

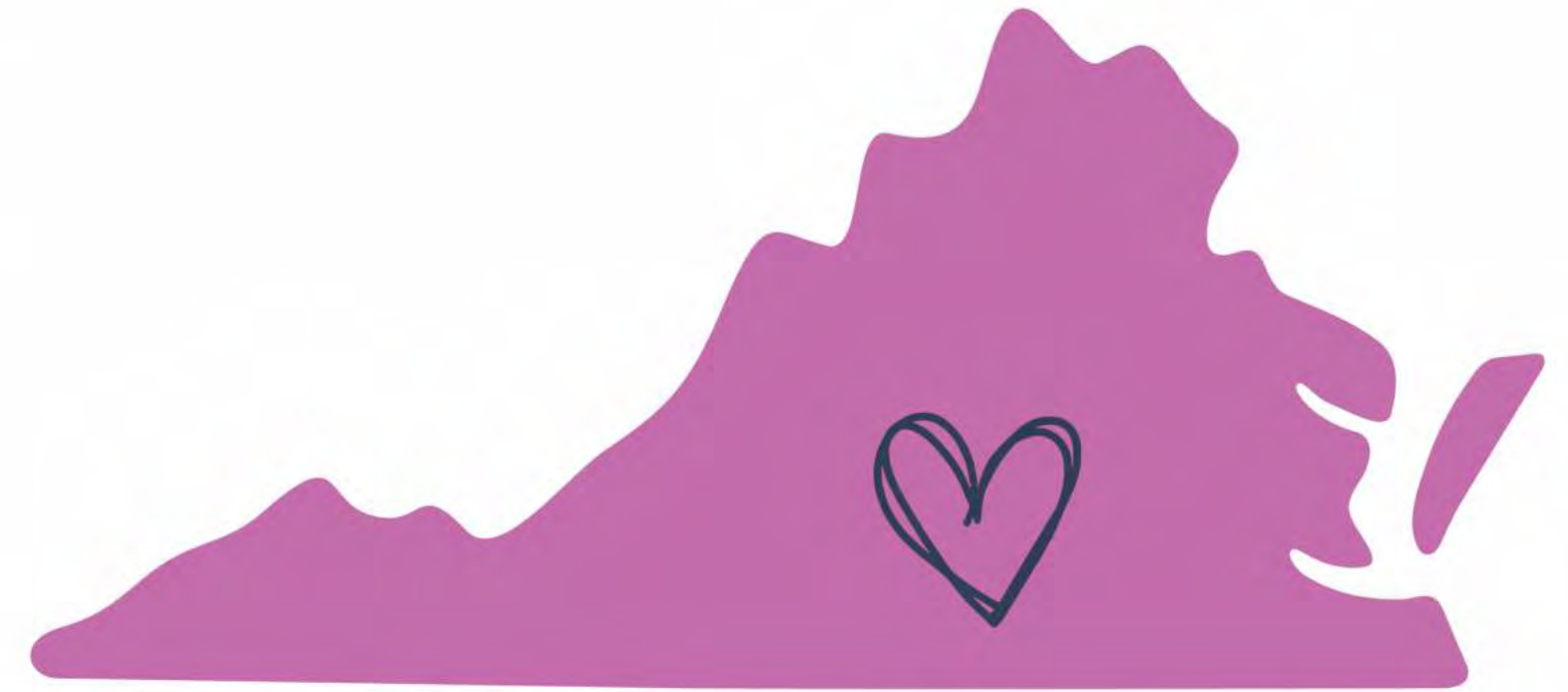
# BULLETPROOF BRAND

*& raving fans*



# Hi, I'm Sasha!

- Graduated from the University of Virginia, with a religious studies/history degree.
- Began her first job in corporate America.
- \$28,000/year salary (\$22,000 after taxes. 40 hours, 401K, benefits, insurance).
- Began real estate in Charlottesville, VA in 2007.



**Charlottesville, VA**

# Branding

- Establish uniformity for a clean and organized feed
- Spend time crafting and perfecting your mission and message
- Establish a tone for your marketing communications and replicate it into all pieces
- Align your messaging and branding to appeal to your target audience



# Establish your brand: Tips & Tricks

Upload your logo(s), colors, and fonts to your creative platform for uniformity.

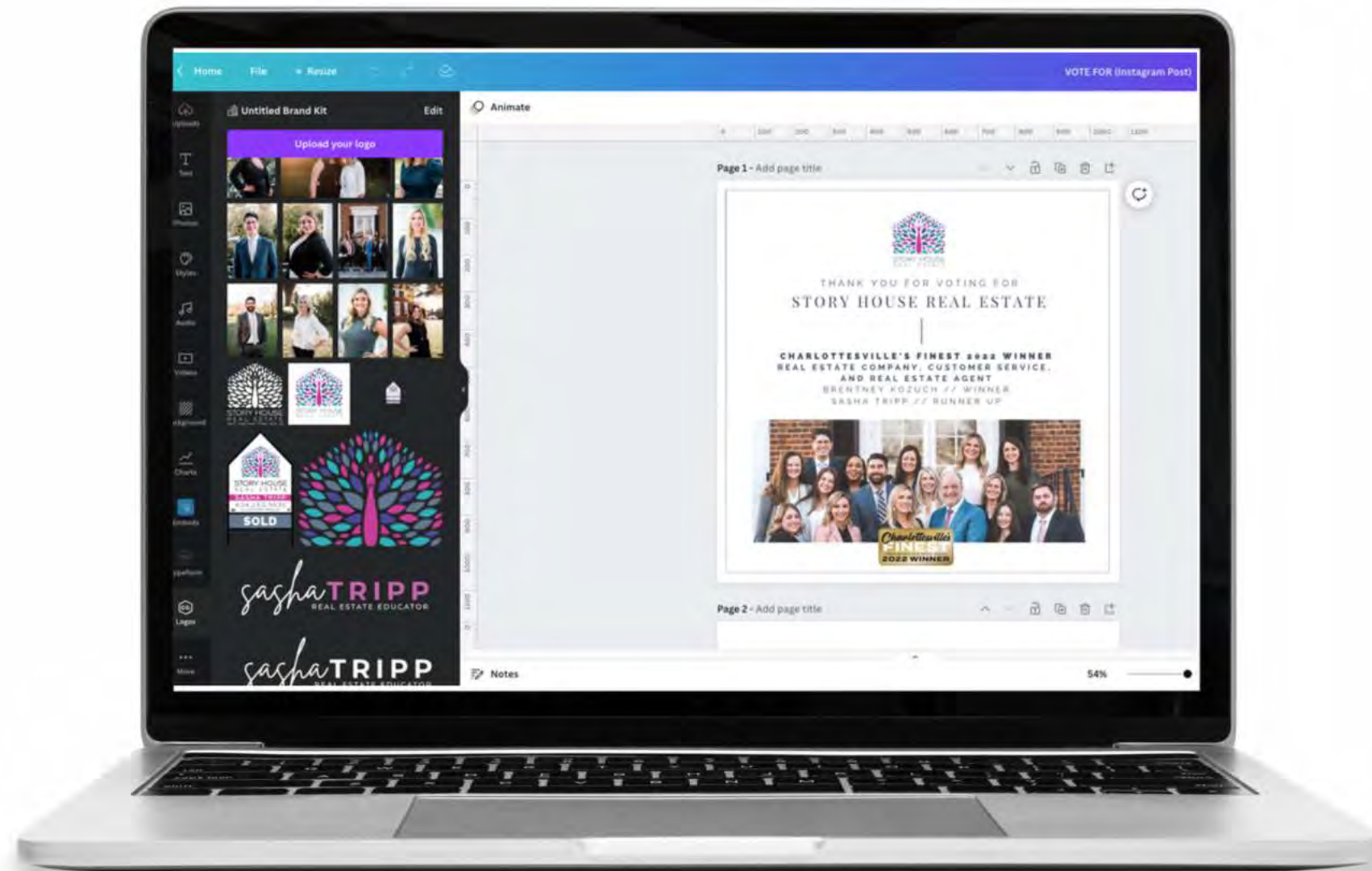


# Establish your brand: Logo Development

If you want to create a successful brand, you're going to need professional headshots and a professional logo at a minimum. One secret of professional branding is that a great logo doesn't have to cost thousands of dollars.



