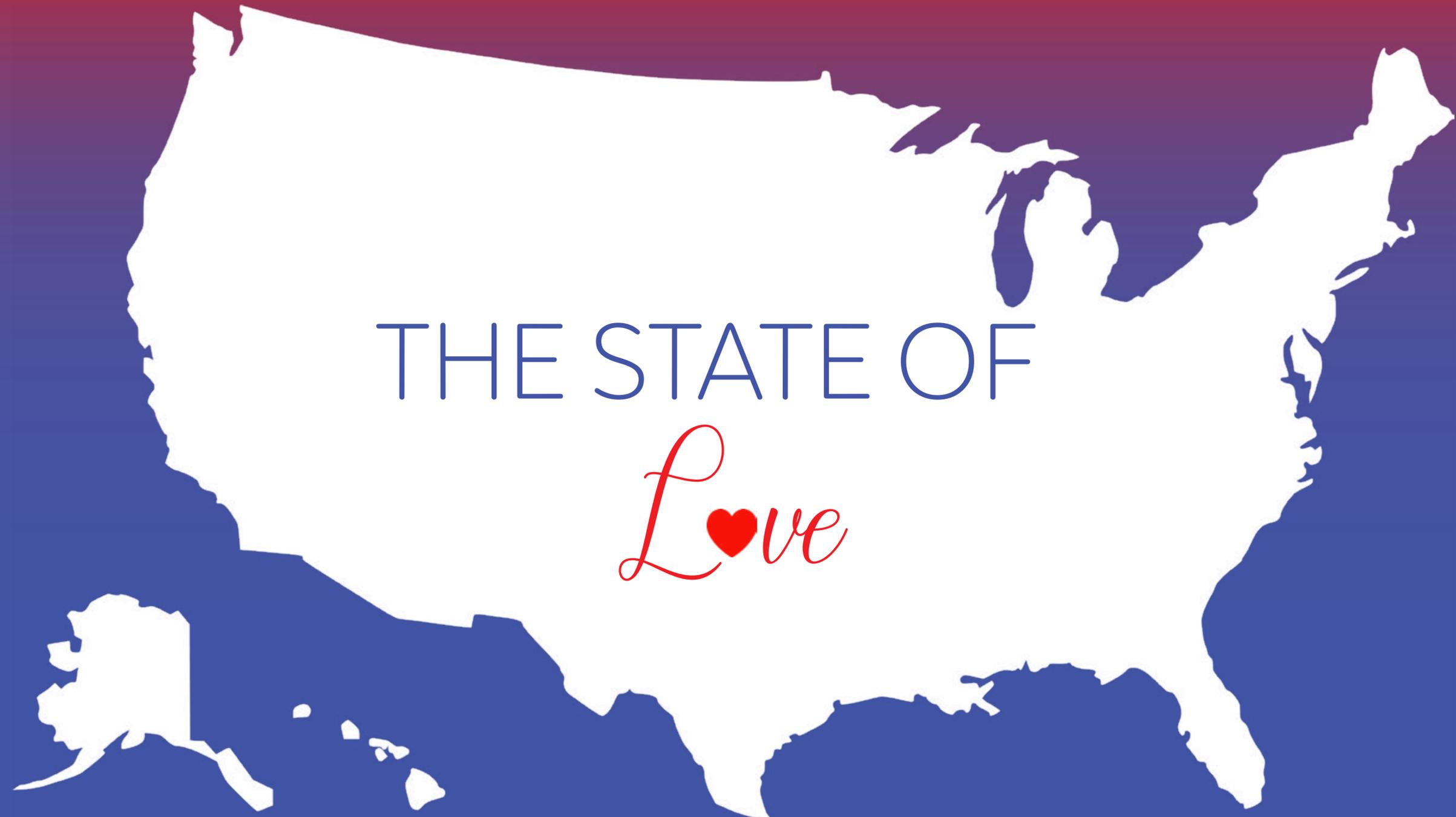


Annie & Friends Explore Life And
Love In Towns Across America





CRAZY LITTLE THING CALLED LOVE

I believe ***The State of Love*** has all the components necessary to make it a **big hit**. Envision a mix of ***Modern Love, The Travel Channel, HGTV, Oprah, Parts Unknown, The Simple Life,*** and ***Thelma & Louise***. It also has a little ***Sex And The City*** vibe, but given my current love life, maybe we should call it ***Attempting To Have Sex In The City!***

The market of single viewers, 40 and over, is **basically untapped**. We are desperate for **relatable, intelligent, informative,** and **inspiring** content.

