

From: Jean Ferguson <ferguson1@earthlink.net>

Subject: Fwd: APRIL NEWS LETTER from FERGUSONS 2013

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To: Jean Ferguson <ferguson1@earthlink.net>

APRIL 2013 NEWSLETTER

FERGUSONS' FILM PROPERTY MANGEMENT CO.



Our goal as professionals should always be to learn and improve! With that in mind, may I introduce a new MONTHLY Feature called:

PLEASE!! DON'T SHOOT THE MESSENGER!!



As many of you long-timers may recall, I've periodically encouraged you to consider your experience gained as a Location Manager as a great foundation for a new or second career as a bona fide Property Manager.

and that was because....

Some of You have expressed the desire to gain back-up employment in property management while keeping your position in Locations, many of you know we're in very tight times, many of you have kids that are getting to that college age (even though it seems like yesterday when you were sending me their baby pictures!)

So....

Just what is a Property Manager anyway?

A Property Manger is a person who finds solutions to all types of problems that could occur with the occupancy of any property. (Sound like what you do?!) We (Property Managers) are much more than Broker who show, sell or rent property.

We are Brokers + . We look for ways to protect property; to enhance property and for solutions/problem prevention.

I've been a Broker/Property Manager since the 70's! In fact, it was when the Property

I was managing: Two Rodeo Drive in Beverly Hills got sold to the Japanese, that some of you suggested I get into Locations since we'd been putting filming in at that prime piece of commercial Real Estate for a while. I did and 20 + years later here we are!

With Production Budgets getting so tight; prep time reduced so much, the function of matching Locations with your Production needs becomes a lot more than just : "Here is a place, It's X dollars"

It becomes: *What do you need to find and what needs to happen in that location?*

SO EACH MONTH, YOU will see a new feature:

PLEASE!! DON'T SHOOT THE MESSENGER!!



CHAPTER I:

Welcome to the first submission!
here we go.....

When you say: " We only need half day?", I hear: "At least 8 hrs";

When you say: It's smaller than normal Crew, I hear: "Still around 50 cars"

When you say: "We have to paint, shoot and wrap in one day "

I hear: "Painting 40 running feet of wall; Which will require:

Remove art work; patch/prime/paint; (and in this case, it's thick enamel paint)
which means it's also

Toxic Paint - which means can't be used indoors with people around

drying time 4-6 hours minimum; or if you need two coats - it's 16 hours.

so....

When you say: "We can come in, remove the art work, paint the wall, shoot our scene and repaint the wall, let it dry, rehang the art work in one shoot day"

My brain says "No, sorry, but you can't"

So I say "No, sorry, but you can't" and that's when 'Shooting the Messenger' usually starts.

Stay tuned, after a word from our SPONSORS, I'll be back with the solution:

THIS MONTH'S SPONSOR:

THE ASBURY APARTMENTS

Wanna See something Cool?

This was the Unleased 12th Floor Apartment # 1203:



and here is it leased!

and... it's available for filming!! (they will pack away their photography gear too!)



We have instituted the same great, easy-to-scout and booking practices here as we've used successfully for years.

Included in the price of this Apartment will be the ROOF TOP !!

(If you also want "Drive-Up", "Lobby", APT and ROOF - talk to us !!)

FERGUSONS' FILM PROPERTY MANAGEMENT CO.
call 760.399.9682 or EMAIL ferguson8@earthlink.net
24-7-365 (well almost!)

=====

SEE ALL the photos of THE ASBURY:

www.locations2film.com

(go to LISTINGS > COMMERCIAL > APTS/LOFTS etc > APT

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now...Back to the

PLEASE!! DON'T SHOOT THE MESSENGER!!

CHAPTER I:

HERE IS WHAT SHOULD HAVE HAPPENED FOR BEST RESULTS:

Once you've told me that your Producer really wants to use 'the place' but feature wall will require painting and you need to get it all done in one day then I would offer this **SOLUTION!!**

Because you've thought you could paint/shoot/repaint all in one day, that tells me that your shot itself it not that long (and you'd said half a day in the first place).

