National Strategic Partner Program Guide

Women's Council of REALTORS®

#LeadersMadeHere

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/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.

THE 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

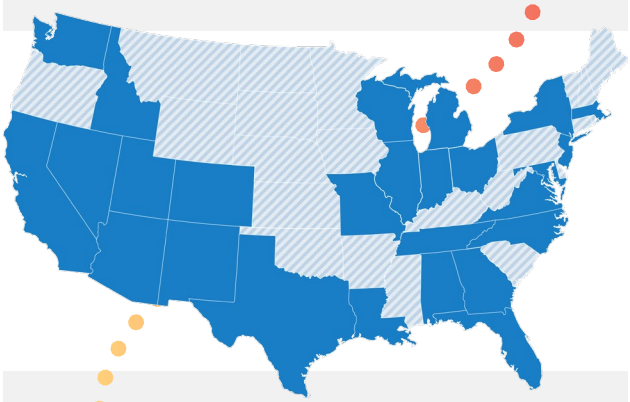
- Women's Council members earn $134,470 annually, on average; more than the "typical" REALTOR®* ($98,500 based on 40+ hrs. per week)
- $87,690 median income of members compared to their REALTOR® colleagues at $42,500

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

Women's Council includes

11,000 members

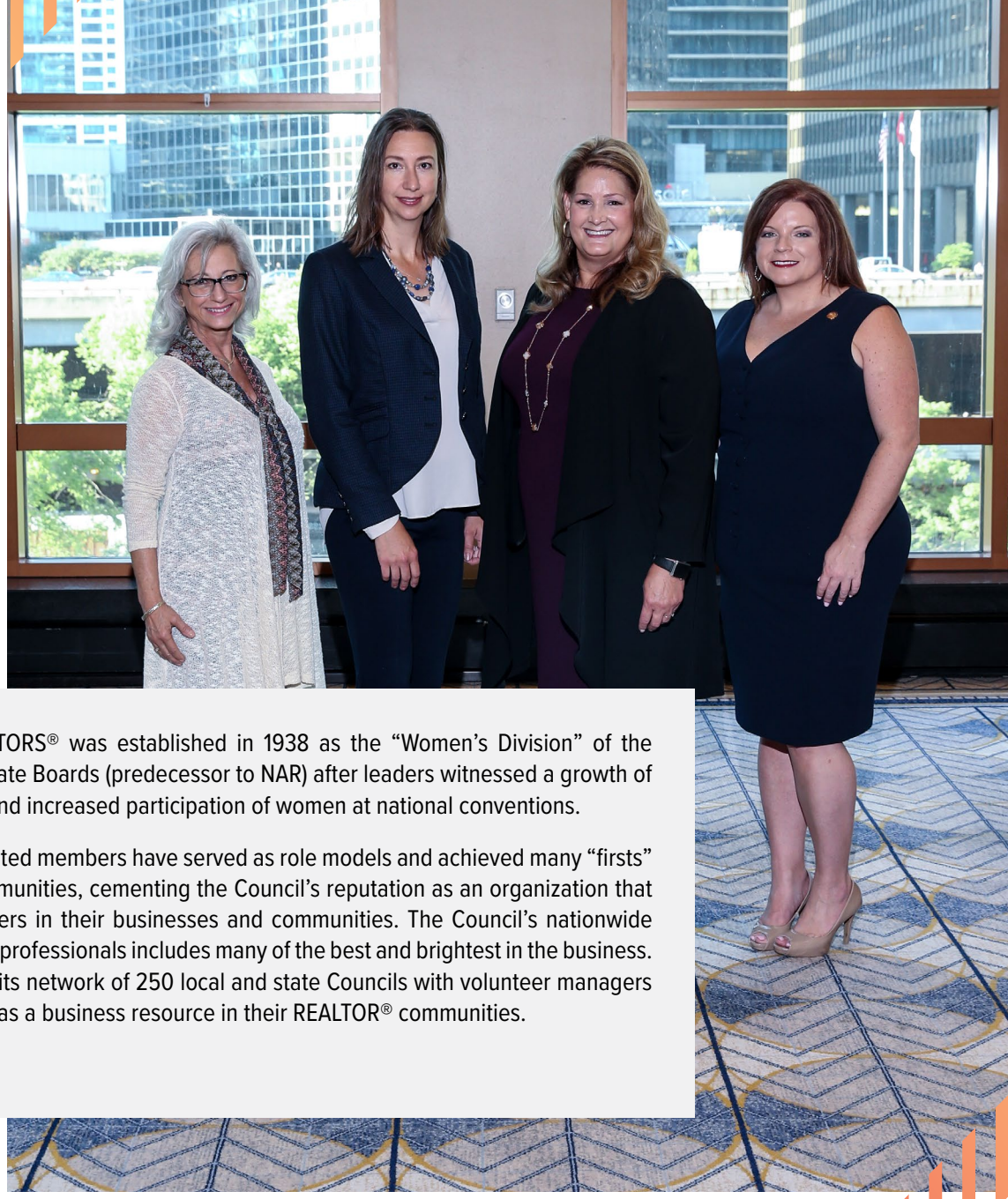


250 Networks

Across the Country

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

ABOUT



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 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.

