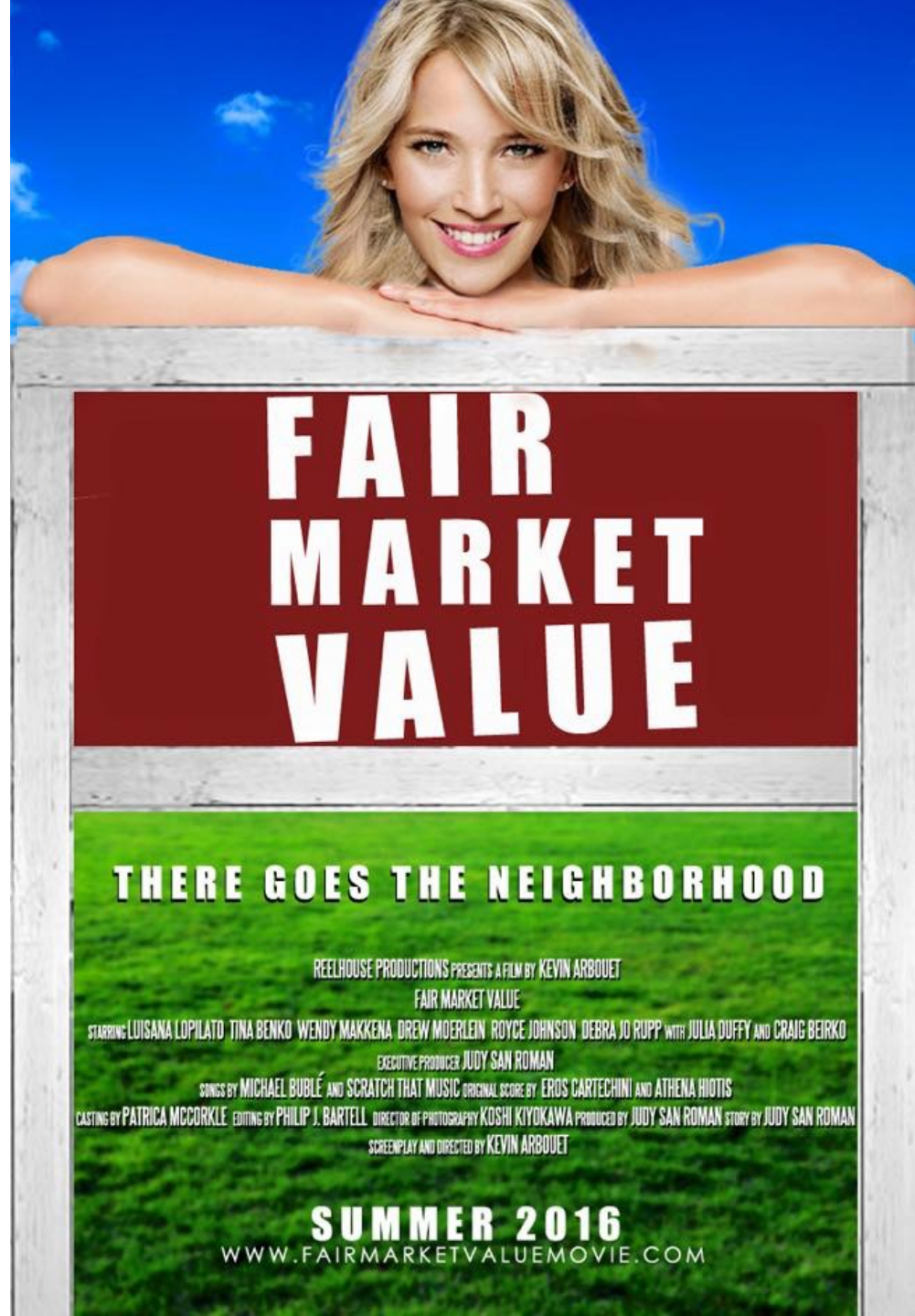


Running time.....99 minutes  
Genre.....Romantic comedy  
Rating.....R  
Year.....2016  
Language.....English  
Country of Origin.....USA  
Format.....1920x1080, 23.98fps,  
1.85:1, Sound Stereo 2.0  
Sales / Distribution.....Judy San Roman  
Reelhouse Productions LLC  
516.435.5839  
judysanroman@yahoo.com  
Trailer.....[https://youtu.be/IP5VhIKx\\_Vc](https://youtu.be/IP5VhIKx_Vc)

[www.fairmarketvaluemovie.com](http://www.fairmarketvaluemovie.com)  
[www.reelhouseproductionsnyc.com](http://www.reelhouseproductionsnyc.com)



# SYNOPSIS



Photo by Helene F. Schneider

**Kendall**, a real estate agent from Miami moves to the suburbs of New York to work at the prestigious Atlantic Shores Realtors and immediately butts heads with **Brooke**, a rival real estate agent. Tensions soon mount when Kendall and Brooke are forced to work together to try and sell one of the most expensive mansions in Long Island all while navigating their complex and messy relationships.