# Pro Tip: Use Canva



- Comment and collaborate with team access
- Hundreds of elements, icons & graphics
- User friendly photo editing
- Pre-made size templates
- Streamlines your brand

# Canva

The screenshot displays the Canva dashboard interface. On the left is a vertical navigation sidebar with icons for Home, Projects, Templates, Brand, and Apps. The main content area features a search bar at the top, a 'Recent designs' section with a grid of design thumbnails, and a 'Your starred' section below. The 'Recent designs' grid includes items like 'Bulletproof Brand and Raving Fans', 'Team Meeting 2024', 'Boost Your Real Estate Business in Just 4 Weeks', 'DAY IN THE LIFE', 'VIPS - Chris Doke', 'August 20 Listing Stories', 'Listings August 20', and '1193 Club Dr Lot #37'. The 'Your starred' section lists '2024 Listing Graphics', '\*\*\*Sasha's Brand', and 'SHRE Print Marketing'. At the bottom of the sidebar, there are icons for 'Glow up' and 'Trash'.



# Post Every Day

**NEW LISTING** \$550,000 waterfront

Enjoy 65' of waterfront views & access in this A-frame style Lake Monticello home, featuring two kitchens, a wrap-around deck, a light-filled sunroom, and fire pit cabana!

3 BEDS | 3 BATHS | 2,805 SQFT

43 S. BEARWOOD DRIVE | PALMYRA, VA 22963 | MLS#635135

THIS Local LOVE

GRIT COFFEE

**NEW PRICE**

1 MARINA POINT, B1  
PALMYRA, VA 22962

**NEW PRICE \$425,000**

**Features:**

- 2 bedrooms & 2 full bathrooms
- End-pull water-front cabin
- Water views
- Customized hardwood floors throughout first floor
- Stone wood-burning fireplace
- Open concept living & dining areas
- Floor-to-ceiling glass sunroom
- Remodeled up in kitchen
- Two primary bedrooms - one located conveniently on the first floor
- Located within Lake Monticello's marina just 2 minutes from the main gate, 15 minutes from Zion Churchville, and 15 minutes from Charlottesville's Airport!

MLS#633729

Contact Us:  
PH: 202-242-1435  
info@storyhouse.com

www.storyhouse.com/our-listings

GET TO KNOW *Erin*

STORYHOUSE

**NATIONAL GOOD NEIGHBOR DAY**

- RESPECT PRIVACY
- WELCOME TO THE NEIGHBORHOOD GIFT
- BE A MINDFUL PET OWNER
- KEEP NOISE DOWN

#NATIONALGOODNEIGHBORDAY

**NEED A NEW NEIGHBOR?**  
We can help with that.

43 S. Bearwood Drive \$550,000

**COMING SOON**

3 BED / 3 BATH WATERFRONT LAKE HOME

Enjoy 65' of waterfront views & access in this A-frame style home featuring two kitchens, a wrap-around deck, a sunroom, and more!

www.storyhouse.com

THIS Local LOVE

Yellow Door FOUNDATION

A day in the life with

**JOSH WHITE**

Follow Josh's day on our stories today!

@joshwhite\_shre

introducing

**cvillesocklove**

www.storyhouse.com/blog

# DIGITAL *reach*

The screenshot shows a Notion workspace titled "MARKETING: 2022 Calendar". The interface is divided into several columns and sections:

- Signature Series:** Contains a video link (www.storyhouse.com.mp4) and a card for "Introduce Sasha" featuring a photo of Sasha Tripp and her contact information.
- Sasha's Posts:** A vertical list of posts including:
  - 9/15 FAAR
  - 9/16 Sasha Charlottesville's Finest
  - 9/17 Quote | Serving the Community
  - Posting Schedule
  - 7/26 Quote | Iron Sharpens Iron
  - 7/27 Sasha Speaking
  - 7/28 Listings | Active
- September 2022:** A calendar view showing posts for each day:
  - 9/1 Virgil on Today y Mañana (just reshare)
  - 9/1 Ann's Workiversary
  - 9/1 Active Listings
  - 9/1 Google My Business
  - 9/1 Amplify Your Voice Reminder
  - 9/2 Weekend Events
  - 9/2 Arc of the Piedmont (just reshare)
  - 9/3 Weekend Warrior
  - 9/3 First UVA Football Game
- October 2022:** A calendar view showing:
  - 10/1 Weekend Warrior
  - 10/1 Breast Cancer Awareness Month (with a graphic for "1 IN 8 WOMEN")
  - 10/2 Open House
  - 10/2 Southern Glow Candles (with a photo of candles)

# Social Calendar

## Detailed Planning

- National Holidays
- Local Spotlights
- Team Highlights
- Evidence of Success
- Market Updates



