

CC COMMERCIAL: GRILLVILLE REAL ESTATE

Written by

Ryan Becker

Address  
Phone Number

FADE IN

EXT. SIDEWALK - DAY

Slow motion shot of SHELLY in a jogging suit, jogging while pushing a Big Green Egg (with a steak on it) as if its a stroller with a baby in it. She's into the workout.

DAVE (V.O.)

In this neighborhood, grilling  
isn't just a weekend thing.

JOHNNY rides a bike with a small charcoal grill on the back of the bike, riding down the street, while taking a bite out of a burger. (Start with a wide shot and end with close up slow-motion shot of the burger being bitten into.)

DAVE (V.O.)

It's a way of life.

CLOSE UP of a bumper sticker as a car parks in a driveway. Bumper sticker reads "I F\*\*\*\*\* Love BBQ".

Wide shot of DAVE as he steps out of the car. We see his face for the first time.

DAVE

Some might call it an addiction,  
but we like to call it what it  
really is - extreme passion.

He pulls out a giant tub of BBQ SAUCE from his car, shuts the car door, then turns to the camera again. As he talks, he begins curling the jug of BBQ sauce.

DAVE (CONT'D)

Passion for meat so damn good it  
lifts your body, mind and spirt,  
while making your boss's overpriced  
restaurant expenses look bloated.  
Seriously. How do think I became a  
VP?

Dave winks at the camera, then points his thumb behind him, at the balcony of his house, where a banner hangs with the likeness of JOE and ETHAN.

DAVE (CONT'D)

And I owe it all to those guys, two  
computer geeks who had a dream of  
eating better meat.

Dave walks towards the house, past a FOR SALE SIGN in the yard, to the front door.

A CROWD COW/RANCH & REEL BOX (shoot two versions of box) sits on the doorstep of the house. Dave picks up the box and as he does, an EXPLOSION occurs.

Flame shoots into the sky to the right of Dave, over his neighbors hedges, causing him to shutter and look over.

DAVE (CONT'D)  
That's just Shelly. She's a bit of a pyro, but she's a good neighbor. I promise.

Dave steps toward the house but stops midstride to look back at the camera.

DAVE (CONT'D)  
It's always a good idea to have a good home insurance plan.

Dave carries the box inside. The camera follows him.

INT. SUBURBAN HOUSE - KITCHEN - DAY

Dave sets the Crowd Cow/Ranch & Reel box and the tub of BBQ sauce on the kitchen.

DAVE  
So, to all you pitmasters, tailgaters, and grilling amateurs out there looking to move, I encourage you to come see my vintage colonial house for sale.

Dave walks by an elaborate meat platter, sitting in front of listing info of the house resting on a stand.

DAVE (CONT'D)  
It comes centrally located within a days delivery of Crowd Cow's meat distribution center.

Dave points to a wall with a signature.

DAVE (CONT'D)  
And with a kitchen signed by Guy Fieri's stuntman.

EXT. SUBURBAN HOUSE - BACKYARD - DAY

PHIL lays next to a BIG GREEN EGG, sleeping on a pillow, SNORING. A plate of half finished meat rests near his head. BBQ sauce is all over his mouth.

Dave steps in front of the Big Green Egg.

DAVE

Plus, the backyard comes with a privacy fence and a Big Green Egg, which is great for cooking and spooning.

Dave turns to the plate of half-finished meat, picks up a slice and eats it. Satisfaction is on his face as he eats it.

DAVE (CONT'D)

I look forward to seeing you at the open house. I promise, I'll have the best spread of BBQ you'll ever taste.

NEIGHBOR in full tailgate attire, face painted, jumps over the fence/plows through fence carrying two large fish.

NEIGHBOR

Hey, Dave! Can I use your grill? Mine broke down.

FADE OUT

Fire Up Grill Tagline with logo/call to action