

Women's Council of REALTORS[®]

MEMBERSHIP DEVELOPMENT



WHAT'S NEW:

- NOTHING!

1

Women's Council of REALTORS[®]

Mission of the Women's Council

- We are a network of successful REALTORS[®], advancing women as professionals and leaders in business, the industry and the communities we serve.
- We are a **NETWORK** of successful REALTORS[®], advancing women as professionals and leaders in business, the industry and the communities we serve.
- We are a network of successful REALTORS[®], advancing women as **PROFESSIONALS AND LEADERS** in business, the industry and the communities we serve.
- We are a network of successful REALTORS[®], advancing women as professionals and leaders in business, the **INDUSTRY** and the **COMMUNITIES** we serve.

2

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What is Membership Development?

- ✓ Identify the characteristics of the member who would benefit from....*and add value to...*the network.
- ✓ Understand the member life cycle: prospect, recruit, engage and retain members.
- ✓ Learn how to engage members through effective orientation, year-long contact and meaningful opportunities.
- ✓ Practice how to communicate the value of the Council experience.



3

Please complete the survey on your tables!

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WHAT'S OUR VALUE?

It is YOUR job to articulate the Women's Council of REALTORS® experience...

4

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4 Pillars of the Council

Value of Women's Council

Education Networking

Leadership Referrals

Transferable Skills, Relationships, Credibility, etc.

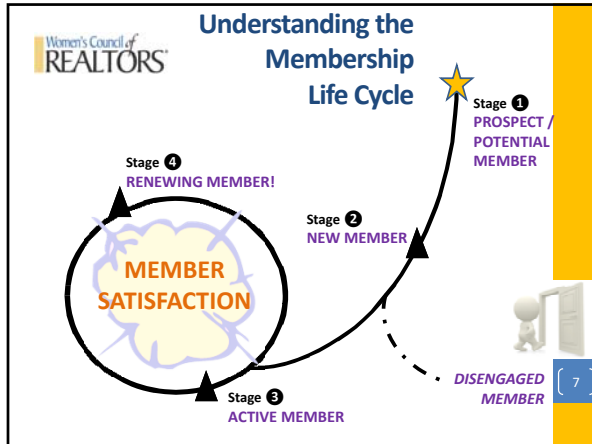
5

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Identify Characteristics of our Members

- Who would **benefit from** membership?
 - It may not be your top producer in your Association...but...
 - New REALTOR
 - Someone looking to mentor to build their team or transition their business
 - Someone looking to stretch outside their comfort zone.
- Who would **add value to** the network?
 - We aren't targeting everyone.
 - This isn't 'build it and they will come.'

6



The Prospect

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A prospective member must believe and feel...

- The Network's purpose is well-defined
- The Network has a strong sense of what they bring to the table
- The Prospect feels there is a place for them in the Network
- The Network can articulate their Value to the Prospect

8

The New Member

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A new member must...

- Feel welcome!
- Become familiar with the value of membership and how to access benefits and services.
- Feel they can recoup the initial investment of their membership
- Get "connected" in some way that results in value

9

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The Active Member

An active member must...

- See how participation and involvement can meet personal and professional goals
- See a range of ways to participate
- Value the opportunities available through membership



[10]

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The Renewing Member

A renewing member must...

- Believe that recruitment promises have materialized
- See sufficient value to reinvest in membership
- Have affinity for and a "relationship" with the organization
- See connection "indispensable" to business success



[11]

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Meet AMY


- PROSPECT
 - Might be someone you're actively recruiting
 - Might have heard of you somewhere, just showed up - *nicely done!*
 - You don't know anything about her
 - What does she want?
 - Blind date!
- She JOINED!! => NEW MEMBER!
 - How exciting!!!
 - Now what?
 - For her?
 - For the network?
 - Must feel welcome!!



[12]

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Meet AMY



- 6 Months later... Amy is an **ENGAGED MEMBER**
 - Found a niche in the network
 - Participates in a project team
 - Feels is getting value from the network
 - And the network is benefiting as well!
- RENEWING MEMBER**
 - Goal: Automatically renews, not a question!
 - Hotel California!

Stage 4
RENEWING MEMBER!

MEMBER SATISFACTION

Stage 3
ACTIVE MEMBER

[13]

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Engaging Members

- Orientation / Jump Start / Welcome event / Meet the members Mixer
- 1st year contact plan.
 - wcr.org
- Engagement opportunities
 - Interview template-identify skills, desires
 - The Task is to Ask! – identify skills/desires, and match up with list of project teams, opportunities, network needs, etc.
 - Water the plant, it might bloom!
- If you offer them **value**, they will stay.
- If they do not perceive the value, they will leave!

DISENGAGED MEMBER

[14]

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Communication Strategy

Women's Council of REALTORS® First-Year Member Communication Strategy

Introduction

First-Year Member Communication Strategy

First-Year Member

Month 1-3 Orientation/Engagement

Month 4-6

Month 7-9

Month 10-12

Introduction

First-Year Member Communication Strategy

First-Year Member

Month 1-3 Orientation/Engagement

Month 4-6

Month 7-9

Month 10-12

[15]

Women's Council of REALTORS[®] **Membership Development**

- Growing the network's membership is a shared responsibility.
- When you build the membership base, you expand the member experience and expertise that you can access to grow your business.
- The primary focus of a network's membership recruitment and retention efforts should be to build a strong base of REALTOR[®] members.