Our proof of concept was filmed this February in **Charleston** and is even more relevant with the onset of **Covid**. My life as an NYC real estate broker certainly has been turned **upside down**. I am one of millions **reevaluating** where I need and want to live, and what is really important.



ANNIE GETS IT DONE!

Selling **billions of dollars** worth of NYC real estate, has earned me the nickname “**Annie Gets It Done**” and made me one of **Manhattan’s Top Brokers**.

However, like many of us, finding my soulmate has proven to be my biggest challenge.

MY EMPTY NEST

As my two daughters headed off to college, my nest felt **especially empty**. For 15 years, it was just the three of us and like all of us single, **working, multi-tasking moms**, my days (and nights) focused on taking care of everyone but myself.

My dating life had certainly been entertaining, but my search for real love had been unsuccessful. My **marriage was a disappointment** and my heart was broken during the long term relationship that followed. With my kids now gone, I had no more excuses. If I really did want to find a quality man, I had to put my **big-girl panties** on, push my fear aside, and step outside my comfort zone to find **Mr. Right**.





A MAN FOR ANN

So as a Marketing Maverick, I set off to film a funny, **30 second commercial**, selling myself and describing the future husband I was looking for: *“A man with a kind and generous soul.”* That was key, as was *“loves his mother but doesn’t still live with her,”* and I added, ***“If you can appreciate a fit and fabulous 56-year-old woman, feel free to give me a call.”***

I took a very deep breath and placed the ad in the TVs of most of the NYC taxis for just a few days. It was so cute and relatable that I knew it would go viral, but **I had NO IDEA how crazy things would get.**

Link to taxi ad: www.youtube.com/watch?v=FI7bcYbWqCs



VIRAL SENSATION

I was a guest and/or the ad was shown on most of the national daytime shows: **Inside Edition**, **The Today Show**, **Strahan/GMA**, **Tamron Hall**, **Wendy Williams**, and various local programs featured me as well. A camera crew filmed me for German TV, and ABC even played the commercial on their screen in **Times Square!**



More than **15 million people** have now either seen the ad, read about me in national or international press (**China, Russia, South Africa, Europe**), or listened to interviews on various radio shows.



WOMEN WERE INSPIRED

Thousands of calls, emails, and messages poured in around the country from **women of all ages**, single or not. They said I was their **hero** and were inspired by my **courage** to go for what I wanted. Women over 40 shared how **invisible** they felt and how brave I was to proudly put out to the universe that I was **“56, fit, and fabulous.”**

Every day women tell me they love watching me on social media as I **celebrate my age**, embrace my **imperfections**, and openly share my fears and **insecurities**.



And of course everyone always asks,
“Are you still single?”

Well...that's a GOOD QUESTION!

THE SOCIAL EXPERIMENT

Fifteen million people saw the ad.

Only **THREE MEN** reached out to me from **New York City**.

Hard to believe, but it's true...



Yet **thousands of men** *DID* call, write, and email me from other cities, states, and countries, but only in very specific areas.

WHY WAS THAT?!

THE IDEA FOR A SHOW IS BORN

- What was different about the men who did respond?
- Does the checklist of partner “must-haves” vary around the US?
- Is the search any easier in Wyoming?
- Are the singles in Seattle finding more success?
- Why was I alluring to a man in Austin, but not in NYC?
- Are others, especially over 45, stumbling through the choreography of the new world mating dance?

“Wow, if I lived here, I would definitely find love.” That is a natural feeling, as hundreds of new prospects instantly download onto your phone, within minutes of landing in a **new city**. This additionally reinforces the thought, **“maybe the grass really is greener.”**

I realized that millions of men and women must be feeling the same way, and it was the **perfect concept for a show**.

So in February, I switched into **“Annie Gets it Done”** mode, flew to **Charleston** with a small crew and filmed for two days. I directed and co-edited the proof of concept, finishing right before **Covid-19**.



