

Women's Council of
REALTORS[®]



2019 Annual Report



There is a saying that goes as follows: “Change is hard at the beginning, messy in the middle and beautiful at the end”.

The first year in a new 3-year strategic plan, Women’s Council experienced a transformational year, with traditional models of governance, staffing, and technology undergoing simultaneous and profound change which was hard. Many times it put a strain on networks, finances, and the operation itself, which was messy. Throughout this, Women’s Council has proved to be a resilient organization and is well poised for the future. This year was indeed hard in the beginning, certainly messy in the middle but the year-end results show that it is indeed beautiful in the end! Thank you to our members and leaders who stuck with us through the journey.

Highlights from the year include:

- › **Governance.** We rolled out important bylaws changes as it relates to National Liaisons, nominating procedures, and state networks. Task forces revamped policies as it relates to awards, network chartering, and campaigning.
- › **NAR collaboration.** At \$3 million member investment and a 74% participation rate, no other organization in the REALTOR® family has such high engagement. We also worked with NAR to award grants to REALTOR® associations to support women in real estate events.
- › **New programs.** We graduated our first ever Leadership Institute class of 15 students, and created a new Performance Management Network public speaking course.
- › **Website and database.** A challenging technology transformation occurred, moving from an antiquated “mom and pop” system to a state of the art “future proof” system that is mobile friendly, enhanced microsites for networks, and a member business tool using Radius integrating referrals, listings, and online communities.
- › **Networks first.** Since networks are at the heart of everything we do, we pressed the reset button with networks, rolling out a new monthly newsletter, a hybrid online Leadership Policy and Procedure Manual, new marketing tools, and hired a member centric outreach director with volunteer-specific experience.



Heather Ozur
2019 President



Sylvia Seabolt
2019 Treasurer



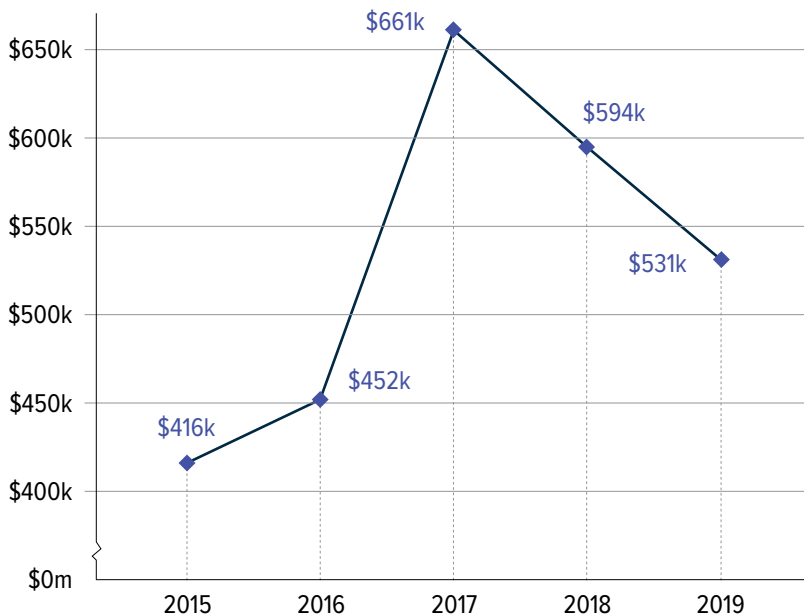
Jeff Hornberger
CEO & Executive Vice
President



Key Analytics

- > **Total balance sheet 2019:**
\$2,208,364 (+\$5,183 vs 2018)
- > **Net income:**
+ \$254,120
- > **Operating Surplus:**
+ \$33,694
- > **Variation to Forecast:**
+ \$23,847
- > **Investments:**
+ \$220,426 vs 2018
- > **NAR and Operational Efficiencies**
 Women's Council works in collaboration with the NAR to keep administration expenses and staff headcount low, and does shared services in the following areas: finance, human resources, legal, event planning, and technology services. A total of 8 staff supports 11,000 members.
- > **Long Term Reserve**
 A long term reserve is maintained for use in extraordinary circumstances and special projects not in operating budget. Its investment policies are guided by a policy approved by the Finance & Budget Committee annually. As of 12/31/19, the balance was \$1,295,084 (up \$20,426 from last year). Thanks to good reserves performance in 2019, \$200,000 was transferred to operating cash.

