



The problems of modern life have a solution

Overdraft Family
Reality format

Duration: 50-60 minutes

Country of broadcast: Israel, Poland, Romania, Spain

Broadcaster: Reshet Channel 2, Puls TV, TVR, Cuatro

Producer: Maagalot

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Reality format

The problems of modern life have a solution.

A unique, life changing Doco-Reality format.

In each season, 12 families open their homes, bank accounts, minds and souls in a quest to better their lives! The families undergo an uncompromising process guided by a personal coach to help them overcome their crisis, and face the demons inside them.

Each episode focuses on a different family, with a different background and income level, but they all share an identical problem: a horrific overdraft in their bank account. The program, led by a personal coach leads the family through a challenging, difficult and intense recovery process.

The motto of the show is that an overdraft is not merely a money problem, but rather reflects a deeper human behavioral problem - everything starts and ends in the mind.

The series centers on a professional life coach, who uses his charisma and experience to steer the families in the right direction. At the beginning of each episode, the coach confiscates the family's credit cards and check books, and gives them a minimum cash allowance. With this money, they must follow a weekly task-sheet.

The climax of each episode is a radical assignment, defined by the coach as a "life changing element", and which requires substantial effort and sacrifice. Such assignments could include moving to a different apartment, moving back in with the parents, discontinuing funding the children's education, finding a better paying job, closing down a business, etc.

Beyond the fascinating reality and the obstacles the characters have to overcome, the viewers will be able to take something home with them. It can be a useful advice, or even a chance to peek at their lives through a small mirror.

The first two seasons were a huge success on Reshet – Israel Channel 2, and a third season will debut this winter.

Highlights:

- Proven Rating Success.
- Targets the entire family.
- Attracts product placement from the financial world.