CORONA - A GAME CHANGER

All of us have been forced to reflect and re-evaluate our lives. Millions of people will no longer need to go to an office, especially in big cities. Working virtually has been a success for most of us, raising questions such as:

- I can now work from anywhere, **where do I want to live?**
- **Life's too short**, do I want to make a big lifestyle change?
- Am I willing and now able to **move for love?**

The number of users of online dating apps has exploded, matchmakers, dating and life coaches have never been busier, and zoom dates are the new normal. All apps have introduced (in one form or another) a “**travel mode**,” based on the consumer demand to allow the exploration of matches outside of their state or even country. As of 2019, **20 million people** were using online dating sites, and Covid-19 has caused those numbers to skyrocket.

As a result of social distancing, people will be staying home more. The popularity of “reality shows” such as **Love Is Blind**, **The Bachelor**, and **90 Day Fiancé** are undeniably entertaining, but not very relatable. Viewers do want to escape, but they also want to see real people, of all ages, in more realistic situations.

Almost all of these programs only feature characters or contestants 30-years-old or younger. In February, ABC announced auditions for a **Seniors Edition** of *The Bachelor*, a nod to the fact that **the market of singles over 45 is tremendous.**



ARE WE LOOKING FOR LOVE...

The **challenges of dating** are universal, whether you are straight or gay, male or female, young or a bit more “seasoned” like me. All of us have felt, wouldn't it be easier if I lived someplace else.

Singles in small cities or rural towns imagine urban life as being much more exciting, and dating certainly far easier for city dwellers. If it's a **numbers game**, that logic would certainly make sense.



IN ALL THE WRONG PLACES?

Urbanites fantasize that within days of moving to a small town, their gorgeous neighbor pulls up in his (or her) pickup truck and takes them out for a romantic picnic, in a picturesque field.

POTENTIAL LOCATIONS

- Austin
- Alaska
- Bozeman
- Charleston
- Jackson Hole
- Kansas
- Las Vegas
- Maine
- Miami
- Nashville
- New Orleans
- Palm Beach
- Portland
- San Antonio
- Santa Fe
- Savannah
- Seattle
- Sedona/ Napa Valley
- St. Petersburg
- Telluride



FIRST STOP: CHARLESTON

With a slightly bigger budget and a bit more time, we could have shot more **activity dates** (horseback riding in Montana, rodeo in Jackson, a ghost tour in Savannah) and **B-Roll**, giving the viewers an even better sense of the town and its flavor. If the show was 45 mins, we could have added the additional interesting, funny, and **heartwarming** content from the interviews we filmed of the single women and **happy couples who have found love**. With my real estate background, I could possibly tour some homes with my date...people love **“real estate porn!”**