Cash on Hand *Dec 31 Operating Account*



REVENUE



68% Dues

\$1,465,134

27% National Meetings & Events*

\$591,488

4% Courses & Designation

\$81,569

<1% Product Royalties

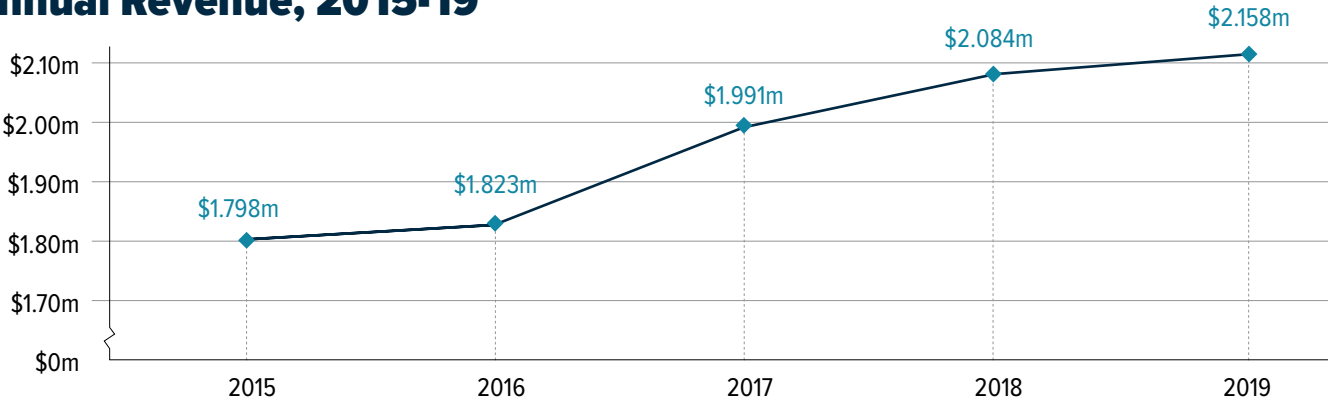
\$14,473

<1% Electronic Ads

\$5,658

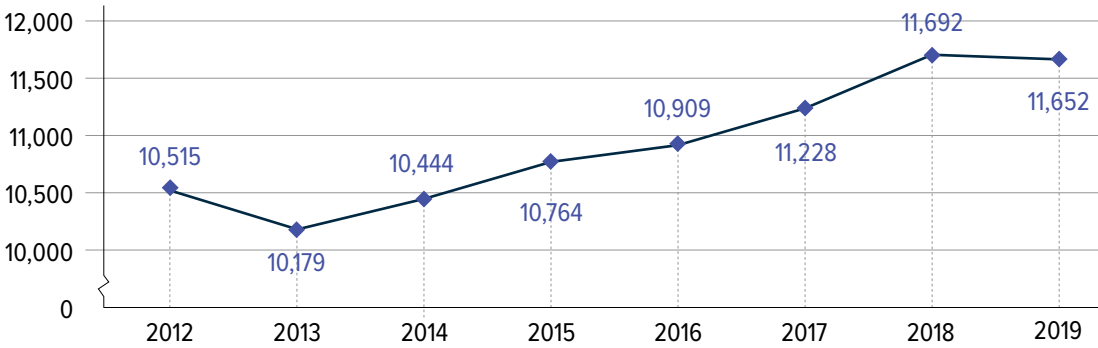
**note, includes midyear, national conference, leadership academy and some event sponsorships*

