



National Strategic Partner Program Guide

Reach Your Target Audience
through the Women's Council of REALTORS® National Strategic Partner Program

Service providers wanting to reach business decision makers in the real estate industry look to the Women's Council of REALTORS®. Our size and scale allows you to reach highly engaged and organizationally connected members who are business leaders in their communities.

Whether it's income, referrals, political participation, or leadership connectors and influencers, our members consistently outperform their REALTOR® counterparts. To view more on why our members are the "best in the business" visit: wcr.org/about-us/at-a-glance.

Conference attendees are comprised of network leaders who represent our 250 networks from across the country who will bring back the information to members in their own communities and states.





What You Should Know About Women's Council Members

Women's Council Leaders are connectors

- > **53%** of members' business come from referrals
- > On average, **54%** of members made one or more referrals to another member in the past year and **30%** report receiving one

Women's Council members are business leaders

- > **65%** of members report being leaders in their local community
- > **75%** of members participate in REALTORS® Political Action Committee (RPAC), compared with 33% of all REALTORS®
- > Members represent **1%** of NAR membership, yet hold **19%** of NAR Committee positions

Women's Council members earn more

- > Women's Council Members earn **\$134,470** annually, on average; more than the "typical" REALTOR®* (\$98,500 based on 40+ hrs. per week)
- > **\$87,690** median income of members compared to their REALTOR® colleagues at \$42,500

Women's Council members value our National Partners & Sponsors

- > **78%** of conference attendees were able to interact and connect with sponsors at our national events

*Based on reported median personal income from real estate by Women's Council and NAR.

Women's Council includes

11,000

members and 250 Networks across the country

About the Women's Council of REALTORS®

The Women's Council of REALTORS® was established in 1938 as the "Women's Division" of the National Association of Real Estate Boards (predecessor to NAR) after leaders witnessed a growth of women working in real estate and increased participation of women at national conventions.

Since its inception, many dedicated members have served as role models and achieved many "firsts" in the industry and in their communities, cementing the



Working with the Women's Council of REALTORS® was by far the best decision we ever made. The power of the network, education and the desire to help fellow members and partners succeed took our company from regional to national. Without Women's Council, our company would never have grown as fast or as far which led to us being acquired at the end of 2015. Most importantly, I am lucky enough to call many of the members and leadership friends. If you're considering a partnership with Women's Council, take it and don't look back!



Warren Dow
Director
Channel Marketing
Lone Wolf Real Estate
Technologies



Council's reputation as an organization that builds influential business leaders in their businesses and communities. The Council's nationwide community of 11,000 real estate professionals includes many of the best and brightest in the business. The backbone of the Council is its network of 250 local and state Councils with volunteer managers trained to position their groups as a business resource in their REALTOR® communities.

Learn more at WCR.org.

Previous Partners



Marketing and Partnership Opportunities

EVENTS

Women's Council Midyear Meeting

May 16-18, 2019

Washington, DC

Connect with 700 business leaders from across the country, who are highly successful in their business, and politically active as well. Meeting includes a full conference education track, high-level networking events, and a marketplace display area for in-depth interaction with attendees.



42%
of Council members
have attended a
national meeting in the
past three years

Women's Council Network 360

Leadership Conference

Summer 2019

250+ incoming Council Presidents attend this exclusive and intimate event focused on leadership training. Includes networking and interactive opportunities with Council influencers.

Women's Council National Conference

November 6-10, 2019

San Francisco, CA

Gain access to 600+ members from across the country; held in conjunction with the National Association of REALTORS® Conference and Expo. Meeting includes a full conference education track, installation dinner, high-level networking events, and a marketplace display area for in-depth interaction with attendees.

