

# STORYTELLING

Using narratives to make properties more appealing

**Agent:** Hi [Client's Name], thanks for joining me today. Let me share a bit about the history of this lovely property on Elm Street as we walk through.

**Client:** Sure, I'm looking forward to hearing more about it.

**Agent:** Wonderful. As we enter, you'll notice the Victorian influences in the architecture. This house was built in the late 1800s and has been carefully preserved. The original owner was a prominent local doctor who actually used one of these rooms as his office.

**Client:** Oh, that's fascinating. It definitely has a lot of character.

**Agent:** Absolutely. Now, as we move into the living room, imagine the many family gatherings that took place right here over the decades. The current owners hosted their daughter's wedding reception in this very room. The spacious layout and natural light offered the perfect setting for a memorable day.

**Client:** It's certainly spacious. It feels very welcoming.

**Agent:** It is, isn't it? Now, let's step into the kitchen. This was remodeled just five years ago, but they kept the original fireplace intact, which you can see over there. It's not just a focal point but a piece of history where the family would gather around during cold winters.

**Client:** That's a lovely touch. Adds a sense of warmth to the space.

**Agent:** Definitely. Let's head upstairs. The master bedroom has a beautiful view of the backyard. The children who grew up here fondly recall playing in the garden, climbing the apple trees, and running around the gazebo. It's a perfect place for your kids to create their own memories.

**Client:** It sounds like a home filled with joy and laughter.

**Agent:** Exactly, that's the essence of this home. It's not just the physical space but the stories that make it truly special. If you decide to make this your home, you'll be adding to its rich history.

**Client:** It certainly makes the house more appealing, thinking about all the history and the stories here.

**Agent:** I'm glad you feel that way. Shall we discuss the next steps if you're considering making this your family's next chapter?