**Jaclyn's COOKIES**

TUNE IN & MEET THE OWNER & TALENTED BAKER/DECORATOR OF

**JACLYN'S COOKIES**

UNIQUELY DECORATED SUGAR COOKIES

**THIS local LOVE** WITH STORY HOUSE

**TOMORROW - MAY 25**

**STORY HOUSE REAL ESTATE**

*Explore nearby*

**Wegmans** | 7 mins  
**Food Lion** | 7 mins  
**Harris Teeter** | 9 mins

**Bodo's Bagels** | 2 mins  
**Beer Run** | 6 mins  
**Riverbirch Restaurant** | 9 mins  
**Mission Barbecue** | 10 mins

**Orangetheory Fitness** | 9 mins  
**ACAC** | 4 mins  
**Primal Strength Gym** | 6 mins

**Barracks Road Shopping** | 3 mins  
**Downtown Mall** | 3 mins  
**5th Street Station** | 8 mins

**Tonsler Park** | 6 mins  
**McIntire Park** | 8 mins  
**Darden Towe Park** | 9 mins

FEATURED LISTING

103 PERRY DRIVE | CHARLOTTESVILLE, VA 22902

VIRGINIA BASEBALL | SCHEDULE

# 2022

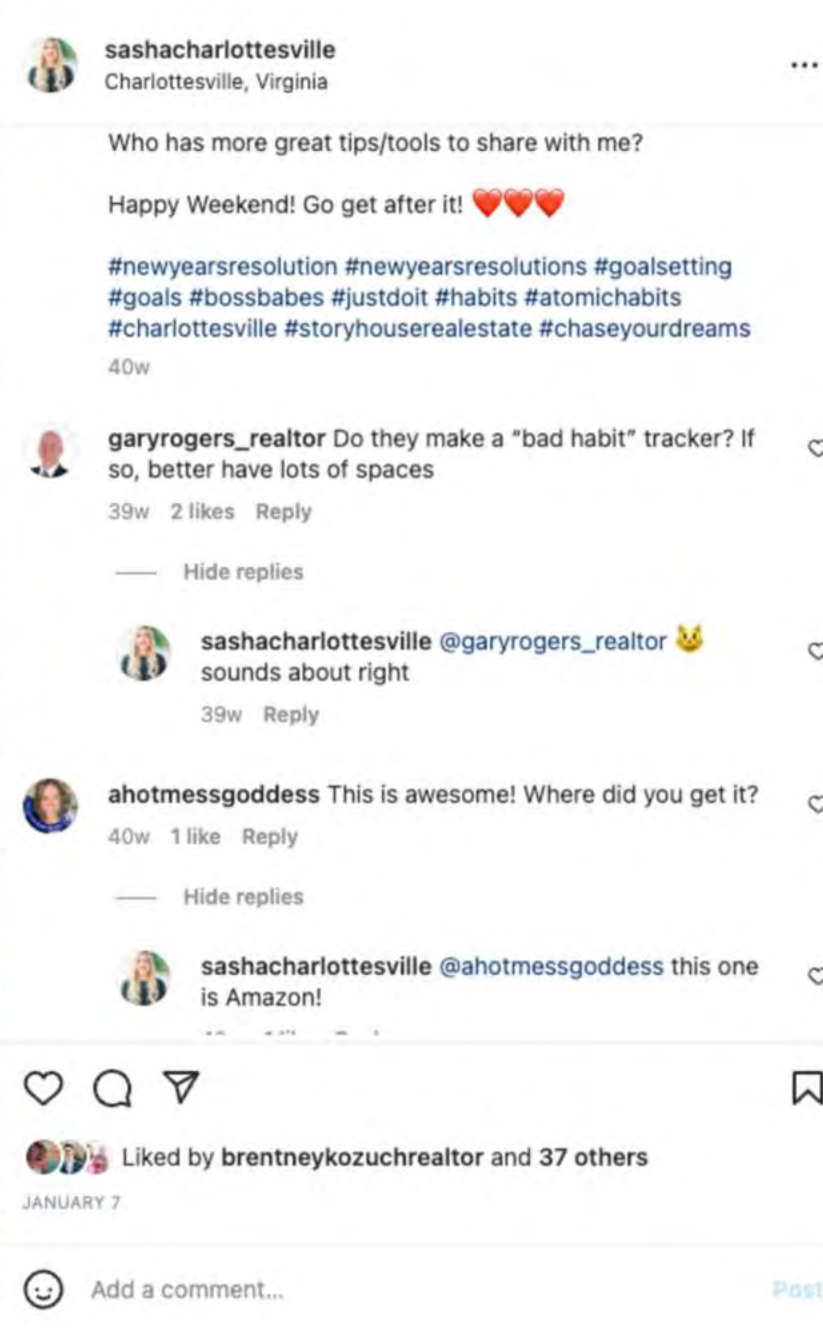
HOME GAMES | AWAY GAMES

<b>DUKE</b> MARCH 11   2PM	<b>DUKE</b> MARCH 12   4PM	<b>DUKE</b> MARCH 13   1PM
<b>RIDER</b> MARCH 15   4PM	<b>RIDER</b> MARCH 16   4PM	<b>BOSTON COLLEGE</b> MARCH 18   4PM
<b>BOSTON COLLEGE</b> MARCH 19   1PM	<b>BOSTON COLLEGE</b> MARCH 20   1PM	<b>TOWSON</b> MARCH 22   4PM
<b>WAKE FOREST</b> MARCH 25   6PM	<b>WAKE FOREST</b> MARCH 26   4PM	<b>WAKE FOREST</b> MARCH 27   1PM
<b>RICHMOND</b> MARCH 29   4PM	<b>GEORGIA TECH</b> APRIL 1   6PM	<b>GEORGIA TECH</b> APRIL 2   4PM
<b>GEORGIA TECH</b> APRIL 3   1PM	<b>LIBERTY</b> APRIL 6   7PM	<b>MIAMI</b> APRIL 8   7PM

# Promote the Town, Not Just the House

- This Local Love
- Business Partner Takeovers
- Vendor Highlights
- Local Events
- Location Graphics

# Client for Life: Engagement



## Talk To and With Your Buyers

- Respond to all comments, good and bad
- Look for engagement posts (giveaways, partnerships with local brands, this or that)

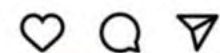
# Client for Life: Engagement

storyhoukere



THIS local LOVE

SOUTHERN GLOW CANDLES



Liked by nadirah.virginia and 8 others

storyhoukere 🙌 Has there ever been a more perfect pairing than fall and candles? The scents create a tranquil and positive ambiance that is just... more

View 1 comment

October 2

sashacharlottesville and storyhoukere  
Gordonsville, Virginia



just LISTED  
37 MONTEITH FARM ROAD | \$1,100,000 | MLS#634473



Liked by storyhoukere and 41 others

sashacharlottesville Check out this beauty! Open this Sunday 🍷🍷... more

September 9

storyhoukere



THIS local LOVE

PUMPKIN PATCHES



Liked by nadirah.virginia and 12 others

storyhoukere 🍂 'Tis the season for pumpkin patches and apple orchards! Our newest Sincerely, Story House 📖 blog highlights some of the best places for... more

View all 3 comments

errinsearcyrealtor Fruit Hill! 🍷

storyhoukere  
Charlottesville, Virginia



Liked by nadirah.virginia and 8 others

storyhoukere 🍷 Taco Tuesday is here! For National Taco Day, we are highlighting some of our favorite local spots serving up some of the best tacos in... more

View 1 comment

October 4

# Client for Life: Engagement

storyhouere  
Charlottesville, Virginia

THIS local LOVE

THIRTEENWINKS

Liked by nadirah.virginia and 19 others

storyhouere We are absolutely in LOVE with these custom-designed Charlottesville stickers from This Local Love ❤️ of ours, @thirteenwinks... more

View all 5 comments

shellycoffey12 🥰 love these!!

storyhouere @shellycoffey12 Us too! She did such a great job on the design 🥰 Thanks, Shelly!

Charlottesville

TEACHER GIVEAWAY

Enter to win!

Teacher Giveaway 2022

@STORYHOUSE

Liked by nadirah.virginia and 29 others

storyhouere 📣 Only one more week until we announce the winner of our 2022 Teacher Giveaway... more

View all 17 comments

jusforewe @ahabbershon

lifeoflizcope @22maryjohnston22 🙌

August 15

storyhouere  
Charlottesville, Virginia

Moving to Charlottesville.

