



# **Investing in Films: The 12.5 Secrets Elite Investors Keep for Themselves: A Survival Kit for High Net Worth Individuals and Hedge Funds to Make Sound Investments in Independent Film**

*René Bourdages*

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Reviews: “A unique and insightful book! Producers will benefit from it just as much as investors will, as it helps to unlock the secrets of making smart film investments, and profitable financial structures.” Clark Peterson Producer of the Academy Award-winning *Monster* and numerous other films “This book captures the essence of independent film financing like nothing else I’ve read before. I’ve produced and executive produced over 25 feature films and 2 TV series in my 30 year career. I was also a Sales Agent and Development and Acquisitions executive for many years. I wish I had that book when I started; It reveals many best practices that investors should absolutely be aware of.” Paco Alvarez, Film & TV executive, Forward Motion Entertainment “René’s book is a must-read for anyone that wants to understand better where the value lies in producing film whether you are an investor, producer or academic. And unlike most “must read” books this one is as readable as it is rewarding” Michael, Hennessy, President and CEO of the Canadian Media Production Association (CMPA) “Even though originally intended for investment professionals, the book “INVESTING IN FILMS” is a useful guide even for a filmmaker and “indie-producer” like me. I read the book last summer, during the initial phase of the production of a film that will soon be released. It has extended my understanding of the flow of creativity/production/distribution that constitutes the making of a film, allowing me to escape from my territorial and limited dimension while helping me to reach a more professional level, even though my project is self-managed and self-financed. Precision, effectiveness, conciseness, clarity and rhythm: these are the qualities that allow you to finish this book in an afternoon and to keep it as a useful and easy to access reminder in the months to come. I realized that rigorous investors can improve the chances of a film project to find its audience successfully with more sharpness, strength and clarity. Just like René Bourdages style.” Christine Reinhold, Artistic Director – Founder, Teatro Primo Studio – Film Beyond “Rene gives the reader a complete panoramic view on investing in the film industry. He helps make the investment process understandable and friendly. This book allows people to enter the film business universe, including people who manage investment funds and make entertainment investments an attractive addition to their portfolio. René Bourdages has written a book that is a “must read” for any investor interested in the film industry.” Fabio Cesnik, Partner at Cesnik, Quintino & Salinas Law Firm. President of the Media and Entertainment Committee at the Lawyers’ Institute of São Paulo “René Bourdages is a brilliant entertainment expert. In this new book called INVESTING IN FILMS, René does an impressive job at highlighting key information to quickly become Hollywood business savvy. This is a generous regroupment of best kept secrets, shared with everyone who is passionate about the business side of showbusiness.” Evelyne Ouellet, CEO, SAFIRA Entertainment “René’s book is a succinct, accessible guide to the practical do’s and don’ts of investing in film. I recommend it to anyone considering to invest in this risky but sometimes highly profitable industry.” Jeremy Spry, Vice President, Business & Legal Affairs, Muse Entertainment This book has intentionally been crafted for busy business investment professionals. It focuses on what the best investors have been secretly doing in recent times. It will help any serious investors whether, High Net Worth Individual, Hedge Fund and Private Equity Fund Manager, Family Office Chief Investor Officers to avoid costly mistakes and improve their ROI by knowing what to look for in filmed entertainment financing.

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