Warren Dow
Director
Channel Marketing

Lone Wolf Real Estate Technologies

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!

Previous Partners

PNC MORTGAGE℠ · PILLARTOPOST HOME INSPECTORS · American Home Shield · CHASE · EXIT · Zillow GROUP

NATIONAL EVENTS

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

Women's Council Midyear Meeting

May 14-16, 2020
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 market-place display area for in-depth interaction with attendees.

Women's Council Network 360 Leadership Conference

August 12 - 14, 2020
Chicago, Illinois

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

Women's Council National Conference

November 11-15, 2020
New Orleans, Louisiana

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

Partnership Levels and Benefits	$25,000 Premium Partner Year-round visibility to include exposure at all three national conferences!	$8,000 Conference Goodies Limited to 1 Partner at the Midyear Meeting - All printed goodies to feature Strategic Partner Brand.	$8,000 Grab N Go Pastries Limited to 1 partner at each conference. Choose from the May or November conference to offer a quick breakfast & coffee as attendees head to education sessions.	$5,000 Reception Package Choose from the Welcome Reception at the May or November conference. Receptions have an estimated 400 attendees.
Remarks	Highest visibility time at each conference	Remarks at a high-visibility time during Midyear Meeting	Remarks at high-visibility time during conference on same day as breakfast offerings	At reception
Tabletop display during marketplace	✓	✓	✓	✓
Signage	✓ Premium Signage To include: banners, PowerPoint slides, branded napkins	✓ Additionally, corporate logo will be featured on tote bags, pens, lanyards given to all conference attendees at check-in	✓	✓
Recognition in eConnect (circulation 11,000)	Up to four "sponsored content" articles (topic approved by Council) + Banner ads in 12 consecutive newsletters	Four months/issues	Four months/issues	Three months/issues
Social Postings on Council pages	Unlimited Content	2 Social Posts	2 Social Posts	2 Social Posts
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)	✓ After each event	✓	✓	✓
Recognition in one of the daily emails during each meeting (sent to all registered Council attendees while on site each morning)	✓			
Host one learning series session at the Midyear Meeting (30-minutes). Content must be educational in nature	✓			

Women's Council of REALTORS® adheres to NAR's privacy policy. Click here to view: http://www.realtor.org/privacy-policy.

PARTNERSHIP OPPORTUNITIES

Partnership Levels and Benefits	$5,000 Deluxe Break Package Choose an afternoon snack break at any of our three National Meetings (menu options/pricing vary based on hotel).	$4,000 Network 360 Reception Host our welcome reception for Network 360 attendees.	$2,500 Coffee Break Package Choose from coffee breaks at any of our three National Meetings.	$2,000 PMN Reception Choose from PMN reception at the May or November conference.
Remarks	At education session before/after break	At reception	At education session just before coffee break	At reception
Tabletop display during marketplace	✓	✓	✓	✓
Signage	✓	✓ To include branded cocktail napkins at event	✓	✓
Recognition in eConnect (circulation 11,000)	Three months/issues	Two months/issues	One month/ issue	One month/ issue
Social Postings on Council pages	2 Social Posts	2 Social Posts	2 Social Posts	2 Social Posts
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)				
Host one learning series session at the Midyear Meeting (30-minutes). Content must be educational in nature				

Women's Council of REALTORS® adheres to NAR's privacy policy. Click here to view: http://www.realtor.org/privacy-policy.

ADVERTISING OPPORTUNITIES

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**.

eConnect Banner Ad in monthly digital newsletter

Ad (336 X 280 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.

WCR.org

Simple in its design and functionality, the Council website receives **millions of page views** per year. WCR.org hosts 250 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.

WCR.org Ad

Ad (336 X 280 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.

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

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.

Contact Us

To discuss these Marketing and Partnership opportunities, contact:

Jillian Thomas
Marketing and Communications Manager
jthomas@wcr.org
1.312.329.8569 phone