

<p>PRODUCER: ProVideo Services CLIENT: TOWN AND COUNTRY DEVELOPERS PROJECT: ACQUISITIONS VIDEO</p>	
<p>VIDEO:</p> <p>Fade up on a series of shots of the vacated ITT site.</p> <p>Dissolve or effect from a shot of ITT plant to new development.</p> <p>Cut to shots of vacated corporate facilities.</p> <p>Cut to one of the Town and Country developments.</p> <p>Cut to a shot of a highly dense residential community.</p> <p>Cut to shot of a “Sold” sign in front of one or more of the commercial sites.</p> <p>Cut to a construction shot.</p> <p>Cut to exterior of Town and Country offices.</p> <p>Cut to logo on door (or just logo).</p> <p>Cut to quick shots of the mentioned corporate sites. Time permitting, you can</p>	<p>AUDIO:</p> <p>Voice-Over:</p> <p>A number of years ago, this 65-acre commercial property in Nutley, which housed the former home of ITT, sat empty and rusting. Like so many vacant commercial properties across the nation, it was an eyesore and, worse, it was no longer producing revenue for the local community. What ultimately happened to this site points to a recent and growing trend to highlight the problem of what to do when all other avenues for commercial sales are exhausted.</p> <p>In Nutley, a new buyer eventually discovered the site, and today, that piece of commercial property is...a beautiful new residential community.</p> <p>Today, the availability of land for residential development has become so scarce that vacated facilities of Fortune 100 companies are being looked upon in an entirely new light...and that is converting those sites into residential communities.</p> <p>A number of such commercial locations throughout the country are being purchased and rezoned for residential use. The land is then being developed into beautiful neighborhoods.</p> <p>Town and Country Developers, Inc., a leader in commercial to residential conversions, is a privately held 25 year-old firm headquartered in Woodcliff Lake, New Jersey, located near such corporate giants as Mercedes-Benz, BMW North America, and KPMG, It also has regional</p>

<p>include more visuals of other companies. Cut to shots of regional offices.</p>	<p>offices in Wilmington, North Carolina, and Scottsdale, Arizona.</p>
<p>Cut to shots of T&C's other residential jobs.</p>	<p>For many years, Town and Country was known as a builder of fine homes, townhouses, apartments, and patio homes. But as it became aware of the scarcity of available residential land, plus the almost inexhaustible supply of dormant commercial property, the decision was made to reconsider its sources for land acquisition.</p>
<p>Cut to interior shot of T&C personnel in a planning meeting.</p>	<p>The task of rezoning may seem extraordinarily complex and burdensome, but Town and Country, New Jersey's largest, privately held developer, has become adept at the process. Without a heavy corporate bureaucracy, the company could make rapid acquisition decisions and obtain quick rezoning approvals. Sellers appreciate the accelerated purchase decision-making capability, and municipalities appreciate the fact that vacant sites are now generating taxes, thereby creating a new source of revenue for the community.</p>
<p>Cut to shots of people entering nearby shopping centers or stores.</p>	<p>As a result, Town and Country has become a forerunner at converting warehouses into townhouses.</p>
<p>Cut to shot of a warehouse beginning demolition. Dissolve to same site, now a residential community.</p>	<p>The process of turning warehouses into townhouses begins with targeting the right property. If you have a clean, environmentally sensitive tract located in a marketable area, your site may qualify. Once the site is selected for purchase, a proposal is made to the seller. After the proposal is approved, Town and Country then meets with the town planning board. During this phase of the process, the company expresses its willingness to develop a plan that coincides with the communities housing needs. Once the plan</p>
<p>Cuts of various developments. This could go 10 to 15 seconds with just music over the video. Graphics can be used to identify the communities.</p>	
<p>Cut to shot of Shulton or ITT (or both) prior to demolition.</p>	
<p>Cut to T&C personnel meeting with seller.</p>	
<p>Cut to planning committee meeting.</p>	
<p>Cut to T&C working on architectural drawings or renderings.</p>	

<p>Cut to demolition shots. Include ITT tower.</p> <p>Cut to demolition of facility.</p> <p>Cut to renderings of the residential community.</p> <p>Cut to shots of individual units. Cut to rendering of clubhouse. Cut to rendering of pool.</p> <p>Cut to Cambridge Heights development. From establishing shot, cut to individual units, swimming pool, tennis courts, and fitness trail.</p> <p>Cut to shots of people near their new homes. Cut to shots of individual units. Cut to interior of a unit. Cut to more people at play in the development.</p> <p>CG spelling out:</p> <ul style="list-style-type: none"> • Years of Experience • Proven Track Record • Rapid Acquisition Decisions • Rezoning Approval • <p>Company's logo, phone number, and web site appear on screen and stay up for 10 seconds.</p> <p>Fade to black.</p>	<p>is approved, demolition of the site commences.</p> <p>One highly visible project is Town and Country's conversion of the former Shulton Old Spice Cologne factory in Clifton. It also represents the company's business philosophy of working with town planners. In compliance with Clifton's wishes, Town and Country modified its original design plans, which included widening one of the access streets. When finished, Cambridge Crossings will be a 637 condominium and town house community, complete with two beautiful clubhouses, two swimming pools, tennis courts, and a walking path.</p> <p>At Cambridge Heights at Nutley, is a 602 home community, that includes a clubhouse, outdoor swimming pool, two tennis courts, and a fitness trail.</p> <p>Nearly completed, these brownstones, have been quality-built to capture the charm of London and New York city's famous brownstone neighborhoods. They beautifully and seamlessly blend one neighborhood into another and bring people together, creating a true definition of community.</p> <p>Years of experience, a proven track record, the ability to make rapid acquisition decisions, and obtain quick rezoning approval...that's the Town and Country advantage.</p> <p>If you have a commercial property you feel may be a viable candidate for conversion into residential, call Town and Country Developers, Inc. or visit them on the web at www.tcdevelopers.com.</p>
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