

National Strategic Partner Program Guide





Reach Your Target Audience through the Women's Council of REALTORS® National Strategic Partner Program



Service providers wanting to reach business decision makers in the real estate industry look to the Women's Council of REALTORS®. Our size and scale allows you to reach highly engaged and organizationally connected members who are business leaders in their communities. Whether it's income, referrals, political participation, or leadership connectors and influencers, our members consistently outperform their REALTOR® counterparts. To view more on why our members are the "best in the business" visit: wcr.org/about/at-a-glance.

Conference attendees are comprised of network leaders who represent our 250 networks from across the country who will bring back the information to members in their own communities and states.

THE MEMBERS

Women's Council Leaders are Connectors

- > #1 reason cited for doing Women's Council member-to-member referrals: "Council membership means a high-level business leader who will follow through on client needs."
- > On average annually, 54% of members refer business to another Council member.

Women's Council Members are Business Leaders

- > 60% of members report being leaders in their local community
- > Women's Council participation rate in RPAC is the highest in the REALTOR® family at 66%
- > Members represent 1% of NAR membership, yet hold 20% of NAR Board of Directors positions

Women's Council Members Earn More

- > Women's Council members earn \$153,000 annually, on average
- > The average sales volume of Women's Council members is \$11.3 Million

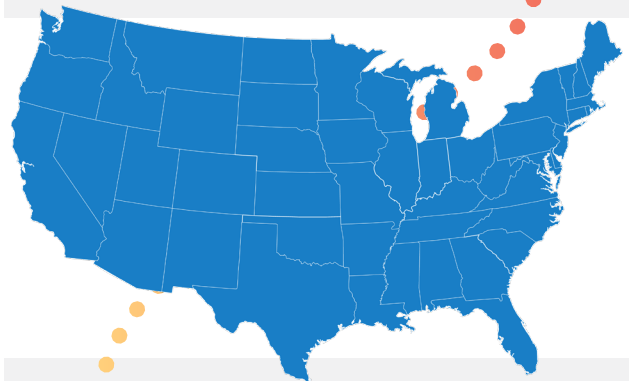
Women's Council Members Value Our National Partners & Sponsors

- > 78% of conference attendees were able to interact and connect with sponsors at our national events



Women's Council includes

13,000
members



250 Networks

Across the Country



The Women’s Council of REALTORS® was established in 1938 as the “Women’s Division” of the National Association of Real Estate Boards (predecessor to NAR) after leaders witnessed a growth of women working in real estate and increased participation of women at national conventions.

Since its inception, many dedicated members have served as role models and achieved many “firsts” in the industry and in their communities, cementing the Council’s reputation as an organization that builds influential business leaders in their businesses and communities. The Council’s nationwide community of 13,000 real estate professionals includes many of the best and brightest in the business. The backbone of the Council is its network of 250 local and state Councils with volunteer managers trained to position their groups as a business resource in their REALTOR® communities.

Learn more at WCR.org.

Previous Partners



NATIONAL EVENTS

Elevate Growth Conference

February 1-2, 2024 | Virtual Conference

Equipping Leaders & Empowering Success

All of our local and state network leadership teams are encouraged to attend this conference to elevate their business leadership and growth in 2024.



Women’s Council Midyear Meeting

May 7-9, 2024 | Washington, DC

Connect with 700 business leaders from across the country, who are highly successful in their business, and politically active as well. Meeting includes a full conference education track, high-level networking events, and a market-place display area for in-depth interaction with attendees.

Women’s Council Network 360 Leadership Conference

August 14-16, 2024 | Chicago, Illinois

250+ incoming Council Presidents attend this exclusive and intimate event focused on leadership training. Includes networking and interactive opportunities with Council influencers.



Women’s Council National Conference

November 6-10, 2024 | Boston, Massachusetts

Gain access to 600+ members from across the country; held in conjunction with NAR NXT, The REALTOR® Experience. Meeting includes a full conference education track, installation dinner, high-level networking events, and a marketplace display area for in-depth interaction with attendees.

PARTNERSHIP OPPORTUNITIES

Partnership Levels and Benefits	\$25,000 Premium Partner Year-round visibility to include exposure at all four national conferences!	\$10,000 Preferred Partner Join us at our National Conference & Network 360° Leadership Conference to connect with our incoming leaders!
Remarks	Highest visibility time at each conference	At a high visibility time at each meeting
Tabletop display during marketplace	✓	✓
Signage	To include: banners, PowerPoint slides, branded cocktail napkins	✓
Recognition in Council Corner eNewsletter (circulation 13,000)	Up to four sponsored content articles (topic approved by Council)	Up to two sponsored content articles (topic approved by Council)
Social Postings on Council pages	Unlimited Content	4 Social Posts
Corporate logo on wcr.org upon execution and for 30 days after the conference	✓	✓
Corporate logo in digital program	✓	✓
Council to send one co-branded email on behalf of partner to conference attendees. (Partner and Council to jointly develop message)	After each event	After each event
Recognition in one of the daily emails during each meeting (sent to all registered Council attendees while on site each morning)	✓	
Complimentary Registrations	3 per event	3 per event

Women's Council of REALTORS® adheres to NAR's privacy policy. Click here to view: <http://www.realtor.org/privacy-policy>.

PARTNERSHIP OPPORTUNITIES

Partnership Levels and Benefits	\$8,000 Conference Goodies Limited to 1 Partner at the Midyear Meeting - All printed goodies to feature Strategic Partner Brand.	\$5,000 Reception Package Choose from the Welcome Reception at the May or November conference. Receptions have an estimated 400 attendees.	\$5,000 Deluxe Break Package Choose a coffee or soda break at any of our in person National Meetings (menu options/pricing may vary based on hotel).
Remarks	Remarks at a high-visibility time during Midyear Meeting	At reception	Speak at a key event
Tabletop display during marketplace	✓	✓	✓
Signage	✓ Additionally, corporate logo will be featured on giveaway items at conference check-in	✓	✓
Recognition in Council Corner eNewsletter (circulation 13,000)	One sponsored content article (topic approved by Council)	One sponsored content article (topic approved by Council)	One sponsored content article (topic approved by Council)
Social Postings on Council pages	4 Social Posts	2 Social Posts	2 Social Posts
Corporate logo on wcr.org Upon execution and for 30 days after the conference	✓	✓	✓
Corporate logo in digital program	✓	✓	✓
Council to send one co-branded email on behalf of partner to conference attendees. (Partner and Council to jointly develop message)	✓	✓	✓
Recognition in one of the daily emails during each meeting (sent to all registered Council attendees while on site each morning)			
Complimentary Registrations	2 per event	2 per event	2 per event

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ADVERTISING OPPORTUNITIES



Customized Partnership Opportunities

In the spirit of the Council fostering innovative business leadership, we will work with you to develop a personalized partnership package customized to your needs with the goal of finding unique, collaborative, and tasteful ways to promote your services among Council members.

Contact Us

To discuss these Marketing and Partnership opportunities, contact:

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