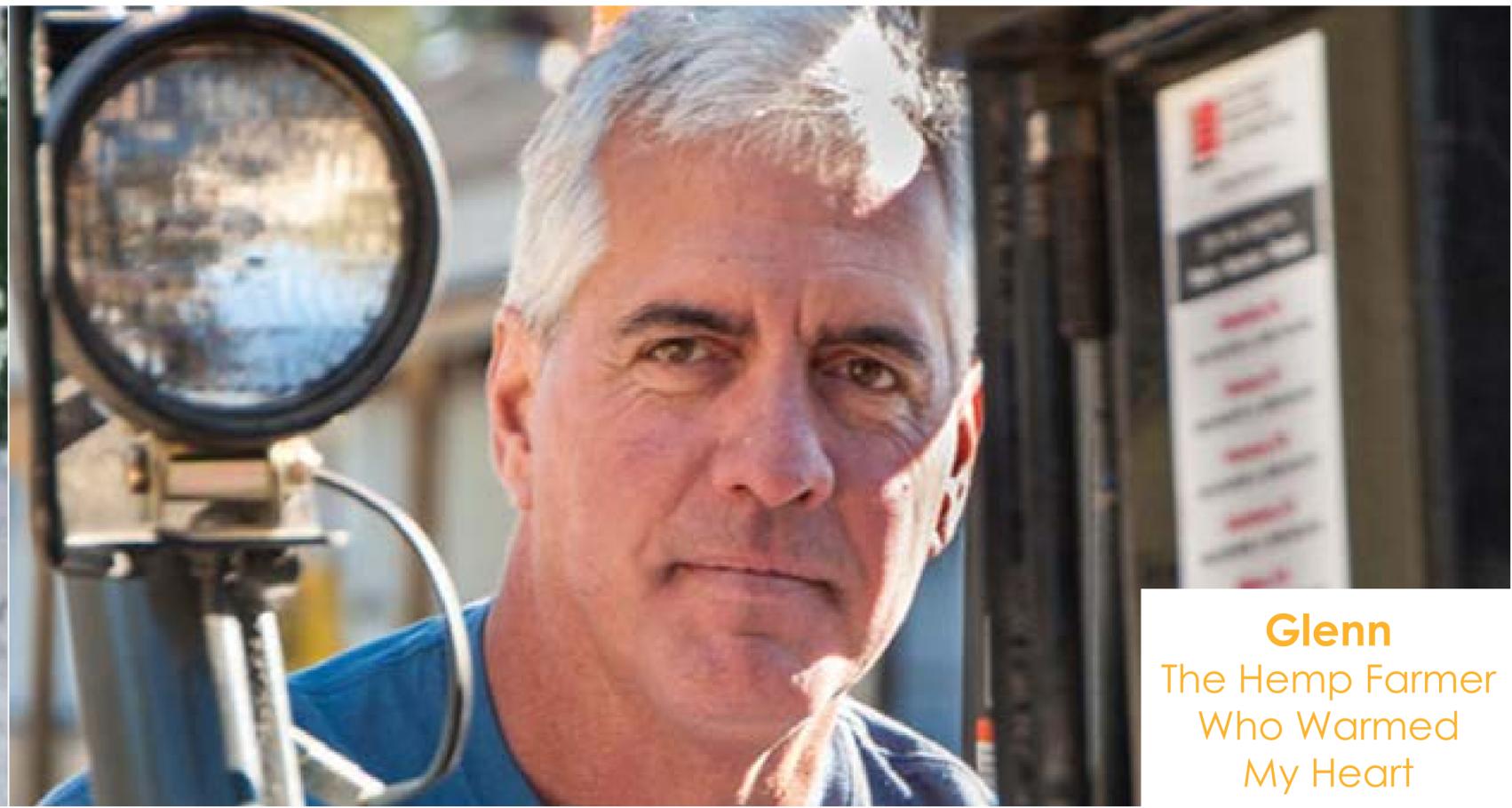
BOOK & PODCAST

Laura Farenthold, is a friend, author, and fellow single mom. She will document our adventures and the characters we will meet along the way. Her first novel, the widely acclaimed “**Pink Steering Wheel Chronicles**”, told the story of the **cross-country road trip** that she and her young daughters took after the **sudden death of her husband**. She may also appear in a few episodes, as we hop in an RV and travel in-between cities.

In **Charleston**, we met great men and women, each with their own unique and interesting story. In two days, we only scratched the surface. There is an **organic podcast audience** that would want to know more about their experiences, as well as learn from experts focused on relationships, **reinvention**, **resilience**, and a whole host of other topics.



Heavy
The Local Fixer
My Driver
& Love Guru



Glenn
The Hemp Farmer
Who Warmed
My Heart

SPONSORS / TV / PR

Possible sponsors could include: Airbnb, an airline, dating apps (Match or Bumble).

The show has **built-in press** and will have automatic exposure. On its own the taxi ad went viral, and all of the shows would like me back for an update. Case in point, Tamron Hall had me back in March and we briefly discussed the concept for the show.

Here is my proof of concept along with the links for some TV appearances:

[The State of Love \(31 minutes\)](#)

vimeo.com/393062095/cc8cd160e7

[Tamron Hall Show \(February 2020\)](#)

drive.google.com/file/d/1j-g-5vrFHxYKcfvtQX2GKhTxVn63DILL/view

[GMA Strahan & Sara \(July 31, 2019\)](#)

youtube.com/watch?v=wxN4ICRKK_U

[Inside Edition \(August 2, 2019\)](#)

youtube.com/watch?v=9KPi_ve_VoM&feature=youtu.be

[Tamron Hall Show \(Filmed August 2019 - aired December 25, 2019\)](#)

