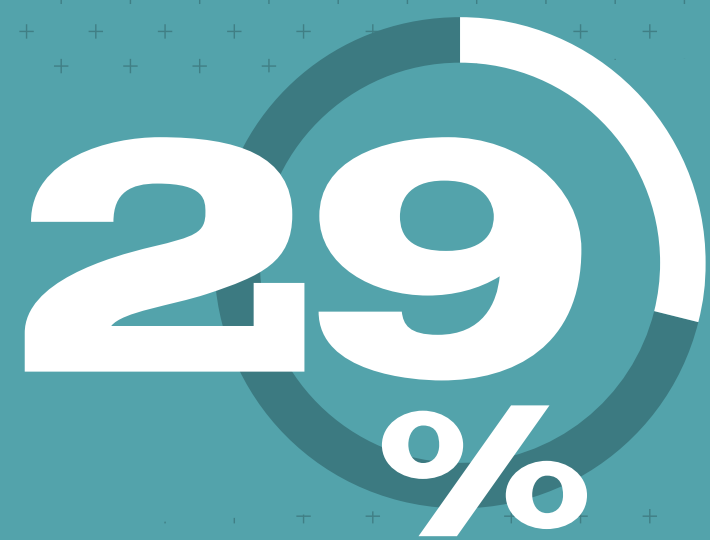


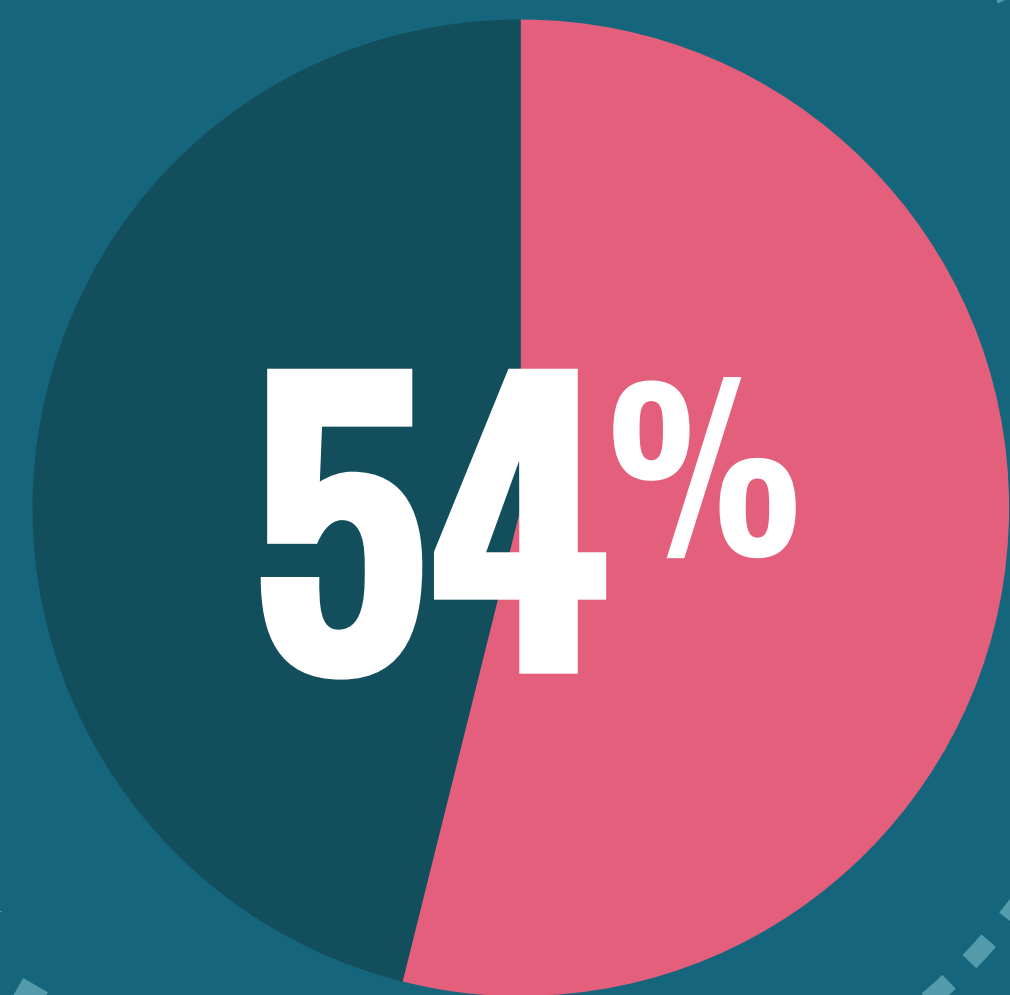
Average percentage of business FROM REFERRALS

Percentage of members who report receiving a referral from a Women's Council Member



Members who sent 1 or more referral to another Women's Council Member

(2016)



MEMBER TO MEMBER REFERRALS

Average of \$15,000

in estimated paid commission for 2016 Women's Council Referrals (+13.5% from 2014)

