

## Toot your own horn! Example of feature story

REAL ESTATE TEAM  
Feature Story, Real Estate Executive  
3 pgs – 1373 word count

Outside Title:  
**Bringing Home Results**  
Real Estate Team

Inside Title:  
**Real Estate Team brings the results home...**  
By Sandy Hibbard

### *Does the article accomplish the objectives outlined below?*

- Decide who your audience is
- Develop a checklist of questions
- Focus on your strengths (just like your marketing!)
- Create a story
- Make the article *biographical* not *advertorial*
- Do not ramble
- Key in on interesting details that offer information to your reader
- Work in a personal/emotional angle
- Give information about your future...are you going to be around?
- Draw conclusions for the reader

Header:

And with his record of soaring sales – from \$0 to \$27 million in less than 5 years - you will want him to bring his results to YOUR home!

A self-proclaimed achiever, REALTOR hails from eastern Pennsylvania where he grew up in a family of 5 in Pittsburg. It was his parent's work ethic that taught REALTOR "you have to earn what you get in life". Moreover, this same philosophy is what drives REALTOR to be the very best at what he does today. According to REALTOR, "if you don't give 100%, you shortchange yourself on not knowing what you can accomplish. Every day is an opportunity find new knowledge and improve on the old".

An out-of-the-box thinker, REALTOR has brought innovation and change into the local real estate market within a short time. His new team approach to sales has created a whirl of real estate activity at his office located at East Boulevard in Pittsburg. Real Estate Team has built a team of professionals that share his own "customer service attitude". Customer service isn't just handled by a department or a particular person, but by each of the 11 members of the Real Estate Team who consider themselves customer service experts – Bill Jones, Team Manager; Jim Smith, Listing Coordinator; Patty Wright, Carol Davis, Candice Lee, Jackie Simms and Jen Alvers, Buyer Specialists; Brance Boyer, Creative Marketing Director; and couriers Mary and Gary Peak. The scores of client mail that is received at the Real Estate Team office is proof that each member of the team delights in giving the very best of themselves to every real estate transaction.

Not only has REALTOR led the way in the team concept in the Pittsburg real estate market, he has also established innovative service "tools" to better serve his customer's needs. REALTOR's clients are able to track the entire process of their real estate transaction online via [www.RealEstateTeam.com](http://www.RealEstateTeam.com)'s *Client Services* link. Not only does the site provide up to date information to the customer as to the status of their individual real estate transaction, it also gives them the assurance that there is a sales team working towards the ultimate goal of closing. And with today's new technology, this service is available 24/7...just what today's busy client lifestyles demand.

A customer service attitude, a team of 11 real estate professionals and Innovative service tools are not where the Real Estate Team Team customer service ends; in fact, REALTOR's total focus is on meeting the needs of his clients to assure that they walk away from the transaction with the most positive real estate experience they have ever had. "My cell phone and pager gets turned off (the only time it does) when I am discussing a real estate transaction in my clients home", explains REALTOR. "I believe that you need to be there in mind as much as physically being there".

REALTOR is a savvy marketer, not just because he is good with people...but also because he has an eye for opportunity...and his track record can prove it. REALTOR's burning ambition to achieve led him into the real estate business. With a young family and a new mortgage, he took the chance to build on his idea of what a real estate business could be. Today, his vision is a reality. He has built a real estate team that is second to none – and REALTOR himself is somewhat of a celebrity! The Real Estate Team is the #1 team in their market in volume and transactions. He owns a moving truck that is made available to clients and customers FREE of charge when they use the Real Estate Team to buy or sell real estate. A fleet of white SUV's and a Hummer with the Real Estate Team logo can be seen just about anywhere around Pittsburg, and on game days and parades, you just might find REALTOR chauffeuring a VIP in his Chrysler Prowler. The key to REALTOR's success? He has never looked for someone to provide for him; instead, he is always looking for an opportunity.

Opportunity has definitely come to Real Estate Team and continues to come, but not without hard work and a complete dedication to the customer service attitude. That first year in the business, REALTOR closed \$7.5 million in real estate transactions on his own. As the business exploded, REALTOR put together his team and by the end of the year, the Real Estate Team Team is projected to close over 300 transactions at over \$60 million. Today, REALTOR does not do it alone, "we work together like a fine tuned machine", says REALTOR, "I am proud of my team and the amazing thing is, we do a lot of business and still have fun with each other. They are my family away from my family at home".

An award winning real estate professional, REALTOR has been the recipient of numerous national awards from REAL ESTATE COMPANY. Out of 60,000 agents nationwide, he has finished in the top 100 of agents the last three years and currently is one of the top producing agents in Pennsylvania. REALTOR has also received the distinguished President's Circle award for three consecutive years, the top honor given for production.

Winning awards carries a lot of weight, but to the client what matters most is the successful closing of their real estate transaction. To that end, REALTOR is dedicated and owes much of his success to his involvement and membership in the Starpower Club, the nations top real estate training seminar and networking group. Starpower provides dynamic opportunities through advanced and progressive business systems that are aimed at achieving the highest levels of success through progressive and innovative service, training, and motivational programs. Starpower also provides unique networking opportunities that REALTOR and his team take advantage of, allowing them to network with top agents around the country. There simply is not an area of the country where The Real Estate Team cannot locate and refer a professional real estate agent to a relocating or transferring customer.

REALTOR is an active participant in his community and a supporter of various local charities including the police benevolent association and the police anti-drug program. He has used his moving van in food drives to collect and deliver food during the holiday season for the local food shelter. He even makes time to sponsor and assist for his son's tee ball team and is always a sponsor for local festivities. Wherever REALTOR can make a difference and make things better for others, there you will find him. His first love remains his family – Wife Shelly of nearly 11 years, Jimmie, his 5-year-old son and the newest arrival, daughter Sophie, are the light of his life. "I can have the worst day you possibly can have and all I have to think about is coming home to my son and baby Sophie and it puts a smile on my face, it is still the smallest things that make the biggest difference".

Even after all his success, you will find that it has not changed REALTOR a bit. He is still the guy that likes to ride his motorcross bike with friends at local tracks, play golf, and visit with people every chance he gets. REALTOR has created a successful attitude by making it a point to learn something from everyone he meets. He views his life, and his work as a project to accomplish with joy each day. For REALTOR true success is not just about money, but also about having the freedom to fulfill your life dreams. And that is just the kind of person that will bring home the results!

To contact Real Estate Team, drop by the Real Estate Team Team office at [add address], or call at [add phone]. Go online at [add website] to view the latest listings and see what resources and tools have been made available for your personal use.