tamronhallshow.com/videos/n-y-c-realtor-buys-taxi-ad-in-hopes-of-finding-love/



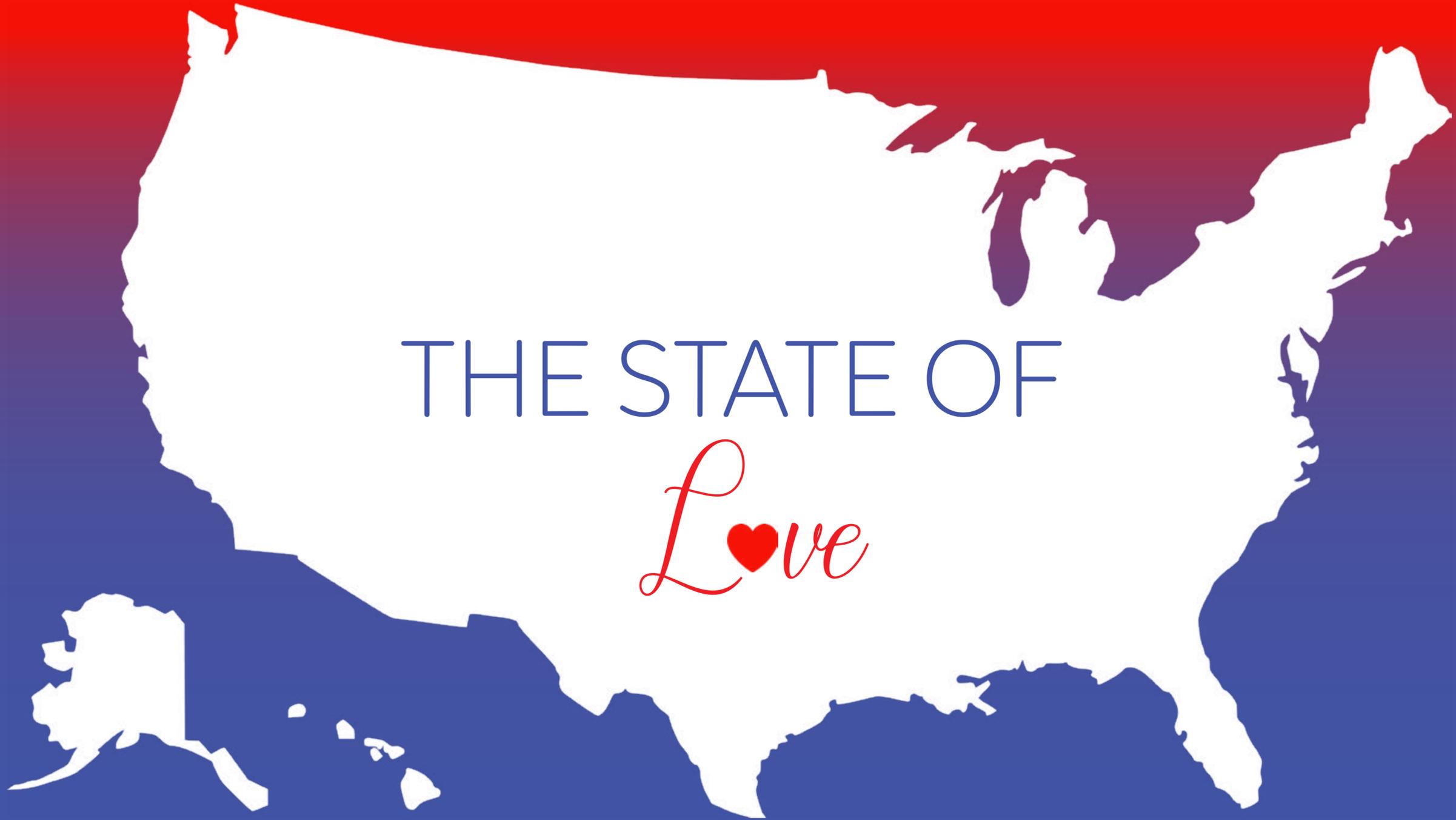
ANN CUTBILL LENANE

I am the #1 Broker at Douglas Elliman, which is the #1 real estate firm in Manhattan. I'm very comfortable on camera and have appeared on numerous episodes of **Bravo's, *The Real Housewives of New York, Million Dollar Listing NY***, and several episodes of **HGTV's, *Selling New York***.

After the release of my taxi ad, I founded "**Wise and Wonderful Women**" which already has over 700+ members. Through our Facebook page and the free monthly dinners I host, I aspire to **educate and inspire** women over 45.

My **amazing daughters** are the lights of my life. I believe my soulmate is still out there waiting for me, **now that I'm 57, and still fit, fabulous, and fearless.**





THE STATE OF

Love

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