

INT. Warehouse - Home Set

Our HOST (late-30s/early 40's, rugged good looks, mustache, plaid shirt, jeans, tool belt) walks and talks into camera.

HOST

DIY home improvement is all the craze these days. But there's some things you just shouldn't do on your own.... Like plumbing...

As Host continues to walk and talk, he passes in the close background a WIFE trying to mess with an overflowing sink. It spills onto the floor and is running into the next room as the Host keeps walking.

WIFE

(frustrated, shaking her head)
Honey! (to off camera)

HOST (CONT'D)

Or electrical work...

As Host continues to walk and talk, he passes in the close background JOE messing with an electrical outlet. The water from the sink in the previous room is spilling onto the floor in front of Joe.

JOE

Hold on! (responding to Wife)

As the water reaches Joe, he is suddenly electrocuted and falls to the floor, twitching.

HOST (CONT'D)

You OK there, Joe?
(to camera, snarky) He'll be fine.

CLOSE UP: Joe is foaming at the mouth.

CUT TO:

INT. Warehouse – Main Wood Storage Area

Host is walking with tons of wood behind him, a busy warehouse of LowCostFlooring.com workers preparing orders.

HOST

Luckily though, you don't always have to hire a professional to upgrade your flooring. That's why we at lowcostflooring.com make it easy and convenient for anyone to get the highest quality wood flooring at the lowest possible prices, shipped right to your door.

As Host continues to walk and talk, he passes in the close background a HIPSTER (20's, short hair, big beard, tight clothes) sitting at a computer, ordering flooring from the LowCostFlooring web site.

HOST (CONT'D)

Yeah, it's even easy for you, you f-[bleep]-ing hipster.
(judgmental)

As Host walks off camera, PUSH IN ON: The Hipster turns and smiles wide, giving a cheesy thumbs up to camera.

CUT TO:

INT. Warehouse – Office Hallway

Host is Walking and talking down the company office hallway, photographs along the wall.

HOST

Sure, we have great prices. But how do you know our wood's any good? Because I say it is. And if there's one thing I know, it's good wood. Plus... I've climbed Mount Everest. Twice. Blinded. On one leg.

He stops walking when he gets to a photo hanging behind him on the hallway wall. It's him at the top of Everest, on crutches with one leg in a cast, and a scarf over his eyes.

HOST (CONT'D)

That's right. Twice.

PUSH IN ON: The photo as Host moves off.

CUT TO:

INT. Warehouse

HOST

And I like I said, we ship right to your door. We even have an online calculator that makes it easy to figure out exactly how much wood you need, based on the brand you choose and your home's square footage.

As Host continues to walk and talk, he passes in the close background a huge chalk board, filled with complex calculations, all leading to the very bottom corner where an old SCIENTIST has finally come to a single number from all the calculations.

SCIENTIST

Ah ha!!

Host continues walking off camera.

HOST (O.C.)
Good job, Dad.

SCIENTIST
(In an old voice) Thanks, son.

CUT TO:

INT. WAREHOUSE – PURCHASING AREA

Host continues walking, passing a bored cashier in front of a line of frustrated patrons holding all sorts of DIY home improvement materials. The line is very long. Patrons are fumbling with long wood pieces, dropping them.

HOST
Because who has time to go to a hardware store and stand in line for an hour to buy a bunch of wood flooring that's too heavy for any normal human to carry anyway?

As Host finally reaches the end of the line, SUPERMAN is standing there steady unlike the rest, with 50 pieces of wood on his back, but looking frustrated just like the rest.

HOST (CONT'D)
Not you, Superman.

Host moves off camera.

CLOSE UP: On Superman.

SUPERMAN
(to camera, aggravated) I could be out stopping villains right now... (smiles) or playing Call of Duty and smokin' a blunt.

CUT TO:

EXT. WAREHOUSE – ENTRANCE TO BUILDING / PARKING LOT - DAY

The host exits the building and is walking toward the parking lot.

HOST
Bottom line? Lowcostflooring.com is your one-stop shop for DIY wood floor renovation. If only we'd started this business sooner...

As Host continues to walk and talk, he passes in the close background an ambulance waiting, as an unconscious Joe is getting wheeled in on a stretcher.

HOST (CONT'D)

...think of all the time, the money, the lives we could've saved.

The ambulance door shuts. Host pounds hard twice on the doors.

HOST (CONT'D)

(in a military scream to driver) Good to go!

(to Camera) Poor Joe.

Joe's wife walks into camera to Host, and the two awkwardly stare at each other for just a moment. Suddenly, the two start making out wildly. CUE: cheesy music.

Ariel shot FADE BACK AND UP in epic fashion to the sky.

TITLE OVER PICTURE: Quality. Convenience. Low Cost.

FADE TO:

TITLE OVER PICTURE: LowCostFlooring.com

FADE OUT.