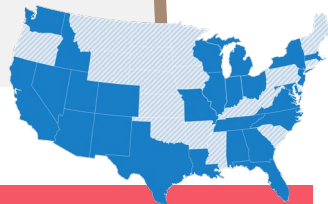


## ORGANIZATION

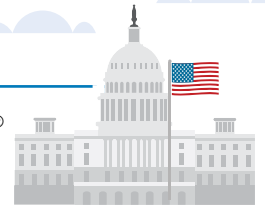
- > At 82 years, Women's Council is the most established NAR affiliate
- > 6 national staff administer an operation of 12,000 members, with local Networks 100% volunteer-driven.
- > Men are welcome! Over 10% of members are men and are embraced in the organization.
- > Dues are about \$180 annually on average, or 50 cents per day.
- > Through its system of 250 Networks (23 state and 227 local), 1,200 elected officers organize 1,500 events, programs, and meetings annually – an average of 4 per day!

Founded  
**1938**



## RPAC

- > At 74% participation, no other REALTOR® organization can claim a higher RPAC participation.
- > At \$3,000,000 annual investment, RPAC dollars represent 50% growth over a 4-year period.



## BUSINESS LEADERSHIP

- ◆ At 1% of NAR's membership, Women's Council is represented as 30% of NAR's board of directors, 23% of NAR committees and 10% of state or local REALTOR® association leaders.
- ◆ 65% of members report being leaders in their local business or community.
- ◆ A true grassroots organization, there are 100 Governing Board members, 20 member Executive Committee, 4 person leadership team, and 40+ members that work on numerous project teams annually.

## EDUCATION

- > The flagship education designation, the *Performance Management Network (PMN)* designation, focuses on leadership with over 1,100 designees.
- > Course topics include public speaking, running a business, negotiation, networking/referrals, and leadership.
- > Women's Council runs a **Leadership Institute** with 15 graduates annually.
- > Why do our members embody those intangible leadership qualities? Through the volunteer experience at the networks, leaders gain "on the ground" experience with facilitating group dynamics, running meetings, and public speaking – all invaluable skills for business and association leadership.

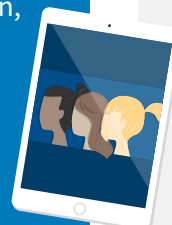
## INCOME



- > Median income of a member is double that of typical REALTOR®
- > Over half of members use the referral network, with average annual commission through the network at \$15,000 annually, offering an impressive ROI on investment.
- > In addition to leadership, Women's Council is all about business. The meetings, industry events, and culture all revolves around creating business opportunities to grow member income.

## BENEFITS

- ◆ With 1,500 events annually, Women's Council embraces the traditional face-to-face networking, education, and camaraderie that is lacking in many organizations today.
- ◆ Women's Council also embraces technology. The member finder feature on [wcr.radiusagent.com](http://wcr.radiusagent.com) has a robust member profile, online communities, listings integration, and a free online member-to-member referral platform.
- ◆ A full discount program of products and services provides members an ROI on their investment: [wcr.savingcenter.net](http://wcr.savingcenter.net).



## BRANDING

- > A proud women's organization that carries the REALTOR® name, our branding is important and we ask that the organization is referred to as: "Women's Council" or "Women's Council of REALTORS®" and avoid acronyms such as "WCR"
- > **#LeadersMadeHere.** Our unofficial slogan is "leaders made here". Whether a notable leader is a current or past member, if they have been touched by Women's Council, we "claim" them and feature them with quotes, photos and other visibility via our robust social media channels.