# THE WOMEN

## Three successful women

come together to sell a mansion all while navigating their terrible relationships. Through the chaos, they build a friendship.

## KENDALL / *Luisana Lopilato*



Kendall meets Michael, a smarmy real estate agent who's divorced with two kids who just may be the man of her dreams or just a total nightmare—who knows?

# THE WOMEN

**Meanwhile**, Brooke finds herself dating Lucas, a 50-year-old *aspiring* hip hop manager that still lives at home with his parents. Between splitting her time with Lucas and trying to sell the mansion, it all proves to be troublesome.

**BROOKE** / *Tina Benko*





## JESSICA / *Wendy Makkena*



**Then, there's Jessica.** Jessica is a sweet, albeit kooky, real estate agent who's married to a woman that completely takes her for granted. Everyone loves and adores her—but she wishes her wife would show the same affection.



# CAST



**Tina Benko**

Brooke

Benko is currently appearing on Broadway in Ivo Van Hove's *The Crucible* with Saoirse Ronan and Ben Whishaw. Theatre: Julie Taymor's *A Midsummer Nights Dream*, *Scenes from a Marriage*, *Informed Consent*, *Jackie* (Lortel nomination).. Toni Morrison's *Desdemona*. Film/TV: *That Awkward Moment*, *Lucky Days*, *The Good Wife*, *VINYL*, *Person of Interest*.



**Julia Duffy**

Isabel

Best known for playing Stephanie Vanderkellen on the sitcom *Newhart*, Duffy has received seven Emmy Award nominations and a Golden Globe Award nomination. Millennials will recognize her from *Drake and Josh* and *The Suite Life of Zack and Cody*. Other notable credits include: Maggie Campbell on *Baby Talk*, Allison Sugarbaker on *Designing Women*.



**Luisana Lopilato**

Kendall

Lopilato is an Argentine actress and model. *Fair Market Value* is her American film debut as well as her first English-speaking film. Her stardom in Argentine television includes *Chiquititas*, *Lobo*, *Rebelde Way*, *Alma Pirata*, *Casados con Hijos* and *Atracción x4*. Lopilato will begin production on *Rich Girl*, *Rich Boy* this summer.



**Wendy Makkena**

Jessica

Makkena found her big break in the supporting role of the quiet and meek Sister Mary Robert in the blockbuster film *Sister Act*, and its sequel *Sister Act 2: Back in the Habit*. She is also known for performances in television with Santa Barbara and in film with *Eight Men Out*. Guest appearances on TV include *NCIS*, *The Mob Doctor*, and *Oliver Beene*.



**Craig Bierko**

Lucas

After breaking into the industry in *Sydney*, Craig Bierko graced television screens everywhere in *Amen*, *The Powers That Be*, *Wings* and *Ally McBeal*. Bierko is also known for *The Long Kiss Goodnight*, *Cinderella Man*, *The Thirteenth Floor*, *Scary Movie 4*, and *UnREAL*.



# CAST



**Drew Moerlein**

Michael

Moerlein is currently making his Broadway Debut as Paul Owen in *American Psycho The Musical*. National Tour: *SPANK! The Fifty Shades Parody* (Christian Grey). Regional: *Vanya...Spike*, *The Real Thing*, *Lost in Yonkers*, *Sound of Music*, *A Christmas Carol*. TV: *South of Hell*, *OLTL*. Film: *Blind*, *V/H/S*.

[DrewMoerlein.com](http://DrewMoerlein.com).



**Debra Jo Rupp**

Carol Coogan

A character actor for years, Rupp stole the spotlight as the incredibly upbeat Kitty Forman, a wife and mother, on the sitcom *That '70s Show*. She started out as a stage actress and later won raves with her performance as Mae in the 1990 production of *Cat on a Hot Tin Roof*, starring Kathleen Turner. Since 2010, she has appeared on the TV sitcom *Better With You*.



