

Million Dollar Lease - Pilot Episode Treatment

EPISODE TITLE: "Penthouse Pressure in the City That Never Sleeps"

LOCATION: New York City (with a nod to Boston)

DURATION: 24 minutes

GENRE: Reality / Docu-Style / Luxury Lifestyle

OVERVIEW:

This pilot kicks off the series by immersing viewers in the emotional and high-stakes world of renting multi-million dollar homes. Featuring two dynamic clients - a Boston biotech executive relocating to NYC and a rising wellness entrepreneur upsizing within Manhattan - this episode showcases the properties, personalities, and pressures behind ultra-luxury rentals.

STRUCTURE:

00:00-01:30 - Cold Open

- Aerial shots of NYC skyline at sunrise
- Concierge, doormen, black cars, designer bags
- VO sets the tone: high-stakes, big decisions, elite lifestyle

01:30-04:30 - Client Story 1: Amara

- 32, biotech exec from Boston moving to Manhattan
- Wants 2-3BR, views, Central Park West or NoMad
- Agent: Leo - stylish, seasoned, exclusive inventory

04:30-07:00 - Tour 1: NoMad Penthouse (\$32K/month)

- Modern glass, smart home, private terrace

- "Off-market" unit

07:00-09:00 - Tour 2: Historic Central Park West Duplex (\$40K/month)

- Restored brownstone, wood-burning fireplace
- Emotional tension over legacy vs lifestyle

09:00-12:00 - Client Story 2: Brandon

- 41, wellness entrepreneur, upgrading his bachelor pad
- Agent: Savannah - 26, fierce, digital-savvy
- Wants 1BR + studio, Tribeca or Soho

12:00-14:30 - Tour 1: Tribeca Glassbox (\$27K/month)

- All-glass, rooftop access, skyline views

14:30-17:30 - Tour 2: Soho Artist Loft (\$22K/month)

- Quirky, cool, raw - not his "checklist" choice, but feels right

17:30-21:00 - The Decisions

- Amara signs NoMad
- Brandon stalls: "Give me 24 hours"
- Split-screen drama + emotional beats

21:00-24:00 - Closing Montage

- Champagne, keys, welcome moment
- VO: "In million-dollar leases, it's not just about where you live... it's who you become."

CAST:

- Amara (Client 1): Driven, refined, no-nonsense with taste
- Leo (Agent 1): Sharp, well-connected, Tribeca native
- Brandon (Client 2): Deep thinker, wellness-first
- Savannah (Agent 2): Rising star, intuitive, witty

LOCATIONS:

- NoMad Penthouse
- CPW Duplex
- Tribeca Glassbox
- Soho Loft

SPONSORSHIP OPPORTUNITIES:

- Sprinter van arrival (partnered vehicle)
- Champagne brand in lease celebration
- Furniture/staging featured in tours
- Smart tech (locks, speakers) in homes
- Fashion items worn by agents/clients

OUTCOME:

LuxuryApartments.com becomes a destination brand through storytelling, property porn, and emotional real estate.

Next Steps:

- Produce trailer / teaser
- Cast NYC/Boston clients and agents
- Scout iconic properties