

Performance Management Network (PMN) Designees: Leadership and Pursuit of Excellence in Everything I Do

As a Performance Management Network (PMN) designee of Women's Council of REALTORS®, I belong to an elite group of REALTOR® business leaders, one who has taken specialized training in business leadership and business skills, focusing on the pursuit of excellence in everything I do, including exceeding your expectations on your real estate needs. As a PMN designee, I am also part of the Women's Council of REALTORS®, a network of successful REALTORS®, advancing women as professionals and leaders in business, the industry and the communities we serve.

Why work with a Performance Management Network (PMN) Designee?

A REALTOR® who holds the PMN designation:

- **SELLS MORE.** PMN designees average sales volume is \$6.3 million annually, more than 3X that of a typical REALTOR® (\$1.7 million). Specialized training includes: negotiation, running a business, referrals, and business leadership.
- **IS A SEASONED PROFESSIONAL.** 70% of PMN designees have been selling real estate for 10 or more years. PMN designees have the experience, and must meet transactional and business leadership benchmarks to obtain the designation.
- **WORKS HARDER FOR YOU.** The average workweek of a PMN member is 48 hours per week, 8 more than the average REALTOR®. Working hard for you!
- **CONNECTS YOU.** Over ½ of a PMN designee's business comes from referrals, and part of a larger 11,000 member network and support system. Whether it's across town or cross-country, the network is wide, deep, loyal and active and can connect you to all your real estate needs!
- **IS AN ANCHOR IN YOUR COMMUNITY.** 65% of PMN designees hold leadership positions in their local community (e.g., school board, government, etc.), making them respected professionals. PMN designees have a long-term stake and reputation in you and your community.

Note: Data and statistics were obtained from the 2015 Women's Council member survey, and the 2015 NAR Member Profile Study