**Royce Johnson**

Rashad

Johnson is currently a series regular on Marvel's *Daredevil*. Other TV credits include *The Blacklist*, *Madam Secretary* and *Hostages*. Latest films: *Demolition* with Jake Gyllenhaal, *Learning to Drive* with Ben Kingsley, and Netflix original *Run* with Eric Roberts. Teaming up with Luisana Lopilato and producer Judy San Roman this summer for *Rich Girl*, *Rich Boy*.



**Jerry Adler**

Victor Rosen

Adler is perhaps best known for his roles as Herman "Hesh" Rabkin in *The Sopranos*, Mr. Wicker in *Mad About You*, Lt. Al Teischler in *Hudson Street*, and Howard Lyman in *The Good Wife*. His screen credits include *In Her Shoes*, *Manhattan Murder Mystery*, *The Public Eye*, *A Most Violent Year*, and *Larger Than Life*.



**Gene Gabriel**

Steven

Gabriel received critical attention for his performance in Luis Saumell's *Por Que*. He played the role of Rodriguez in *Take Me Out*, which premiered in London's prestigious "West End." Notable credits include: *Law & Order: Criminal Intent*, *The Sopranos*, *One Life To Live*, and *The Ethereal Plane*.

## Kevin Arbouet

### Director / Screenplay

Kevin Arbouet works currently as a film, television and commercial director. After directing his first feature *Serial*, which won the Best Screenwriting, and Best Director awards, as well as the Best Supporting Actress award for Lauren Velez. Mr. Arbouet then directed the internet sensation, *I Got A Crush On Obama* which was seen by over One Hundred Million People worldwide and has been noted as the most popular political video of all time.

Kevin produced an internet series entitled *Stream*, starring Whoopi Goldberg. He directed the official music video for the Nickelodeon movie *FRED the Movie*, which at the time broke all cable ratings with 7.6 million viewers. He also 2<sup>nd</sup> unit directed the documentary feature *Generation Iron*, which starred Mickey Rourke and Arnold Schwarzenegger and went on to become one of the highest grossing documentaries of that year.

His next feature, *Big Bad Billie Gunn*, a crime thriller, will be produced by Isen Robbins (*Blue Caprice*).

## Koshi Kiyokawa

### Director of Photography

Kiyo was born and raised in Japan. After graduating from Nihon University with a degree in Cinematography, he began building his career as a camera assistant in Vancouver, Canada. For the past ten years he has worked as a freelance cinematographer for major commercials, including Toyota, Lexus, Honda, Nissan, Subaru, Panasonic, SONY, Canon, Adidas Reebok, Nike, Pantene, Maxfactor SK-2, Coca-Cola, music videos, and documentaries in Tokyo, Japan. He has spread his name in the industry by shooting more than 500 projects for commercials and music videos. He arrived in NYC in 2013.

## Phillip Bartell

### Editor

Phillip J. Bartell is a Los Angeles-based filmmaker who has edited Sundance winners *Dear White People* (2014 Special Jury Prize) and *Undertow* (2010 Int'l Audience Award), along with the award-winning *I Am Divine* (SXSW premiere), *G.B.F.* (Tribeca premiere), and *Save Me* (Sundance premiere). He has written for film and TV, directed the multi-award winning 2000 short "Crush," and co-wrote, edited and directed the classy 2006 feature, *Eating Out 2: Sloppy Seconds*.

## Judy San Roman

### Producer / Story

After making her start as a published author with her memoir *They're Fake and They're Spectacular* followed by two children's books, Judy San Roman found a passion for screenwriting and producing. Guided by that passion, she founded Reelhouse Productions, based in Long Island, New York. She has produced award winning shorts and features, including Project Greenlight's Top 200 short film, *Mommy, In Sickness*, and her upcoming feature *Fair Market Value*.

San Roman won for Outstanding Work as the Executive Producer of *In Sickness* at the 2016 NoHu Film Festival. She looks forward to directing Luisana Lopilato in her romantic comedy, *Rich Girl, Rich Boy* this summer. A lover of life, Judy San Roman has developed a true passion for film that began on set and has continued in her various roles in front of and behind the camera.

In March 2016, she was named one of 25 Women Changing the World by Conversations Magazine--and she continues to do that everyday. As a Latina producer and director, she loves to create compelling diverse landscapes in independent cinema.



# DIRECTOR'S STATEMENT

Kevin Arbouet

I met the producer of *Fair Market Value*, Judy San Roman, on the set of another movie I was directing entitled *Cassanova Was A Woman*. As an African-American/Latino male, I've always been interested in representing minorities in film and television which I believe intrigued Ms. San Roman.