READ IT NOW | WWW.STORYHOUSE.COM/BLOG

Liked by nadirah.virginia and 9 others

storyhouere National Virginia Day is the perfect day to celebrate all the great things about living here! In our most recent blog, we are sharing one of our... more

View 1 comment

September 14

storyhouere  
Story House Real Estate Charlottesville

GET TO KNOW sasha

View insights

Boost post

Liked by tayraejayy and 39 others

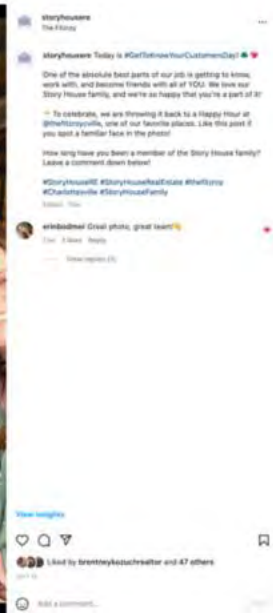
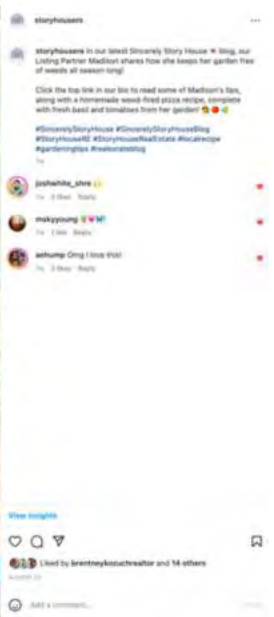
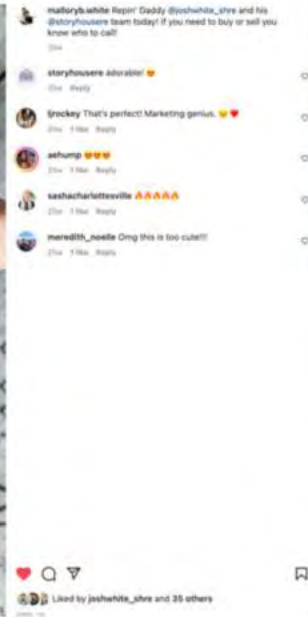
storyhouere 🌟 Get to know the Story House team 🌟

We asked our fearless leader Sasha a few... more

View 1 comment

6 days ago

# Client for Life: Engagement





# FOLLOWER *giveaway!*

# How to Enter

- 1 Follow Sasha on IG // @sashacharlottesville
- 2 Find ANY recent post or story and leave a comment



SYSTEMATIZE

*raving fans*

# TACTICS

## Know Them WELL

- All About You Form
- Relationship Test
- VIP Pyramid
- Limit to 50!

## CALL

- Weekly Monday Calls
- Scripts
- Teach the Team

## MAIL

- Birthday Gift
- Anniversary Gift
- Surprise Gifting

## VISIT

- Happy Hour
- Book Club
- Special/Exclusive Events

# All About You Form

STORY HOUSE REAL ESTATE

*all about you form*

NAME: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_  
PERSONAL PHONE: \_\_\_\_\_ PERSONAL EMAIL: \_\_\_\_\_  
HOME ADDRESS: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_  
SPOUSE: \_\_\_\_\_ ANNIVERSARY: \_\_\_\_\_  
SPOUSE EMPLOYER: \_\_\_\_\_  
SPOUSE PHONE: \_\_\_\_\_ PHONE: \_\_\_\_\_  
EMERGENCY CONTACT: \_\_\_\_\_  
CHILDREN'S NAME(S)/BIRTHDAY: \_\_\_\_\_  
THINGS YOUR KIDS LOVE OR FAMILY ACTIVITIES YOU ENJOY: \_\_\_\_\_  
MY/OUR PET(S): \_\_\_\_\_  
MY/OUR FAVORITE HOBBY(S) ARE: \_\_\_\_\_  
MY/OUR FAVORITE STORE(S) ARE: \_\_\_\_\_  
MY/OUR FAVORITE THING TO DO IN CHARLOTTESVILLE ARE: \_\_\_\_\_  
MY/OUR FAVORITE SPORT(S) ARE: \_\_\_\_\_  
MY/OUR FAVORITE TEAM(S) ARE: \_\_\_\_\_  
MY/OUR FAVORITE CANDY/TREATS(S) ARE: \_\_\_\_\_  
MY/OUR FAVORITE BEVERAGE(S) ARE: \_\_\_\_\_

STORY HOUSE REAL ESTATE

*all about you form*

MY/OUR FAVORITE SNACK FOOD(S) ARE: \_\_\_\_\_  
MY/OUR FAVORITE MUSIC/ARTIST(S) ARE: \_\_\_\_\_  
MY/OUR FAVORITE PHILANTHROPY OR NONPROFIT(S) AROUND TOWN ARE: \_\_\_\_\_  
ANY ALLERGIES TO NOTE: \_\_\_\_\_  
ANY OTHER FUN FACTS OR THINGS WE SHOULD KNOW? \_\_\_\_\_

- Birthday
- Spouse Birthday
- Anniversary
- Kids Names/Birthdays
- Pets
- Favorite Restaurant
- Favorite Hobby
- Favorite Drink
- College/University
- And More!

# RELATIONSHIP TEST QUESTIONS

- All About You Form Complete?
- Have you met their spouse?
- Couples Dinner?
- Have they been to your House?
- Have YOU been to THEIR House?
- Have you gifted them this year?
- Have THEY gifted YOU?
- Have you been to their office?
- Have they been to your office?
- Are you connected on FB/IG/ social?
- Have you referred them this year?
- Have they referred you this year?
- Would you invite them to Thanksgiving Dinner?

**Without checking a form, or CRM, or Facebook - would you know the schools they cheer for, their kids names, and what they do?**

# CREATE OPPORTUNITIES

*through marketing*

MARKETING TYPE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	NOTES
<b>MASS EMAILS</b>													
LETTER OF THE HEART/OUR STORY (VIDEO BY 15TH)	X	X	X	X	X	X	X	X	X	X	X	X	MONTHLY
EVIDENCE OF SUCCESS (VIDEO BY 30TH)	X	X	X	X	X	X	X	X	X	X	X	X	MONTHLY
STORY HOUSE MONTHLY NEWSLETTER	X	X	X	X	X	X	X	X	X	X	X	X	MONTHLY
OPEN HOUSES													AS NEEDED
CLIENT APPRECIATION EVENT						X					X		ANNUALLY
LISTINGS OVER 30 DAYS/ SPECIAL													AS NEEDED
<b>TEAM UPDATES</b>													
NEW HIRES													AS NEEDED
ANNIVERSARIES (WEDDING & WORK)													AS NEEDED
BIRTHDAYS													AS NEEDED
NEW BABY/FAMILY MEMBERS													AS NEEDED
WEDDINGS													AS NEEDED
GRADUATIONS													AS NEEDED
RECORD BREAKS													AS NEEDED
<b>SOCIAL MEDIA (FB, TW, IG, G+,L)</b>													
NEW LISTINGS													AS NEEDED
CLOSING PICS													AS NEEDED
HOLIDAY FLYERS													MONTHLY
DAILY THEMED POSTS (M-F)													DAILY
#WEEKLY SERIES	X	X	X	X	X	X	X	X	X	X	X	X	WEEKLY
TEAM UPDATES													AS NEEDED
LETTER OF THE HEART (VIDEO)		X	X		X	X		X	X		X	X	MONTHLY
EVIDENCE OF SUCCESS (VIDEO)	X	X	X	X	X	X	X	X	X	X	X	X	MONTHLY
OPEN HOUSES													AS NEEDED
THIS LOCAL LOVE													BI-MONTHLY
TEAM EVENT PICS													AS NEEDED
CHARITIES													AS NEEDED
<b>VIDEOS</b>													
TIPS OR SERIES													WEEKLY
FB LIVE													AS NEEDED
LETTER OF THE HEART													MONTHLY
EVIDENCE OF SUCCESS													MONTHLY
TEAM EVENTS													MONTHLY
NEW HIRE													AS NEEDED
<b>FACE TO FACE</b>													
SOCIALS	X	X	X	X	X	X	X	X	X	X	X	X	MONTHLY
CLIENT APPRECIATION EVENT				X						X			ANNUALLY
OPEN HOUSE EVENTS													AS NEEDED
SASHA'S TOP 25 EVENTS			X			X			X			X	QUARTERLY
VIP HAPPY HOURS	X		X		X		X		X		X		BI-MONTHLY AVG
<b>WEB/TECH</b>													
WEBSITE													DAILY
ZILLOW PROFILE & REVIEWS													DAILY
REALTOR.COM PROFILE & REVIEWS													DAILY
NEXTDOR PROFILE & REVIEWS													DAILY
													WEEKLY