I would ask: How long do you need for the actual shot?

Then: I would explain that the paint is special paint, it's very thick and also toxic in any A/C system therefore it requires painting when no one around/nothing else going on, which means a SUNDAY in this case. I would estimate the time it would take to take down the art work (30 minutes); patch and prep wall (and floors/adj. walls) (30 minutes); and then paint the wall (2 hours) and I would suggest that you do it on the weekend before the shoot day. I would suggest that it would take a '4 hour Paint Day' segment of time on a Sunday.

Additional expenses would be Security to open the space; Site Rep - required; and it would be 4 hours of a 14 hour days used (as these Owner don't do half days unless there's already a full day with it).

Then I would see your shoot day as being 10 hours and charge you one day's fee for both Paint Day and Shoot Day plus the additional personnel charges for the Paint Day (but

not a prep day just for painting). But, then I would let you know that you would have to have a Wrap day. This would be regular wrap day fee + security to let you in the next closest Sunday to repaint back to the original color.

I would have to sell this to my Owner, but with all the information, I believe I could. YOU would have to sell the additional Wrap day and a few segments of personnel + Site Rep, but the Producer would also get the color/set up look that he wants. He would not have to worry about paint that did not dry (this commercial paint can take up to 16 hours to dry, folks) the location would look great, there would be no hassle, no grief and the fact that I was willing to split up the shoot day for you is a PROPERTY MANAGEMENT SOLUTION.

(You can also have real information to share with your Producer so he can decide maybe 1) not to paint anyway 2) do it in POST 3) use some other (paper cover etc) to cover the color he doesn't want...and NO ONE has to SHOOT THE MESSENGER!!

What I'm saying is this: ALL you have to do is **tell me** what it is you need to do and then give me a second or two to try to "do it the best way for my Owner - which will then be the Best way for you". I do **not** represent ANY property for people who 'PLAY GOTCHA!!' IF I find out an Owner is that way, they are dropped ! I do not let the Owners agree to one price and then stick you with another price!

~ ~ ~

WE have a few more incidents to share in the next few

months...stay tuned for
Chapter II

of

PLEASE!! DON'T SHOOT THE MESSENGER!! :

NOW....

Back to our FEATURE of the MONTH:

The ASBURY (very close to Park Plaza, very flexible now
with filming!)





So, if your script calls for Pre 70's; Old Hollywood; Old anywhere; Dramatic shot possibilities; multiple units in ONE place and a spectacular ROOFTOP near downtown... call us. It has to be by appointment only to get into Units, but General/Common areas and roof tops? Call me and head on over.

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something for YOU also for YOU to share with your hiking buddies:

http://hosted.ap.org/dynamic/stories/U/US_HIKING_DANGERS?SITE=AP&SECTION=HOME&TEMPLATE=DEFAULT&CTIME=2013-04-05-20-37-57

the part that fascinated me was the fact that these lost hikers could see the downtown LA skyline the whole time they were lost! So please read and share, it could be very helpful one day!



HELPFUL HINT FOR APRIL-MAY 2013

Ant Invasion #1. Rather than having an exterminator spraying chemicals in your home,

sprinkle a tiny line of cornstarch at your baseboards or wherever you see ants coming in.

They carry the grains back to the nests and it kills them.

(don't ask. I just see these things and think...gee, I'd like to share that with my newsletter folks... :)

"In the long run, you'll only hit what you aim at" Henry David Thoreau



We are so proud of Rick Monroe!
[http://www.mi2n.com/press.php3?
press_nb=163325](http://www.mi2n.com/press.php3?press_nb=163325)

The world's best Location Managers
read this
newsletter!

See you soon....

Jean Ferguson
FERGUSONS' FILM PROPERTY MANAGEMENT, CO.

<http://www.locations2film.com>

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