

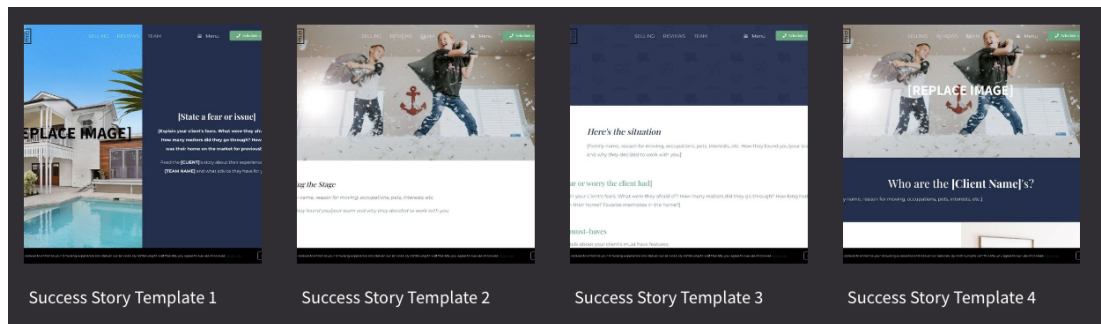
✓ Success Story Part 1: Zoom Recording

Previous Office Hour Recordings

(July 7th and August 11th)

✓ Goal for Today's Training:

- **Creating the Success Story**
 - a) Identifying the right client and compelling story
 - b) The interview session & assets
 - c) Building out the page
 - Website Icon on your Curaytor Platform
 - Create Content
 - 4 Options for Templates:



✓ Creating the Success Story

Step 1: Pick Your Client

- *Identify your ideal client type:*
 - *Downsizer*
 - *Relocator*
 - *First-time Buyer*
 - *Growing Family*

- *Investor/Renovator*
- *Consider creating 2–3 stories to appeal to different audiences.*

Step 2: Gather Client Background

- *Client name and brief background*
- *How long you've known them / how you met*

Step 3: Identify Their Goal & Concerns

- *What was their main goal? (Sell, buy, relocate, etc.)*
- *What were their concerns or challenges? (Price, timing, finding the right property)*

Step 4: Document Your Actions

- *How you helped: staging, renovations, consulting, negotiations, guidance*

Step 5: Highlight Problem-Solving

- *Key strategies or creative solutions you used*
- *How you ensured their goal was met*

Step 6: Capture the Result

- *Outcome of the process*
- *Client sentiment: "They were thrilled!"*
- *Optional: Short client quote*

Step 7: Finalize Story for Email Blast or Marketing

- *Keep it concise, relatable, and story-driven*
- *Tailor each story for the target audience*

- Include a clear **CTA** (Schedule a consultation, Learn more, Contact us)

✓ [Google Review Playbook](#): (For those looking to get MORE reviews from Happy Clients)

✓ **BONUS: ChatGPT tips and Prompts**

a) Turn on your microphone if you don't feel like typing and speak into ChatGPT search.

Change your client's name for privacy concerns and update this after.

b) Here is the prompt:

Please take my notes and highlight a client success story in a blog form that covers the following. Please make each question to cover a highlighted section of the blog.

Talk to ChatGPT as if you were telling someone else this story.

a) *The client's name and a little bit about their background.*

b) *How long have they known you and how you met?*

c) *What was their initial goal?*

d) *What were their concerns? (If they didn't have anything glaring, then "my house wasn't going to sell at the price I wanted or the time frame" covers 90%+ of sellers. "I was concerned about not finding the right home for my budget." covers 90%+ of buyers*

e) *What actions did you take to prepare them for the home sale or purchase? (Renovation ideas and consulting, staging, etc)*

f) *Describe a little bit about the process and how your problem solving ability to reach their goal of buying or selling.*

g) *Wrap up the story with the client's sentiment "They were thrilled!!"*

NOTE- Don't give exact figures like 20% over asking rather say "far exceed their wildest expectations".

✓ **Email Blast templates:**

Success Story Email Templates:

Examples of Different Scenarios: Please change the names and location if you like these templates!

****Relocation Success Story:**

Subject: It was all worth it. And that's what it's all about.

*Finding the perfect home can be hard, especially when you're doing it from a different state. Just ask **(Simone and her husband)**, who were trying to sell their home in **(Indianapolis)** while also finding a new one in an unfamiliar place like Boston.*

There were challenges and obstacles to overcome, but by the end of her experience, Simone openly expressed, "He helped us make the best investment of our lives". It was all worth it. And that's what it's all about.

Read her full story here. You'll be glad you did.

Cheers!

*****Mover-Upper Success Story:**

Subject: You're not stuck. It's time to move up.

Are you outgrowing your home? Just ask Mike and Sherry, a family who needed to find a home with a guesthouse for their parents. They almost gave up on selling their home, but with our help, they found a home that was a perfect match and had the space they needed.

It's time to find a home that fits your family's needs. We'll help you upgrade your home and guide you through the entire process.

Read Mike & Sherry's success story of how they found a home with a guesthouse for their parents.

Cheers!

**** Retirement- Moving out of the area Success Story:**

Subject: You deserve a home that matches your retirement goals.

The search is over for Mike and Sherry! They had a specific vision for their retirement home, and we helped them find a home that matched their goals. Relocating for retirement can be a big change, but it's an exciting opportunity to find a home that fits your new lifestyle. Our team can help you find your dream home and guide you through a smooth, stress-free relocation.

Read Mike & Sherry's story of how they found a home to match their retirement goals.

**** First time homebuyers**

Subject: The Search Is Over: The Smith Family Found Their Dream Home

They always felt they were destined to rent forever, but we knew better. The Smith family's search for their dream home is officially over. They went from being renters to homeowners and now have a place to call their own.

We understand that making the leap from renting to owning can feel daunting, but with our expertise, you can confidently navigate the process. We'll help you find a home that fits your lifestyle and guide you every step of the way, just like we did for the Smiths.

Read the Smith family's story and see how they went from renters to homeowners.

✓ Additional Pro-Tips:

1. Create a Zoom call for an interview, in-person with your videographer or casual conversation for question prompts.
2. Family Portrait or Home Memory Gift at the closing table (or AFTER closing even, holiday timing is great!)
3. Success Stories can be evergreen content. Would set a goal for one per quarter to add to a "portfolio".
4. Great in addition to your online reviews! (Not everyone has 100 online reviews. But you can add these success stories to Google Business Profile in lieu of highlighting your reviews.)
5. Lastly, be the "guide"! Your customer is the hero in this story. Not you.

✓ Great examples:

- [Dan Chin Homes](#)
- [MA Propertie](#)
- [Justin Vierra](#) & [JFK Living](#)