# MARKETING PLAN

A Year-at-a-Glance including

- Mailed Communications
- Social Media
- Newsletters
- Holidays/Gifting
- Monthly Pop-bys
- Events
- VIP Events



SINCERELY,  
sasha

# Follow Up with “Touches”

- Letters of the Heart
- Postcards
- Newsletters
- Phone Calls
- Events

SASHA & KELLEY WOULD LOVE YOU TO JOIN THEM FOR A VIP  
**Happy Hour**  
TUESDAY, JUNE 27TH FROM 5:00 TO 7:00PM  
THE CODE BUILDING  
240 W MAIN STREET | CHARLOTTEVILLE  
PLEASE RSVP BELOW!

**STORY HOUSE REAL ESTATE**

- SASHA TRIPP, Principal Broker & Owner
- KELLEY TRIPP, Chief Financial Officer
- ERRIN SEARCY, Associate Broker
- JOSH WHITE, Associate Broker
- BRENTNEY KOZUCH, Associate Broker
- JESSICA TRIVETTE, Sales Partner
- ZOYA CLAUDIA, Sales Partner
- VIRGIL VELASCO, Sales Partner
- AARON HOWELL, Sales Partner
- TROY HARDING, Sales Partner
- ABBY SEARCY, Sales Partner
- MADISON YOUNG, Listing Partner
- ANN HUMPHRIES, Seller Transaction Coordinator
- COLE RAKES, Buyer Transaction Coordinator
- TAYLOR JOHNS, Office Manager
- AMELIA MCCONNELL, Director of Marketing & Design

**STORY HOUSE monthly**  
SEPTEMBER 2022 | www.storyhouse.com

**recent NEWS**

Hello << Test First Name >>!

Fall is finally here! We don't know about you, but here in the Story House office boots and sweaters are being donned, cozy scented candles have started blazing, all day long, and pumpkin-spiced everything is being added to the office order. It's safe to say that fall is a favorite amongst the Story House team, and we're excited that it's finally arrived! Amid the changing leaves and temperatures, we've also noticed a slight cooldown in the real estate market. During this fall season, we expect to see a more moderate pace for home sales and market. For buyers who may have paused their home search in the last few months, now is a great opportunity to resume your search. For sellers, while the frenzy of buyer demand and activity has softened slightly, people are still motivated and eager to find a home. If you're interested in learning more about the market or are thinking about finding a home this season, we'd love to help you fall in love with a new home.

In Story House news, we feel so honored to announce that Brentney and Sasha have been awarded winner and runner-up for Best Real Estate Agent in Charlottesville's Finest! We Additionally, Story House won Best Real Estate Company and Best Customer Service! We are so grateful, excited, and thankful for all the continued support from our friends, clients, and business partners, and to this amazing community who work hard every day to make Charlottesville a wonderful place to call home. Our team has been enjoying the start of the UVA football season and we look forward to cheering on the Hoos all season long! Check out the highlights below from some recent games! Thank you to our friends at Atlantic Bay for hosting an awesome tailgate that members of our team were able to join, and check out Tiny T getting cozy with the Cavalier! Looking forward to what this season will bring!

**THE CHARLOTTEVILLE Market Report**  
SEPTEMBER 2022

<b>MARKET SALES-TO-LIST-PRICE*</b> 99.2%	<b>MARKET AVERAGE DAYS ON MARKET*</b> 25
<b>STORY HOUSE SALES-TO-LIST-PRICE*</b> 104.79%	<b>STORY HOUSE AVERAGE DAYS ON MARKET*</b> 6
<b>HOMES LISTED</b> 132 homes listed in September. 631 homes listed in April.	<b>HOMES SOLD</b> 104 homes sold in September. 392 homes sold in April.

\*NUMBERS ARE REPRESENTATIVE OF CHARLOTTEVILLE & ALBEMARLE COUNTY SINGLE FAMILY HOMES IN THE MONTH OF SEPTEMBER 2022.

READ MORE ABOUT THE CURRENT MARKET

**STORY HOUSE REAL ESTATE 2023 YEAR IN REVIEW**  
17 TEAM MEMBERS  
FAMILIES SERVED, \$125 MILLION+ IN HOME SALES

**116** | **522+**  
SOLD HOMES IN 22 ZIP CODES

**332 REFERRALS RECEIVED**  
From past clients, friends and business partners in 27 states. Thank you!

**1,362 CLIENT GIFTS GIVEN**  
\$35,000 DONATED LOCALLY

**25+** EVENTS HOSTED & SUPPORTED

**359K POST IMPRESSIONS**  
**283K USERS / 1K+ NEW FANS & FOLLOWERS**  
**659K PAGE & PROFILE IMPRESSIONS**

**270 PIES ON PIE DAY**  
60 PUMPKIN | 90 PECAN | 120 APPLE

**0.000+ MILES DRIVEN**  
**3,927 PHONE CALLS MADE**  
**66,806 EMAILS SENT**

**ALL AWARDS WON**  
Best of C-VILLE Best Real Estate Company  
Best Real Estate Agent  
Charlottesville's Finest  
Real Estate Company  
Topper Up - Real Estate Agent  
Best Customer Service  
Charlottesville Family  
Best Real Estate Company  
Daily Progress  
Best Real Estate Company

**HAPPY NEW YEAR!** *Love.*  
SASHA, KELLEY, ERRIN, JOSH, BRENTNEY, JESS, ABBY, ZOYA, VIRGIL, AARON, TAYLOR, ANN, MADISON, COLE, NADIRAH, AMELIA, SHELLY & CATER

