



Chief Storyteller

Jean Mountz

Gaston Association of REALTORS®



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

A great story will include several of those items. Real-life experiences are my favorite resource to create stories. Real-life experiences draw out the emotion whether it be laughter, sorrow or surprise.

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

Sharing a story is an excellent way to build relationships. While at the Leadership Conference in Chicago, we were given a moment to share a story with someone that we didn't know. I had the privilege to talk with Glenda Witman from Texas. We shared with each other that we both came from Pennsylvania – that became a common link to learn more about each other.

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

Storytelling helps people to relate to each other. Knowing that they are not the only person things happen to or having an ending that is positive when things look bleak.

The conference has provided information to help associations develop a storytelling opportunity to the members. I plan to implement storytelling in the coming year to spotlight agents with exceptional stories to tell.

My goal for 2019 is to increase member participation in all aspects of association events and committees. Storytelling is one tool to use to accomplish this goal.

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- Jean Mountz**