



Chief Storyteller

**Paula Monthofer**

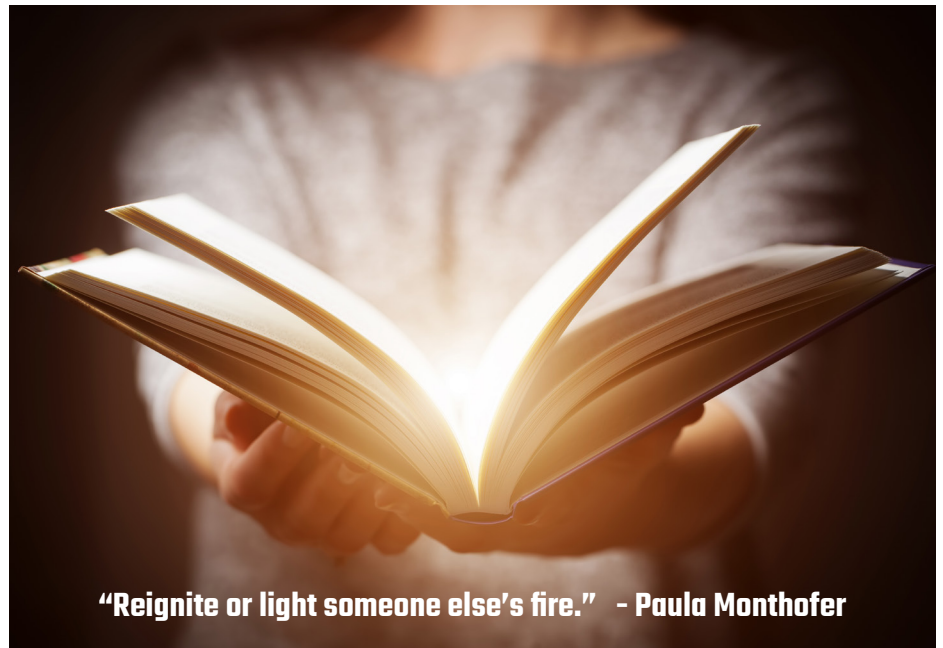
Northern Arizona Association of REALTORS®

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

I love sharing stories! An epic storyteller should love enhancing their audiences' lives, and nothing makes me light up more than lighting up someone else. I consistently search relatable lessons in everyday life as well as unique occurrences.

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

I love listening to people's stories regardless of the subject. If the speaker is excited about their topic, I will be too.



**"Reignite or light someone else's fire." - Paula Monthofer**

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

The ability to share stories has so many benefits—fellowship across differences, ability to put people at ease, and best of all being able to reignite or light someone else's fire. My business benefits when my clients can resonate with the information I need to share to protect them. My personal life benefits when I can find ways to build rapport swiftly. My association benefits when I can convey important, but perhaps dry, information and generate interest.