

2017 ANNUAL REPORT



GROWTH over 1 year

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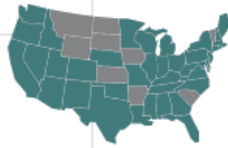
MEMBERSHIP GROWTH

+319 Between 12/31/16
and 12/31/17



SOCIAL MEDIA ENGAGEMENT

- 70,000 likes on Facebook
- New presence on Snapchat and Alexa



NETWORK BUSINESS MODEL: UP AND RUNNING!

We implemented our new Network model, a structure that will recruit and retain business leaders for years to come

GLOBAL EXPANSION



We continued expanding our global presence via International women's conference in Brazil, courses in Mongolia, and engagement with Spain women's group

RPAC INVESTMENTS ON THE RISE



+15%

from \$2.18 million to \$2.5 million with participation at

75%

\$268,738 Net Income

EXPANSION OF MEMBER BENEFITS

Growth in discount program in business services, entertainment and travel.



INDUSTRY LEADERSHIP

19% of NAR committee positions held by Council members

26% Council members on NAR Board of Directors

INCREASE IN PMN DESIGNEES

1,023 PMNs → 25% growth, an increase of 250

Executive Summary

Our network continues to thrive as we strive to achieve our mission statement: to be a network of successful REALTORS®, advancing women as professionals and leaders in business, the industry and the communities we serve. Last year was a busy year for the Council as we worked to innovate and serve our membership. Highlights from the year include:

- **Implementation of Network Model:** The Council seamlessly transitioned to the new Network model, which supports strengthened brand standards, streamlined governance, organizational nimbleness and increased value for our REALTOR® members and strategic partners. By fostering these changes, we've laid a great foundation for member-driven local Networks that will recruit and retain business leaders for years to come.
- **Council positioning and industry leadership:** Whether through infographics, social media or industry outreach, the Council continues to work hard to quantify the business leadership our membership demonstrates. This includes 15-25% representation on among NAR's directors and committees, Council membership for at least 10% of local and state REALTOR® association presidents, and 75% participation (and \$2 million invested) in RPAC. Through industry outreach, including via our social media channels (70,000 engaged professionals), our goal is to position our members as industry business leaders.
- **Foundation for the road ahead:** As 2017 drew to a close, the Council began to position itself for the future, embarking on a new three-year strategic plan. In November, we announced the new website and database project. The Council will undergo a technology transformation, overhauling 12+ years of outdated systems to transform the Council's communications, branding, and market positioning for years to come.

While the Council performed outstanding in 2017 with increased revenue and flat spending, our future strategic initiatives and technology transformation will put strain on resources in 2018. We truly value your commitment and membership and look forward to another great year!