Annual Revenue, 2015-19



MEMBERSHIP

Historical Membership Count, Dec 31st, 2012-2019



EXPENSES



45% Member/Network Services \$956,124

11% Governance & Capacity \$233,719

16% National Meetings \$339,955

9% Courses \$191,225

10% Web Site/Database \$212,472

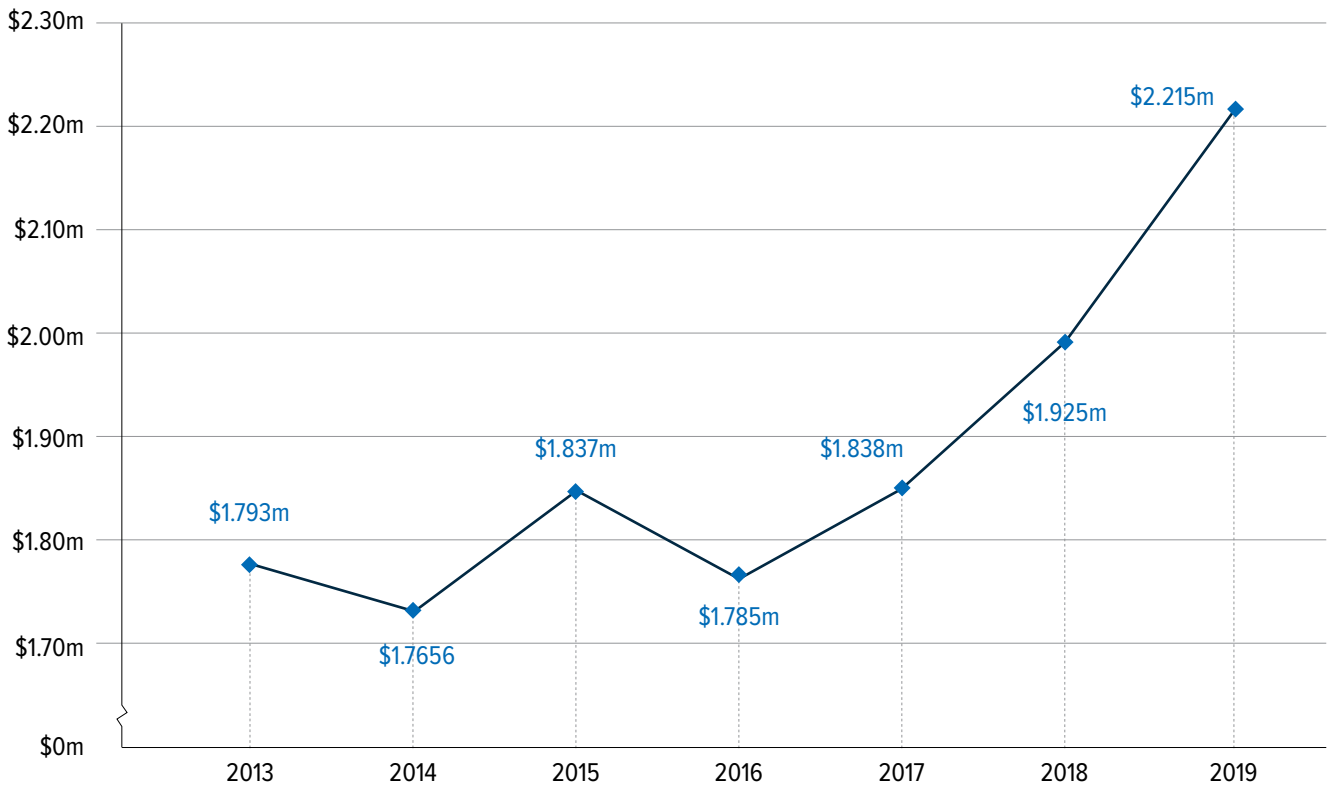
5% Designation \$106,236

1% Member Advertising \$21,247

2% E-Connect \$42,494

1% Webinars \$21,247

Historical Analysis of Expenses, 2013-2019



1,500

Meetings and events (4/day)

1,200

Elected officers

228

Members on NAR Board of directors (30% of total)

8

Professional staff

11,000

Members

253

Networks

80

Local or state Realtor association Presidents

664

Committee appointments at NAR (23% of total)

**WOMEN'S COUNCIL:
2019 IN
NUMBERS**

74%

RPAC participation level

\$3.1 million

Total invested in RPAC

15

Graduates of Leadership Institute

3

Countries we conducted programs in

82

Years of Women's Council

50¢

Average dues cost per day

105

Governing Board members

\$25,000

Grant monies given for women-focused programs in Realtor® associations

40

Task force members