



| Benefits | Strategic Partnership Opportunities | | | | |
|--|--|-----------------------|-----------------------|-----------------|-----------------|
| | Diamond | Platinum | Gold | Silver | Bronze |
| | \$10,000 | \$5,000 | \$2,500 | \$1,000 | \$350 |
| Punch Cards for Attendance at All Network Meetings & Events* | 4 | 4 | 3 | 3* | 1* |
| VIP Guest Passes for REALTOR® attendance at Network Meetings | 10 | 10 | 6 | 6 | 2 |
| One presentation at a Network meeting | 15 Minute Presentation | 5 Minute Presentation | 2 Minute Presentation | | |
| Recognition on meeting & event promotional materials | * | * | | | |
| Company materials on display table at Network meetings | * | * | * | | |
| Display of banner at Network meetings | * | | | | |
| Recognition on Network website | * | * | * | * | |
| Recognition on Social Media | * | * | * | | |
| Live link to Company website on Network website | * | * | | | |
| PowerPoint recognition at Network meetings & Annual Fundraiser | * | * | * | | |
| Mailing list of Network members | * | | | | |
| Opportunity to sponsor additional education meetings or events | 1 st | 2 nd | 3 rd | 4 th | 5 th |

*** Maximum 3 Bronze Partnerships per company or One Silver Partnership per company. Partnership is good for attendance to Network Meetings only. Separate purchase required for special events & annual fundraiser**

Why Strategic Partnership?

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® and National Member Affiliates 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

When can an "Affiliate" still become a Member of WCR?

- Affiliates can become members of WCR only after they have membership in a local NAR Chapter (Seattle King County Association of Realtors).
- Upon obtaining an active NRDS#, you may register for membership on the National WCR site www.wcr.org, space permitting. Affiliate members may make up no more than 20% of the total Network Membership.

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

FAQ's

Why are we making these changes?

- In order to build a strong Network of REALTOR® members, National WCR bylaws are changing and will limit Affiliate Member participation to 20% of our total membership (previously 30%). The change to strategic partner will allow professionals who have complementary expertise in the real estate industry the opportunity to network with and share information with the group without the confines of the waiting list to become a member.

Why has the minimum cost to participate gone up?

- In 2016, and previous years, the cost to be a local affiliate member was \$124 per year, plus \$150 for meeting attendance (10 meetings at \$15 per year) Total out of pocket cost was \$274. A REALTOR® member pays \$165 per year to be a member, and \$150 for 10 network meetings = \$315. The total cost for a Strategic Partner to attend events must be greater than the cost for a REALTOR® member.

Can I attend Network Meetings as a guest without becoming either a Member or Strategic Partner?

- First time REALTOR® guests may attend their first network meeting for free. After that, they may attend as a guest and pay the \$35.00 guest attendance fee.
- First time AFFILIATE guests may attend their first network meeting at a cost of \$35. After that, affiliates may only participate in a Network meeting if they have become a Strategic Partner at any level.

Can a National Affiliate Member, or their Company, also become Strategic Partners?

- Yes. National Affiliate Members and REALTOR® members both have the opportunity for involvement as a strategic partner.

Can I still sponsor a Network meeting or WCR Crush specifically?

- No. The change to Strategic Partnerships is meant to combine our fundraising and sponsorship efforts into one cohesive system. The Strategic Partner levels will replace WCR Crush Sponsors, Annual Sponsors, and Meeting Sponsors.
- As additional sponsorship opportunities arise throughout the year (ex: providing lunch for a member only event), Strategic Partners will be offered the chance to participate (starting with the Diamond Sponsor, and working down through the list).

Can a Strategic Partner volunteer their time and sit on a committee?

- Absolutely Yes – and we would love to have you! While your financial support is important, your time is invaluable to the Board and Committee Chairs. Please consider volunteering your time as an opportunity to make connections with more REALTOR® members.
- Strategic Partners are not permitted to hold a leadership position on the Board of Directors nor be the chair of a committee without also becoming National Affiliate Members.

I have more questions?

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