Sherri Souza
2017
President

Sherri Souza



Brenda Lee Szlachta
2017
Treasurer

Brenda Lee Szlachta



Jeff Hornberger
Executive Vice
President/CEO

Jeff Hornberger

2017 Financials

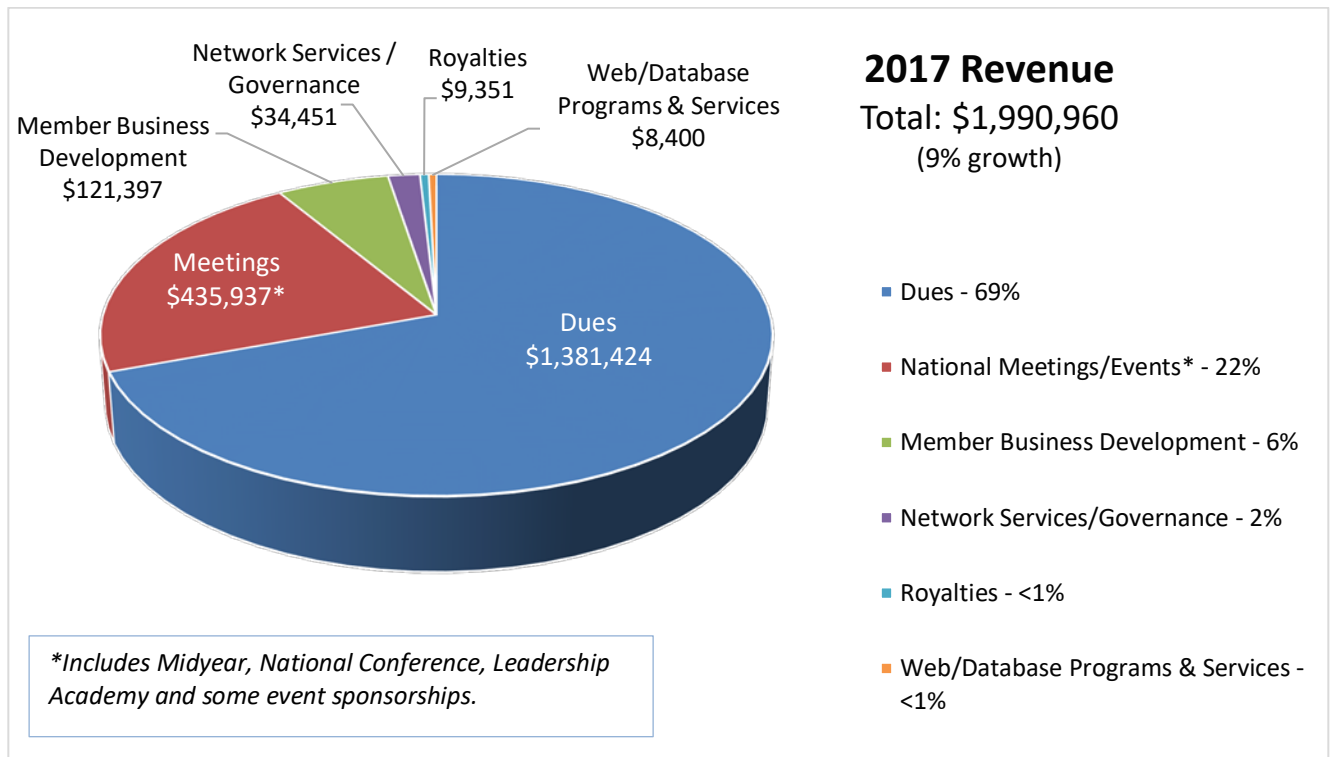
Financial Overview		
<p>Total Balance Sheet 2017: \$2,257,872 Net Income: \$268,738 2017 Surplus: +\$152,822 Variation to Forecast: +\$135,957</p>		
NAR & Operational Efficiencies	Long-term Reserve	Strategic Initiatives Reserve
<p>Women's Council works in collaboration with NAR to keep administration expenses and staff headcount low and shares services in the following areas: finance, human resources, legal, event planning, and technology services.</p> <p>A total of 8 staff supports 11,000 members.</p>	<p>A long-term reserve is maintained for use in extraordinary circumstances. Its investment policies are guided by a policy approved by the Finance & Budget Committee annually.</p> <p>As of 12/31/17, the balance was \$1,414,567 (up \$136,920 from year end 2016 due to market performance).</p>	<p>Women's Council has a special reserve fund from which the Executive Committee may fund special unbudgeted projects up to \$100,000 annually.</p> <p>The current balance in this fund is \$97,763.</p> <p>Per Council reserve and investment policies and performance, a \$50,000 transfer was made from reserves to fund future initiatives.</p>



