



Chief Storyteller

Robert Contreras

Kitsap County Association of REALTORS®



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

The only reason to say that I do is because so many ask me to tell my stories again and again. Relating to the audience for any story and delivering it in the right time have been popular with those who come to me for my next tale.

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

The most important part of any story happens before the first word passes the lips. The teller must be excited for the subject matter and believe in it wholeheartedly. The burning passion for the story will remain with the audience long after the details of the story have faded. Being able to translate our own experiences to tap into the experience of the listener is vital because it isn't the words that will carry the message, it is the connection we make.

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

Telling a story goes from the mere conveyance of information to an art form when the speaker realizes that the story is not about them—even when they are the subject or hero of the story. Learning to connect with the listener and giving them what they need at the right time is the goal. Learning this has given me a better sense of what others are looking for from me, and in turn, allows me to better serve them.

This holds true in my personal life, as well as my business, and has improved my relationships with family and friends over the years. As I am better able to communicate and story-tell, my clients connect deeper with and continue to return and refer business, helping my story to grow. As a manager in my office, the stories I tell are able to ignite the agents I work for to illuminate their “why” and help them begin their own story telling.

When I have the opportunity to meet new REALTORS® at our monthly Association Orientation, we can give them a genuine excitement for the Association and plant the seed for them to share their own stories as leaders in the future. The more we can ignite the passion of those around us, the brighter we grow together.