

# Beyond the Deal:

## From Behind the Scenes to Front and Center

## Featuring:



**Notes:**

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CUTCO  
CLOSING GIFTS



— GRAND —  
HOME INSPECTION

**The art of storytelling is a powerful and often underutilized tool in real estate. It allows professionals to connect with clients, highlight properties, discuss marketing conditions, and provide clarity in a complex process. For instance,**

- Storytelling can transform a house from a list of features into an experience - historical, architectural, or a lifestyle.
- It transforms transactional hurdles into triumphs, while building trust, humanizing the process, and demonstrating competence.
- When discussing market conditions, storytelling can simplify the abstract. Rather than rambling off statistics, a story can help illustrate what a buyer's or seller's market really means, which can either create a sense of urgency or demonstrate the need for patience.
- Perhaps most importantly, it makes the storyteller relatable and approachable. Clients who feel part of your story or can identify with your experiences are more likely to refer others to you or return themselves.

Our guests today have used storytelling to craft compelling narratives surrounding their business, and we are excited to have them share their tips and techniques with you. In addition to being here today, we invited them to share a book, podcast, quote, or other tidbit about this topic, and they didn't disappoint!

**Lauren Marcy (lauren@grandhomeinspection.com):**

*"Everything changes when you start to emit your own frequency rather than absorbing the frequencies around you. When you start imprinting your intent on the universe rather than receiving an imprint from existence."* ~ Sati Dhamma. This speaks to authenticity and personal truth - core to storytelling.

*"It is not the critic who counts; not the man who points out how the strong man stumbles or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again and again, because there is no effort without error or shortcoming; but who knows the great enthusiasms, the great devotions; who spends himself in a worthy cause; who, at the best, knows in the end the triumph of high achievement, and who, at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who knew neither victory nor defeat."* ~ Theodore Roosevelt. Telling a real, vulnerable story is like stepping into the arena. You expose yourself - your flaws, your stumbles, your dreams - and you face critics. It takes guts.

**Jodi Smith (jodi.l.smith@exprealty.com):**

Favorite quote: *"People will forget what you said, people will forget what you did, but they will never forget how you made them feel."* ~ Maya Angelou.

Clients may not remember every detail of a transaction, but they will remember:

- Whether they felt heard.
- Whether you made them feel confident or overwhelmed.
- Whether you turned stress into relief and confusion into clarity.

**Tiffany Szakal (tiffany@thelocalelement.com):**

Tip: With anything you create to share, ask yourself these questions first: *What story am I telling? What do I want them to do with this information? And why should they care?* This is about purpose and intention. Clarity here helps avoid content that feels nice but falls flat. Ask:

- Is the goal to call, click, visit, share, trust, or simply feel inspired?
- Does the story include a clear next step or implied action?
- Am I being too subtle or too pushy?

**David Buko (davidbuko@greencrowngr.com):**

Tip for storytelling: Know your audience. Understanding who you're speaking to helps ensure your story connects emotionally and communicates your intended message effectively.

Favorite book: *The Go Giver* by Bob Burg and John D. Mann.

Favorite quote: *"If at first you don't succeed, try again."* ~ Robert the Bruce, King of Scotland.

## **PLEASE SAVE THE DATE!**

Our next session, **Creating an Impact Beyond Commission**, is scheduled for **September 18**  
from 9:30 to 10:30 a.m. at Egypt Valley Country Club.

Additional details to follow.