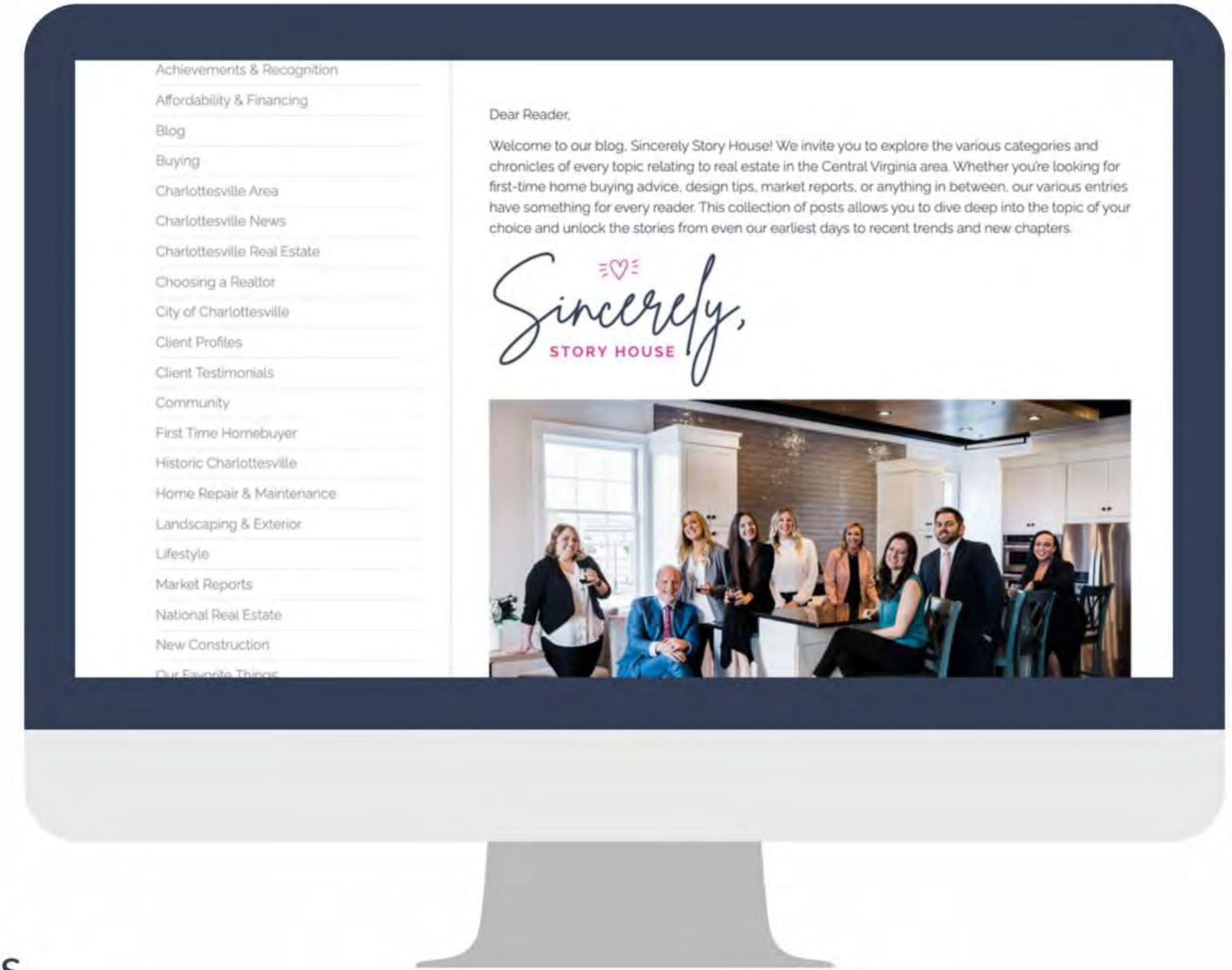
# Client for Life: Monthly Newsletter

Life updates, client testimonials, market reports, recent blogs, and more!



# Client for Life: Sincerely, Story House

Home maintenance tips, local spotlights, community awareness





**RECENT SALES AT A GLANCE**

In 2021, Story House Real Estate helped **275** families, totaling over **\$105 million** in sales experience in this current market

STORY HOUSE REAL ESTATE  
WWW.STORYHOUSE.COM  
4341-260-1435



**HOME SALES BY COUNTY**  
Albemarle, Charlottesville, and Fluvanna

ADDRESS	SALES PRICE	ADDRESS	SALES PRICE	ADDRESS	SALES PRICE	ADDRESS	SALES PRICE
6201 COMMUNITY HOUSE ROAD	\$333,000	2199 TIMBER MEADOWS	\$369,500	215 HUNTLEY AVENUE	\$535,000	1430 FOREST RIDGE ROAD	\$376,000
361 JEFFERSON DRIVE	\$249,000	124 WOODLAKE DRIVE	\$248,000	220 BLACKTHORN LANE	\$412,000	2312 WAYNE AVENUE	\$465,000
4078 SLAM GATE ROAD	\$440,000	30 MAHOR DRIVE	\$317,400	142 BURNET STREET	\$235,000	114 HESSIAN HILLS RIDGE	\$184,000
1308 PIPER WAY	\$990,000	17 SHORTWOOD CIRCLE	\$640,000	3024 LAUREL PARK LANE	\$415,000	1311 VILLA WAY	\$173,000
2187 SILK WOOD COURT	\$330,100	875 BLACK CAT ROAD	\$675,000	3384 MOUBRY LANE	\$290,000	1548 COOL SPRING ROAD	\$274,000
1015 CHERRY AVENUE	\$295,000	1243 WOODCOCK PLACE	\$615,000	4242 MILLINGTON ROAD	\$950,000	106 WATERBURY COURT	\$218,666
2712 SOUTHERN HILLS COURT	\$619,000	141-1 HESSIAN HILLS	\$149,000	13 BROUGHAM ROAD	\$255,000	2075 PIPER WAY	\$675,000
206 WESTMINSTER ROAD	\$505,000	48 BRIDLEWOOD DRIVE	\$306,001	2214 LONICERA WAY	\$360,000	5 ZEPHYR ROAD	\$203,750
23 SMOKEWOOD DRIVE	\$201,000	5453 PARK ROAD	\$400,500	195 YELLOWSTONE DRIVE	\$145,000	90 RIVERSIDE DRIVE	\$230,000
234 HARTMANS MILL ROAD	\$275,000	1831 OLD LYNCHBURG ROAD	\$426,000	1537 SURRY HILL COURT	\$470,000	113 CAMERON LANE	\$530,000
84 PARK DRIVE	\$277,525	1321 WIMBLETON WAY	\$385,000	234 PEBBLE BEACH COURT	\$352,000	1117 SALAMANDER STREET	\$311,614
410 EASTBROOK DRIVE	\$387,000	116 HESSIAN HILLS RIDGE	\$143,900	2170 WHISPERING HOLLOW LANE	\$315,000	1813 LOCUST SHADE COURT	\$975,000
712 SHAMROCK ROAD	\$375,000	3609 STONY POINT ROAD	\$1,050,000	79 HILLSBOROUGH LANE	\$475,000	2505 WESTERLY AVENUE	\$306,975
836 COLE STREET	\$395,000	2413 PENDOWER LANE	\$835,000	4508 DUPREE STREET	\$370,626	1956 HEATHER GLEN ROAD	\$425,000
765 WALKER SQUARE	\$346,000	57 RIVERSIDE DRIVE	\$196,000	1167 SUNSET AVENUE EXTENDED	\$302,000	3612 ROLLING ROAD	\$1,675,000
413 LOCHLYN HILL DRIVE	\$937,413	4194 SPRING VALLEY ROAD	\$300,000	545 BURYDNE ROAD	\$110,000	2122 ELM TREE COURT	\$345,000
1519 TRAILRIDGE ROAD	\$365,000	128 QUINCE LANE	\$248,000	9 DEERWOOD LANE	\$267,000	1030 DEER RUN DRIVE	\$390,000
520 BENNETT STREET	\$644,247	1090 WEST LEIGH DRIVE	\$704,500	1036 CARRINGTON PLACE	\$287,000	1545 SURRY HILL COURT	\$409,000
12 DAUPHIN DRIVE	\$210,000	1213 VILLA LANE	\$172,900	51 LAGUNA ROAD	\$265,000	709 SONOMA STREET	\$557,500
5221 QUALITY ROW	\$210,000	15 ARAPAHO TRAIL	\$290,000	4142 DAUPHIN DRIVE	\$311,700	16 ASHTON ROAD	\$349,000
7306 CORVILLE FARM ROAD	\$245,000	5506 SUMMERDAEN ROAD	\$400,000	907 STONEHENGE AVENUE	\$270,000		
211 MEADE AVENUE	\$245,000	222 WINE STREET	\$480,000	1910 TUDOR COURT			
812 GILLIAMS MOUNTAIN COURT	\$490,000	816 OVAL PARK LANE	\$375,000	3337 WORTHINGTON DRIVE			
1768 WEBLAND VIEW	\$295,100	1904 GLISSADE LANE	\$395,000				
4578 BURNLEY STATION ROAD	\$250,000	523 FONTANA DRIVE					
1849 LONICERA WAY	\$455,500						
5840 WESTHALL DRIVE							
87 BARNABY ROAD							

