



Chief Storyteller Dale Zahn

West Michigan Lakeshore Association of REALTORS®

Do you consider yourself to be an epic storyteller? If so, why?

I go by what others have said—that I am a Storyteller and have been for years. I love telling stories based on actual real life situations that I have personal knowledge of—situations that clearly have meaning and resonate with the audience I’m speaking to. It has to ‘make sense’ and be both informational and fun at the same time. I like people to walk away saying, “That was really good...”

What elements do you believe make a great story? For example, authenticity, real-life experiences, living in the moment.

For me, it’s real-life experiences that pertain to the audience. I like to ‘know my audience’ and give them something to remember, something worthwhile. It’s got to be warm and connectable to the audience. I also ‘dress the part.’



If I want to make a formal point, or speak of dignified things, I’ve been known to wear a tuxedo. If I’m outdoors in a setting where the Red, White and Blue is to be accentuated, I’ll display it and American Pride in my attire.

How has storytelling benefited you, your business, or your association?

No question—storytelling has been well received as is evidenced by written evaluations after many presentations I’ve been privileged and fortunate enough to make. It makes me feel good knowing the audience felt good and got something out of the words coming



out of my mouth. I often will tell folks, “Everything that comes out of my mouth is true, nothing made up....” People seem to like that.

My goal is to help others succeed. I enjoy seeing others succeed and by “selling the sizzle,” that can happen. It’s no secret and has been said for years, I bleed REALTOR® blue. As a result, our Association has significant member participation and involvement and has become an award-winning association in many ways having received countless recognitions in RPAC, Fair Housing, Public Health arenas, etc. We’ve become a strong force, a go-to source for information and have a great image in the community, as well as among our membership.