



Chief Storyteller Debbie Leber

Mid-Shore Board of REALTORS®



**“Storytelling
is key”**

- Debbie Leber

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

Mid-Shore Board of REALTORS® believes storytelling is key, and at the annual awards lunch, we present a Funny Story award to the agent who submits the funniest tale during their time as a REALTOR®. Here was the 2018 Winner:

A while back when this agent was new, she was being mentored by, in her words, “two of the Best

REALTORS®—Whit Young and Chris Young.” They were working on a new listing in Nevitt, and this agent was meeting Chris at the home for a preview. She notes, “I was learning the ropes and wanted to do everything possible to be a professional agent.”

She was given access to the Nevitt house with very explicit

instructions not to let the black cat outside.

So, she goes inside, and as she is walking around, she notices the front door is slightly ajar.

She panics, noting she had not even seen a cat!

Going out the front door, there on the front steps sits a black cat.

She begins sweet talking the

cat, picks it up and is starting back to the house. When she reaches the front door, the cat begins to struggle, hiss, spit and scratch.

She dropped the cat, and it takes off across the street and into the soybean field. Now, let's digress a bit here. To fully paint the picture, at the beginning of her career, this agent dressed up, and on this particular day, she was wearing a skirt, jacket, pantyhose and heels. So, here she is chasing the cat through the field in heels yelling, "Here kitty, kitty! Here kitty, kitty!"

About this time, Chris Young arrives to see the house. Now, this agent is glad to see her, but there

"Now, came the unpleasant task of calling the seller to confess you lost their beloved cat."

is nothing like informing your fellow REALTOR® and mentor that you have lost the sellers' cat and, therefore, maybe the listing. So, together the two of them check out the wooded fence line and field eventually concluding that the cat was gone.

Now came the unpleasant task of calling the seller to confess you lost their beloved cat. While on the phone with the sellers—lo and behold—what does she see? A black cat sitting inside the house in the bay window. The seller confirmed there was only one cat. What a relief—not to mention embarrassing, as well as tiring! And, yes, there were runs all over her pantyhose!

I bet she has shared a great deal of laughs thinking about the "what ifs" and very glad she did not catch the other black cat and put it in the house.



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

Real life holds the key. It is authentic and usually most others can identify with the situation.

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

Don't preach—tell a story that educates, and do it in a way that is interesting and fun.