# Mailed Communications

## Evidence of Success

**JOIN US FOR OUR HOME SELLER WORKSHOP!**

FEBRUARY 7TH AT 5PM

STORY HOUSE REAL ESTATE OFFICE  
2110 IVY ROAD

RSVP AT [STORYHOUSE.COM/WORKSHOP](http://STORYHOUSE.COM/WORKSHOP)

**YOU MAY BE SURPRISED BY OUR ADVICE!**

**You will learn:**

- Facts & Data about the Market
- Expert Staging & Organizing Tips
- How to Properly Prep your Home
- Our Story House Selling Process
- Timing the Market

**A FEW OF OUR RECENT SUCCESS**

**43 S BEARWOOD DRIVE LAKE MONTICELLO**  
UNDER CONTRACT IN 4 DAYS

**32 OUT OF BOUNDS ROAD LAKE MONTICELLO**  
UNDER CONTRACT IN 4 DAYS

**WHAT OUR CLIENT HAD TO SAY:**

*Linda H.*  
7 LOCKS COURT | SELLER

"We have had experiences with other real estate agencies in our past and found Story House Real Estate by far, to be the best. I can't say enough about the suggestions for improvement and communication is very important. My expectations were exceeded. Phone, email, or text made it easy and less stressful while working with you."

**STORY HOUSE REAL ESTATE**  
**2023 YEAR IN REVIEW**

**17 TEAM MEMBERS**

**285 FAMILIES SERVED, \$125 MILLION+ IN HOME SALES**

**7 POLLS WON**

- Best of C-VILLE
- Runner Up - Best Real Estate Company
- Winner - Best Real Estate Agent
- Charlottesville's Finest
- Winner - Real Estate Company
- Winner & Runner Up - Real Estate Agent
- Winner - Best Customer Service
- Charlottesville Family
- Winner - Best Real Estate Company
- Daily Progress
- Top 3 - Best Real Estate Company

**116 SOLD HOMES IN 22 ZIP CODES**

**522+**

**\$35,000 DONATED LOCALLY**

**1,362 CLIENT GIFTS GIVEN**

**332 REFERRALS RECEIVED**

From past clients, friends and business partners in 27 states. Thank you!

**100,000+ MILES DRIVEN**

**13,927 PHONE CALLS MADE**

**66,806 EMAILS SENT**

**270 PIES ON PIE DAY**

- 60 PUMPKIN
- 90 PECAN
- 120 APPLE

**25+ EVENTS HOSTED & SUPPORTED**

**359K POST IMPRESSIONS**  
**283K USERS / 1K+ NEW FANS & FOLLOWERS**  
**659K PAGE & PROFILE IMPRESSIONS**

**HAPPY NEW YEAR! love.**

SASHA, KELLEY, ERRIN, JOSH, BRENTNEY, JESS, ABBY, ZOYA, VIRGIL, AARON, TAYLOR, ANN, MADISON, COLE, NADIRAH, AMELIA, SHELLY & CATERA

# Mailed Communications

## Evidence of Success

**STORY HOUSE REAL ESTATE**

*Sasha & Kelley Tripp*  
STORY HOUSE REAL ESTATE OWNERS

*Zoya Claus*  
SPRING CREEK RESIDENT

**THERE IS NOBODY MORE INVESTED IN SPRING CREEK THAN A FELLOW NEIGHBOR!**

Story House Real Estate represents property owners all over Central Virginia, but we have a special place in our heart for the neighborhoods where we live.

I would love to be your local, neighborhood agent.

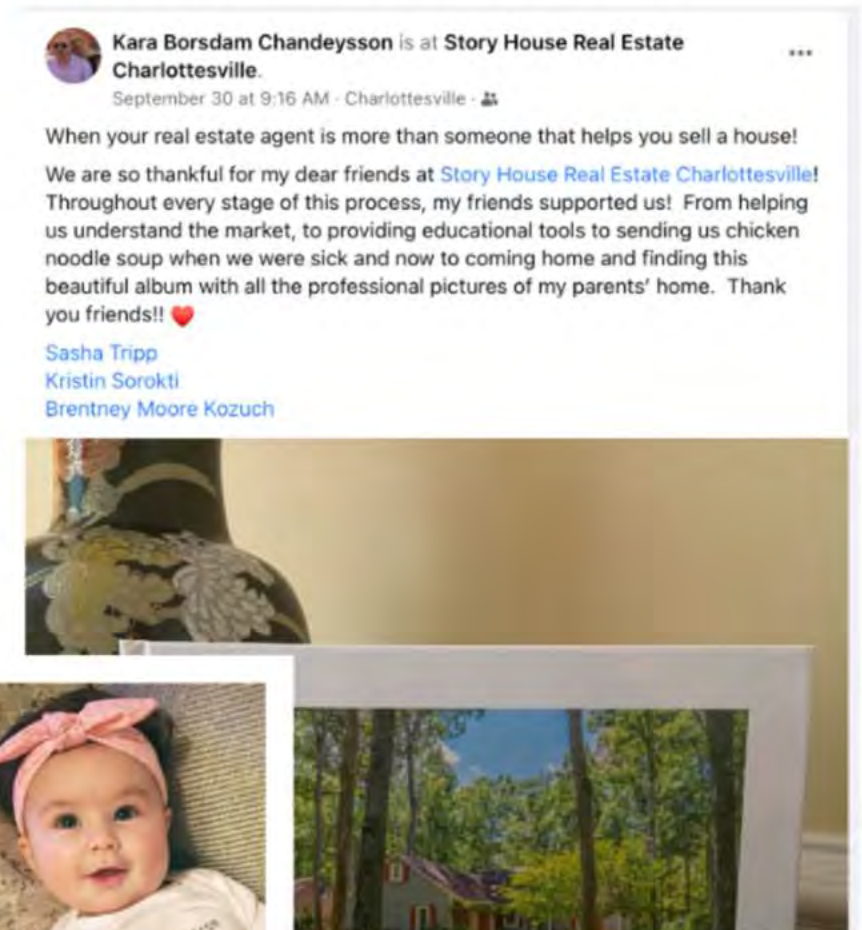
**CALL ZOYA CLAUS**

**BEST OF CVILLE**  
2010 - 2023

scan me!