It's always difficult to create a believable and compelling landscape in independent cinema as you usually don't have the resources to properly build a world that reflects the screenplay. It's even more difficult if you don't get the right cast. We were fortunate enough to cast brilliant comedic actors like Craig Bierko, Debra Jo Rupp, and Julia Duffy that could handle the material and really bring it to life. Our biggest coup was the casting of Luisana Lopilato, an international star who made her English language debut with this movie.

With a Latina star, a Latina producer and an African-American director, I hope to highlight how important it is to have a film *made* by minorities but isn't *about* being a minority.



# PRODUCER'S STATEMENT

Judy San Roman

*Fair Market Value* is loosely based on my unhinged life, but the theme is universal. Wrought with wrong relationships and right times, I knew this was a story everyone could relate to.

Inequality is a hot topic in Hollywood for a reason. I'm passionate about promoting women in our industry. Two of the leading ladies are over the age of forty and the continued relevance and value of their work is on display. As a proud member of this troop, I want to make sure we all feel good about wearing our badges! And if you haven't earned the badge, you will want one after watching these fiery females! Comedy quells our propensity for judgement and conquers heavy issues with honesty.

*Fair Market Value* has elements of mischief, humor and romance that have all come together, providing the cast and crew with a project they can all get behind. You will fall in love with our break out star, Luisana Lopilato! South America has long been enchanted by this beautiful and talented actress. Now it's our turn! Her comedic timing is perfection. I have been a huge fan of this shoulder-shimmying girl next door for years... But I'm ready to share her.

After a huge casting call, Drew Moerlein was a gem of a find. Since our film, you can find Drew on Broadway's *American Psycho*. *Fair Market Value* has a simple message: You can always tell who the strong women are: They're the ones building each other up! Live your life with passion, purpose, and love.





# Fair Market Value to make debut at this year's Bentonville Film Festival



## Luisana Lopilato Boards 'Fair Market Value' For Reelhouse Productions

DEADLINE

MEDIA &amp; CULTURE

INTERNATIONAL  
BUSINESS TIMES

### Michael Bublé's Wife Luisana Lopilato Makes English Movie Debut In 'Fair Market Value' At Bentonville Film Festival

BY MARIA VULTAGGIO  ON 04/06/16 AT 8:08 PM

**EXCLUSIVE:** Reelhouse Productions has set Luisana Lopilato, Craig Bierko (*Cinderella Man*), Julia Duffy (*Shameless*), Tina Benko (*Flesh & Bone*) and Drew Moerlein (*South Of Hell*) to star in *Fair Market Value*.