Partnership Opportunities



\$25,000

Premium Partner

Provides year-long exposure both live and online, offering unprecedented access to the Council's core business leaders 365 days a year. Premium partner includes:

- › **Highest level of exposure at all three national Council meetings, including: tabletop displays, formal recognition and remarks at each meeting during high-visibility time, onsite signage and in conference brochure. Complimentary Women's Council Meeting registrations for each meeting for up to 3 key representatives.**
- › **Two sponsor-developed educational webinars (topics approved by Council; can relate to partner's product/service offering).**
- › **Up to four "sponsored content" articles in eConnect newsletters (topic approved by Council).**
- › **Banner ads in 12 consecutive eConnect newsletters.**
- › **Women's Council to send one co-branded email to thank attendees and promote service after each national event (partner and Council to jointly develop message prior to sending).**
- › **Year-long social media program, custom-designed to premium partner.**
- › **Thank you banner on Council home page for one year.**
- › **Personalized introductions to local/state/regional Network leadership in specific geographical areas.**

Partnership Levels and Benefits

	\$25,000 Premium Partner	\$5,000 Reception Package	\$5,000 Deluxe Break Package	\$5,000 Official WiFi Sponsorship	\$2,500 Coffee Break Package	\$2,000 PMN Reception
	Highest level of exposure at all three national Council meetings.	Choose from the Welcome Reception at the May or November conference. Receptions have an estimated 400 attendees.	Choose an afternoon snack break at any of our three National Meetings (menu options/pricing vary based on hotel)	Sponsorship is available at all of our conferences, per hotel availability.	Choose from coffee breaks at any of our three National Meetings.	Choose from PMN reception at the May or November conference.
Remarks	At each meeting during high-visibility time	At reception	At education session before/after break	At general assembly	At education session just before coffee break	At reception
Tabletop display	During "marketplace" hours	At event and during "marketplace" hours	At event and during "marketplace" hours	During "marketplace" hours	At event and during "marketplace" hours	At event and welcome reception
Signage	Premium signage	✓	✓	✓	✓	✓
Recognition in eConnect (circulation 11,000)	Up to four "sponsored content" articles (<i>topic approved by Council</i>) + Banner ads in 12 consecutive newsletters	Three months/issues	Three months/issues	Three months/issues	One month/issue	One month/issue
Two updates on Council's 65,000+ Facebook Page	✓	✓	✓	✓	✓	✓
Corporate logo on wcr.org Upon execution and for 30 days after the conference	✓	✓	✓	✓	✓	✓
Corporate logo in on-site program booklet distributed to attendees.	✓	✓	✓	✓	✓	
Council to send one co-branded email on behalf of partner to conference attendees. (Partner and Council to jointly develop message)	✓	✓	✓	✓		
Recognition in one of the daily emails during each meeting (sent to all registered Council attendees while on site each morning)	✓					

Advertising



70%
of Council members
get their industry
news from
eNewsletters

eConnect Newsletter

The official voice of Women's Council, *eConnect* profiles the most influential women in real estate, and provides practical tips and techniques on growing a real estate business. This digital newsletter is emailed to **11,000 members** monthly and returns a **30 percent open rate**.

Social Media

Women's Council members embrace and actively engage in social media, creating one of the largest social media presences among the REALTOR® family, including:

- › **Facebook:** 68,000 followers - An active, loyal, and engaged follower base.
- › **Twitter:** 38,000 followers - High engagement level.
- › Active presence on **Pinterest, Instagram, LinkedIn** and **YouTube**.



WCR.org

Simple in its design and functionality, the Council website receives **millions of page views** per year. WCR.org hosts 230 State/Local Network websites and is the go-to source for member referrals, industry news, and up-to-date trusted information on the local, state and national level.

37%
of members visit the
wcr.org once a month
or more



Electronic Advertising Opportunities



eConnect Banner Ad in monthly digital newsletter

Ad (153 X 330 pixels) will appear on eConnect landing page and on a minimum of two article landing pages, per issue.

- › **\$500** per month (single ad).
- › **\$2,000** for 6 mos., plus one sponsored content article and 2 postings on Council's Facebook page.
- › **\$3,500** for one year, plus two sponsored content articles and 4 postings on Council's Facebook page.

Banner Ad

153 px

x

330 px

WCR.org Ad

Ad (300 X 250 pixels) will appear on Log In or Member Center landing page.

- › **\$100** per month (per page).
- › The Member Center and Log In pages are consistently the second or third most-visited pages on WCR.org.

WCR.org Ad

300 px

x

250 px

Customized Partnership Opportunities

In the spirit of the Council fostering innovative business leadership, we will work with you to develop a personalized partnership package customized to your needs with the goal of finding unique, collaborative, and tasteful ways to promote your services among Council members.

To discuss these Marketing and Sponsorship opportunities, contact:

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Marketing and Communications Specialist

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1.312.329.8569 phone