# Surprise Gifting

- Surprise your client in a time of need or celebration
- Do they need a pick me up during a problematic transaction or after losing a bidding war?
- Pay attention to your clients on social media
- Get well Gifts
- Milestone Gifts
- Loss or Celebration



- Referral
  - Phone Call to Thank
  - Hand Written Note
  - Personal Gift
- Transactional Gifting
  - Milestones in Transactions
- Anniversary
- Holiday Gifting
- Monthly Pop-Bys
- Birthday
- Surprise



# Low-Cost Events

Outdoor event with food & games



  
STORY HOUSE  
REAL ESTATE

YOU ARE INVITED TO

## TAILGATE

WITH STORY HOUSE REAL ESTATE

**September 24th @ 5:00pm**  
WALK TO THE GAME | 6:45PM  
UVA KICK-OFF | 7:00PM

We would love to invite you to cheer on UVA's football team against Wake Forest! We will have appetizers and drinks before walking over to the game!

We have purchased a limited number of tickets for guests if needed. Please **RSVP by Wednesday, September 22.**

**RSVP TO [AMELIA@STORYHOUSE.COM](mailto:AMELIA@STORYHOUSE.COM)**

**TAILGATE LOCATION IS STORY HOUSE REAL ESTATE**  
2110 IVY ROAD | CHARLOTTESVILLE, VA 22903  
ACROSS FROM FOODS OF ALL NATIONS

go hoos!





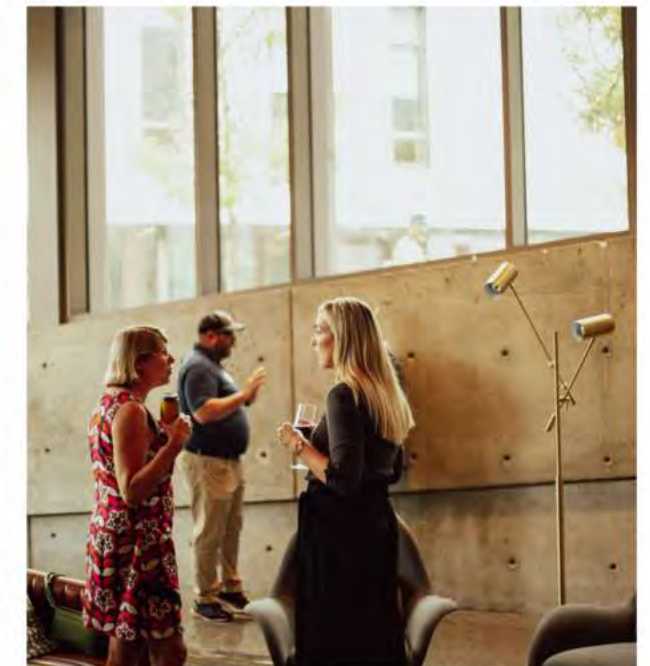
# We Love Our Client Events

- Food & drinks
- Music
- Games
- Photographer
- Video Testimonials
- SWAG
- And more!



# VIP Events

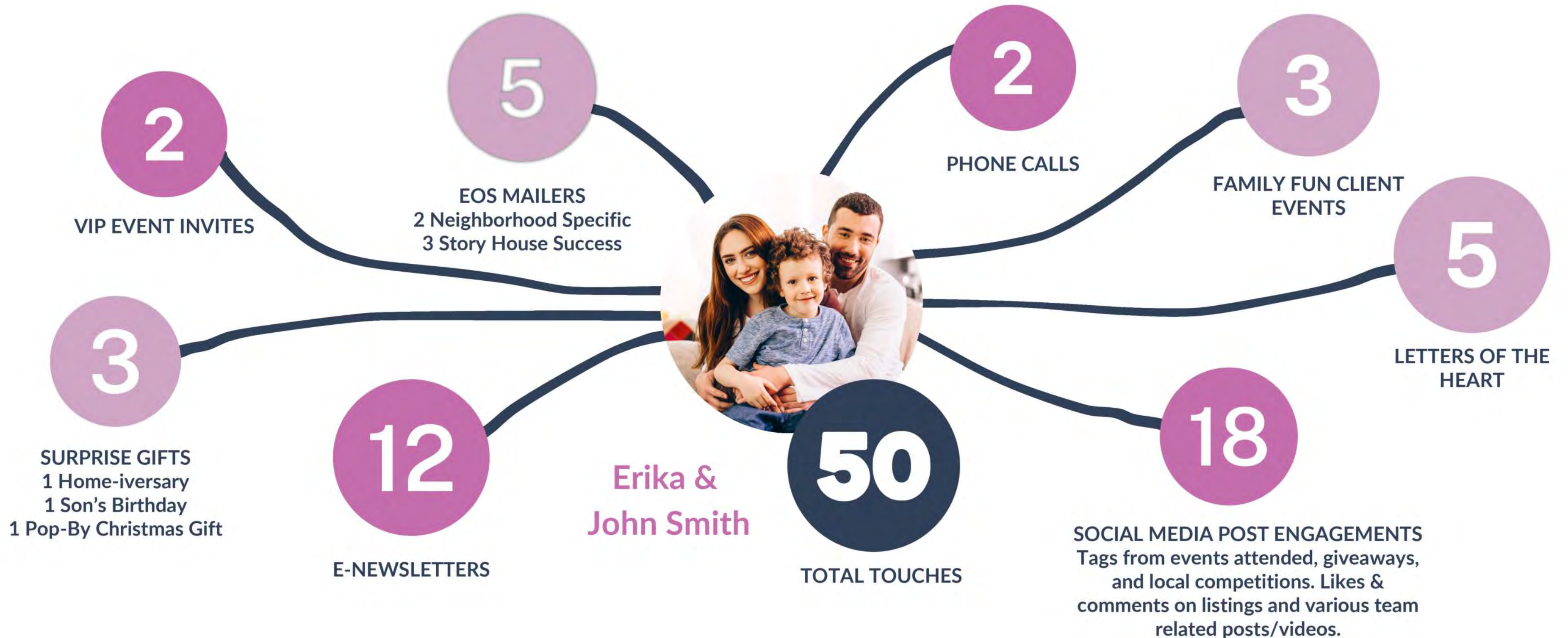
Networking happy hour with business partners and clients



# Face Your Fear of Video



# Number of Touch Points Per Year



**DON'T LET PERFECTION STAND  
IN THE WAY OF ACTION**



*be human, be relatable*

# Things I will do right now

- 1 Submit survey  [bit.ly/sasha-bulletproof-brand-NAR](https://bit.ly/sasha-bulletproof-brand-NAR)
- 2 Get free cheat sheets
- 3 Make my list of monthly next steps
- 4 Follow Sasha on IG // @sashacharlottesville & FB // @sashafarmer
- 5 Follow Story House on IG & FB // @storyhouwere

