New Member Recruitment Letters

Today’s Date Use This One for an Established REALTOR®

(5+ years in Real Estate)

Dear [Prospect’s Name]:

What does membership in the Women’s Council of REALTORS® say about you?

To your clients, it says that you have a career, not just a job. It tells them you are a *professional* who works harder and smarter to sell their home, or to find the new house they’ve dreamed about.

To your colleagues, it says that you’ll never be too experienced to learn something new, or too successful to share some advice. Because of that they look to you as a friend, a mentor and a referral source who never lets them down.

And to you, it says that the road to being a better person might just start by being a better REALTOR®. And after all, isn’t that why you got into this business?

I hope you’ll come to our next meeting and see for yourself why WCR is the 12th largest professional women’s organization in the US.

Sincerely,

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Vice President of Membership or Membership Committee Chair or Membership Director