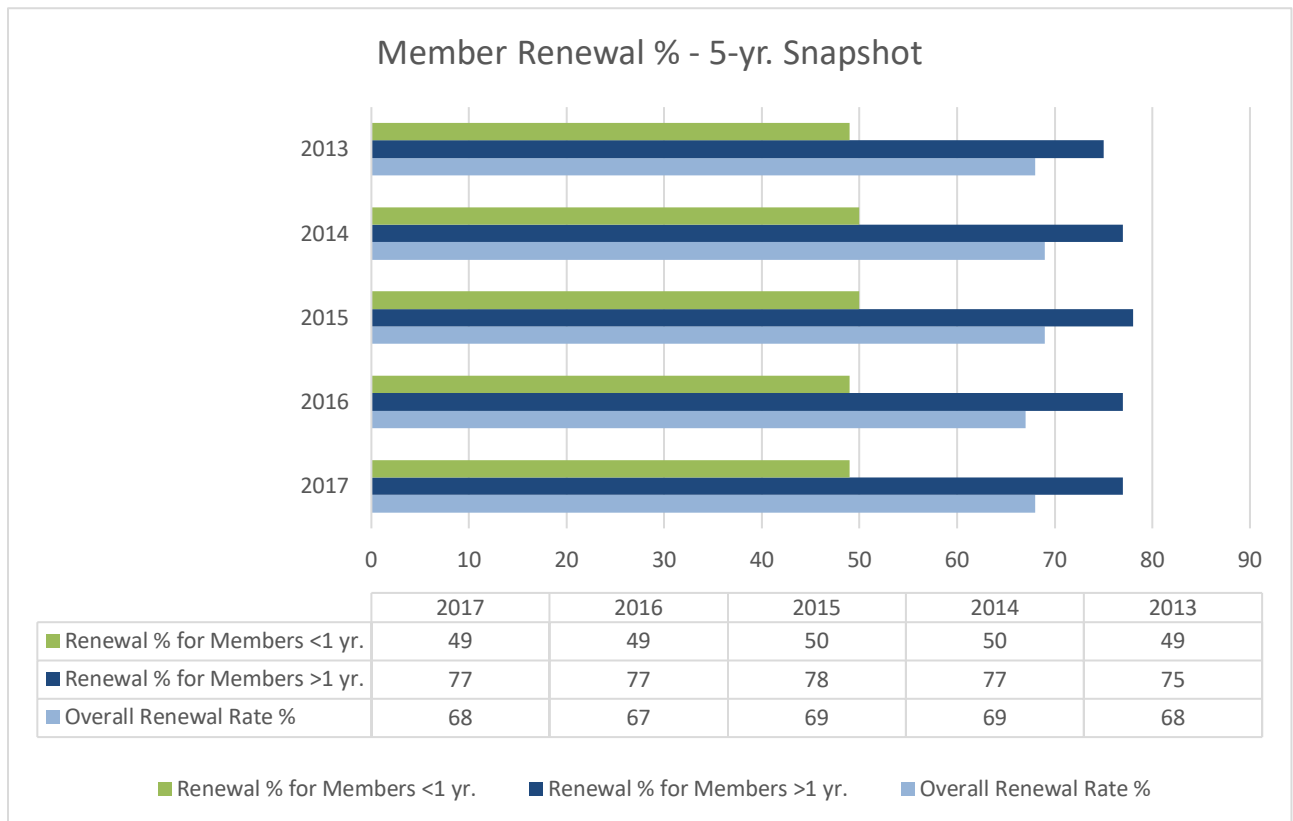
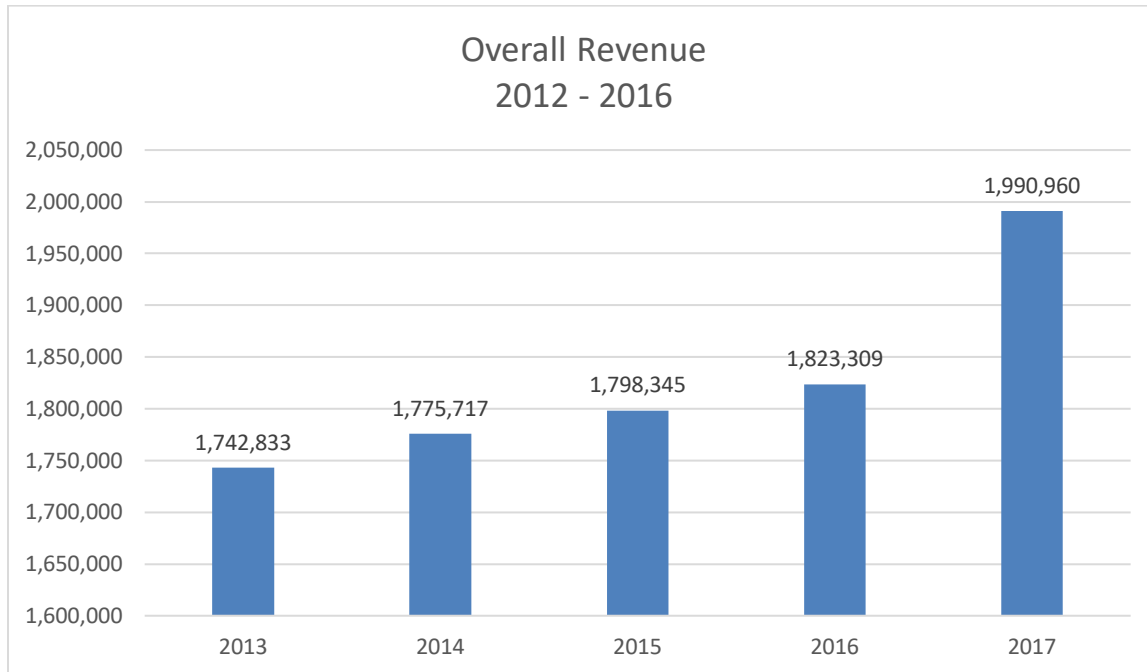
Revenue

Women’s Council relies on membership dues as its primary source of income, although non-dues revenue grew by 4% compared to 2016. In 2017 overall revenue grew by 9%, with an overall renewal rate of 68%. For reporting purposes, we state that our membership is 11,000, but it fluctuates from a high in March (12,500) to a low in April (9,500). On 12/31/17, total membership stood at 11,228, up from 10,909 in 2016 and from 10,764 in 2015.

In the non-dues category, sponsorship revenue increased to \$75,000. Education revenue continues to grow, with PMN designees surpassing 1,000. Sponsorship revenue is accounted for under various revenue categories. In future annual reports, revenue allocations will be re-benchmarked as the Council moves its financial operations and services independent from NAR.



Membership and Revenue



Expenses

Expenses in 2017 totaled \$1,838,138, an overall increase of \$53,284, or 3%, compared to 2016. The Council enjoyed lower overhead expenses related to medical premiums and prudent operational spending.