{ 16 }

Women's Council of REALTORS[®] **Membership Development**

- A strong network should focus as much time on retaining members as on recruiting new members.
- Networks attract and retain the top professionals in the industry by providing purposeful networking opportunities and timely programs that address critical industry and market trends, and that help members build their businesses.

{ 17 }

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the power of communication

- Welcome e-mail from National President
- Introduce new member at first several meetings
- New Member Orientation
- Local Network President contact to encourage involvement
- Ambassador involvement

{ 18 }

Women's Council of REALTORS®
Bring it home, sister!
Bring back to your Membership Director

The screenshot shows the homepage of the Women's Council of REALTORS website. The navigation menu includes ABOUT US, LEADERSHIP, EVENTS, FINRA MEMBER, OUR DECISION, MEMBER CENTER, and NETWORK TOOLS. The main content area is titled "Network Tools" and "RECRUITING & RETENTION". The "RECRUITING & RETENTION" section lists several steps: 1. Understand the business value of membership, 2. Have a sense of "belonging" to a professional community of peers, 3. Fast connected to other members through productive professional relationships, and 4. Address tangible personal growth and/or business results. It also mentions "National Dues Are \$125" and "Applications received at National WCR must include the correct amount." A small photo of three women is visible on the right side of the screenshot.

19

Women's Council of REALTORS®
Bring it home, sister!
Bring back to your Membership Director

This screenshot is identical to the one above but includes two red arrows. One arrow points to the "NETWORK TOOLS" tab in the navigation menu, and the other points to the "RECRUITING & RETENTION" section header. The content of the website is the same as in the previous slide.

20

Women's Council of REALTORS®
Bring it home, sister!
Bring back to your Membership Director

The screenshot shows a document titled "Recruitment & Retention Videos". It lists several resources:

- Renewal Video: Top Tips to Maximize your Membership**
- New Member Video: Welcome to Women's Council**
- Turn-key Tools**: Check out these turn-key tools for network leaders to assist with your recruiting and retention efforts, including:
 - 2017 Contest Brochure (PDF)
 - Email Templates (Print)
 - Key Messages for Talking About the Council Value
 - Calling Script (Word document)
 - WCR Fact Sheet
 - Membership Application (PDF)
 - Membership Application (Word document)
 - Testimonial Flyer (Word document)
 - Membership RAR Planning Tool (Excel document): build your membership using skills you use in your business.
 - Get Everyone Involved in Membership with this new RAR Tool.
- Questions?** Contact Member Services at 800-245-8512 or wcr@wcr.org.
- Sample Recruitment Video**: Check out this sample recruitment video for ideas to make a similar video for your local recruiting efforts.

21

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Bring it home, sister!

Membership Director Tool Kit



Recruitment & Retention Videos
 Renewal Video: Top Tips to Maximize your Membership
 New Member Video: Welcome to Women's Council

Turn-key Tools
 Check out these turn-key tools for network leaders to assist with your recruiting and retention efforts, including:

- 2017 Contest Brochure (PDF)
- Email Templates (Word)
- Key Messages for Talking About the Council Value
- Calling Script (Word document)
- WCR Fall Email
- Membership Application
- Membership Application Email
- Testimonial Flyer (Word doc)
- Membership RMR Planning

Get Everyone Involved in Membership

Questions? Contact Member Services
 Check out the sample recruitment recruiting efforts.

Sample Recruitment Video
 Check out this [sample recruitment video](#) for ideas to make a similar video for your local recruiting efforts.

Webinar: "Building Member Value: How to Create a Recruitment and Retention Plan that Works"
 This peer-facilitated webinar features the 2010 first-place recipients for the National Recruitment and Retention Contest. Here's your opportunity to hear from some of today's top leaders on local network issues and what they are doing to boost member value and retention. [View Video](#) | [Download PowerPoint](#)

Recruitment and Retention Kit for Local Networks
 Check out these ideas, tips and tools ready to use in your local recruitment and retention efforts in a handy Word document. [Download Now: Word doc.](#)

22

Women's Council of REALTORS®

wcr.org/about-us/at-a-glance

Marketing Piece

Women's Council members create results for you.

As a member of Women's Council of REALTORS®, joining an elite group of business leaders, a network of successful REALTORS®, advancing women as professionals and leaders in business, the industry and the communities we serve.

Women's Council Difference

Women's Council members.....

- **ARE SUCCESSFUL.** Women's Council members average sales volume 3x a fellow Realtor. Usually, more than 10 times of typical Realtor (per National Women's Council members survey results)
- **ARE IN A GROWING MARKET/INDUSTRY.** 95% of Women's Council members have been selling real estate for 10+ years plus. Women's Council members have the experience.
- **ARE WELL EDUCATED AND SKILLED.** The average educational attainment level of Women's Council members is 4.6 years post secondary. 40% have a Bachelor's Degree or higher.
- **ARE LEADERS IN THEIR COMMUNITY.** 94% of Women's Council members have been named "Top Leader" and part of an "Elite" member network and support system. Whether it's a local, regional or national organization, the network is a win-win. They help each other and get involved in all your "not to do" issues.
- **ARE WELL CONNECTED TO THE COMMUNITY.** 95% of Women's Council members have leadership positions in their local community (e.g., in their local government, etc.) making their representation, through Council members, have a long-term stable and qualified in your local community.

23
