Suggested Points to Emphasize with Potential Strategic Partners

Who are Women's Council members?

- Highly successful, professional REALTORS®
  - Earn more than two times the average REALTOR®
  - In business 25% longer than the average REALTOR®
  - Generate an average of 50% of real estate business from referrals
  - Have a 'referral mindset'

Why do REALTORS® join Women's Council?

- To build productive professional relationships
- To build and access a network of professional expertise (including affiliated companies) they can leverage for their clients
- To continue to grow personally and professional as top business leaders

Why 'Strategic Partner' and Not 'Member'?

- REALTORS® are 'members'
- The local Women's Council network is focused on building a strong base of REALTOR® members to benefit REALTORS® and to provide access to strategic partners to a broader base of successful professionals in the industry
- 'Strategic Partner' distinguishes and positions affiliated companies as 'partners' with REALTORS® in providing complementary expertise and services in pursuit of a mutual goal – to help clients buy and sell homes

How are 'Strategic Partners' Viewed?

- As professionals who have complementary expertise, experience and information to share that will help REALTORS® be more successful
- As a mean to help the Network better serve REALTORS®
- As part of the network of experts REALTORS® have access to in order to better serve their clients

What are the Benefits of Being a Strategic Partner?

- There are a variety of levels and benefits available to suit strategic partner marketing budgets and goals
- Benefits provide many ways to be visible (with REALTORS® *and* their clients) and opportunities to build productive relationships with REALTORS®
- Benefit offer strategic partners opportunities to showcase their products and services *in addition to* their experience and expertise
- Benefits offer strategic partners the opportunity to become an indispensable part of the REALTOR®'s professional network of experts to better serve their clients