



*******Premiere Programming Alert*******

**HGTV CONDUCTS REAL ESTATE EXPERIMENT IN NEW SERIES
'FLIP TO A MILLION' PREMIERING MONDAY, AUG. 1, AT 9 PM ET/PT**

WHAT: *Flip to A Million*

WHERE/WHEN: Premieres Monday, Aug. 1, at 9 p.m. ET/PT on HGTV and available to stream on [discovery+](#)

WHO: In *Flip to A Million*, HGTV will conduct an edge-of-your-seat house-flipping experiment as never seen before. The six one-hour episodes will follow two couples who are both successful house flippers in their respective markets: [Jason](#) and [EJ Williams](#) of Chicago, Illinois, and [Jon](#) and [Dani Wrobel](#) of Long Island, New York. During the series, narrated by HGTV star [Alison Victoria](#), the pairs will be dropped in an unfamiliar city—Dallas, Texas—where they will set out to prove that, in the world of real estate, it's possible to start out with almost nothing and turn it into a fortune. With an initial budget of only \$1,000, each couple will work the real estate and flipping market to buy, renovate and sell properties. Their goal: build to a \$1 million house sale in just six months. To try to make it happen, the duos must take real risks and go to any length to flip to a million.

To open the season, the Williams and Wrobels will pack their belongings and move their families to Dallas. Upon arrival, they'll hit the ground running to research the local market, make new contacts and determine the quickest way to start making money toward their real estate goals. Despite some initial setbacks, Jason and EJ will take on a main bathroom renovation project to help fund their initial property purchase, while Jon and Dani will score a finder's fee on a house sale that gives them enough money to buy their first flippable property.

Flip to A Million is produced by Kinetic Content LLC.

DIGITAL/SOCIAL: Fans are invited to connect with *Flip to A Million* at [HGTV.com](#) and to interact on social media by following @HGTV and using #FliptoAMillion on [Facebook](#), [Twitter](#), [TikTok](#) and [Instagram](#). Viewers can watch the episodes on HGTV GO the same day and time as the TV premieres—Mondays at 9 p.m. beginning Aug. 1.

PHOTOS (Credit HGTV):

Jason and EJ Williams:

<https://drive.google.com/file/d/1asdPT32Gx92dd5zUO5mEYcjlftGWmt/view?usp=sharing>

Jon and Dani Wrobel:

<https://drive.google.com/file/d/19UqhbyOVSRg4tiqKoyc0OYLzBRtaYT0m/view?usp=sharing>

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