



# Chief Storyteller Kipp Cooper

Kansas City Regional Association of REALTORS®



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

Why spend hundreds of thousands of dollars of a REALTOR® association's reserves on a consumer-facing ad campaign? Three words: momentum, growth, and survival. Get the inside look at an edgy consumer campaign.

Watch KCRAR "Which Role Do You Need?" :30 Commercial

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

Anyone can tell someone what they do, but a great storyteller can get the person to care about why they do it.

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

Storytelling allows me to explain complicated or sometimes even mundane activities in relatable ways, so our very diverse membership can understand and appreciate their importance to their own business and livelihood.