# CREDITS

## CAST

### **Kendall**

Luisana Lopilato

### **Brooke**

Tina Benko

### **Jessica**

Wendy Makkena

### **Michael**

Drew Moerlein

### **Missy Goya**

Olga Merediz

### **Carol Coogan**

Debra Jo Rupp

### **Isabel**

Julia Duffy

### **Lucas**

Craig Bierko

### **Kwik-D**

Rob Morgan

### **Noah**

Kevyn Morrow

### **Oswald**

D.C. Anderson

### **Rashad**

Royce Johnson

### **Steven**

Gene Gabriel

### **Victor Rosen**

Jerry Adler

### **Ms. Turner**

Natalie Gold

### **Mr. Diamond**

Christopher Gucciardo

### **Ted Coogan**

Sal Rending

### **Hugo**

David Fiero

### **Irina**

Bridget White

### **Curtis**

Jonathan Sale

### **Sexy Car Guy**

Gastón Dalmau

### **Mary**

Diana Durango

### **Laura**

Judy San Roman

### **Stewardess**

Alexandria Williams

### **Andrew Denton**

John J Thomassen

### **Noah**

Kevin Morrow

### **Jack Walsh**

Lukas Hassel

### **Jack's wife**

Danielle Cooley

### **Victoria**

Victoria Cipollino

### **Joseph**

Joseph Cipollino

### **Chad Roberts**

Clem Cote

Kwik D Bodyguard#1 - Michael J. Arbouet

Kwik D Bodyguard#2 - Andre Turner

Prospective buyer - Alim S Gafar

Prospective buyer - Naadira C. Gafar

Prospective buyer - Claudine Gafar

Frankie's Follicles - Steven's Hair

Man eating in barber shop - Steven Cogle

Taxi Driver - Harold Cooley

Uber driver - Vincent Ticali

Real Estate Buyer - Sean Newman

Dina - Mary Beth Kraese

Real Estate Agent - Phil Kraese

Office staff - Mason Kraese

Real Estate Agent - Joseph Bruno

Sexy Car Guy - Gaston Dalmau

Restaurant Hostess - Amanda Bressler

Real Estate Agent - Jenny LaVertu

Real Estate Agent - Kevin Abernethy

Angry Resident - John Gruskin

Stunt Double: Luisana Lopilato - Mikaela

Wolf



# CREDITS

## CREW

### First Assistant Director

Melissa Watson

### Unit Production Manager

Dayna Schutz

### Executive Producer

Judy San Roman

### Producers

Judy San Roman - producer

Christopher Gucciardo - assoc. producer

Joy Shatz - assoc. producer

Brian Alevis - assoc. producer

### Director of Photography

Koshi Kiyokawa

### Editing

Phillip J. Bartell - editor

Kelle Leonard - asst. editor

Robert La Rosa - asst. editor

### Casting

Patricia McCorkle - casting director

Katja Zarolinski - casting assoc.

Judy San Roman - casting assoc.

Cain Talent - background casting

### Dance Sequence Choreographer

Stacey Tookey

### Production Design

Brenna Landerkin - production design

Elise Drake - production design asst.

### Art Direction

Sarah Sampino

### Wardrobe

Salima Manzoor Ghous - wardrobe

Monique Holt - wardrobe

### Makeup Department

Siobhan Uryevick - key makeup artist

Julie Torres - additional makeup artist

Ruby Jurado - additional makeup artist

Siobhan Uryevick - special effects makeup

Mr. Dead - special effects makeup

### Locations Manager

Judy San Roman

### Second Assistant Director

Coldero James Carucci

### Production Coordinator

Mike Riviera

### Production Assistants

Ruthie Alcaide

Michelle Pudlowski

Amanda Bressler

### Camera and Electrical Department

Brian Alevis - set photographer

Helene F. Schulman - set photographer

Jessica Cobb - still photographer

Zachary Kangas - gaffer

Rossin Wood - key grip

Justine Berti - best boy

Joseph Eulo - 2nd camera operator

Yuri Inoue - first assistant camera a

Kirk Nakamura - first assistant camera b

Marc Riou - second assistant camera

Eric Lommel - grip

Adam Troeger - jib operator

### Sound Department

Robert La Rosa - sound recordist

Nick Bedo - boom operator

Stavros Tsarouhas - sound design/foley effects

Jorge Olan - sound editor/foley effects dialogue

Stavros Tsarouhas - re-recording mixer

### Color

Jeffrey Sousa - colorist

Marc Riou - colorist

### Stunts/Water Safety

Terrance Lorino

### PR and Media Relations

Sarah Sampino

### Music Department

Eros Cartechini - music composer

Athena Hiotis - additional music

Scratch That Music - additional music

### Visual Effects

REC Films

### Rotoscope/Paint Artist & Digital

#### Composer

Ryan Chatel

### Other Crew

Mazorra Business - payroll services

ABI - insurance

HW Communications - equipment rental

Adorama- equipment rental

# CREDITS

## CREW [continued]

### "Unbreakable"

Written by Athena Hiotis and Ian Kaine

MacGregor

Produced by Ian Kaine MacGregor &  
Athena Hiotis

©2015 PopRiot Music Group / BMI

### "Madness"

Written by Athena Hiotis

Produced by Athena Hiotis & Tony Correlli

©2015 PopRiot Music Group / BMI

### "Jazz Fest"

Written by Athena Hiotis

Produced by Athena Hiotis & Tony Correlli

©2015 PopRiot Music Group / BMI

### "Window"

Written by Athena Hiotis

Produced by Athena Hiotis

©2015 PopRiot Music Group / BMI

### "4 Wheels"

Written by Stavros Tsarouhas & Isaac  
Danna.

Produced by Stavros Tsarouhas

Additional Music provided by Stavros  
Tsarouhas and Jorge Olan Music  
Publishing

### "Lost"

Performed Stavros Tsarouhas

Written by Judy San Roman

Produced by Judy San Roman and  
Stavros Tsarouhas

@2016 Reelhouse Productions

## The Producers Would Like To Thank:

Joseph San Roman

Leslie Felix

Michelle Mentuck

## The Director Would Like To Thank:

Anya Arbouet

Alim S. Gafar

Craig Mazin

## Special Thanks

Michael Bublé

Michael J. Arbouet

LuAnn Skolnik, LCSW

Cyrus Webb

Nu Best Salon and Spa

Linda Venturino

Rich Weilert

Candy Cain

Deirdre Brown and family

Andrew and Stacey Morenberg

Jennifer Cipollino

Debra Pirolo

Acacia Restaurant

Louis Contino

Pepo Ferradas

Murray Gibson

Casa Mia

San Roman Family

