



## Women's Council of REALTORS® and Real Estate Partners (Brokerage Members)

### **Who are Women's Council members?**

- Highly successful, professional REALTORS®
- Earn more than two times the average REALTOR®
- In business 25% longer than the average REALTOR®
- Generate an average of 50% of real estate business from referrals
- Have a 'referral mindset' - 54% of members refer to another member
- Average Transaction Volume of a Women's Council member: **\$8.5 million**
- Average Women's Council member's income from real estate: **\$134,470**
- Total Current National Members: 12,000
- Year Founded 1938
- Total Networks Nationwide: 253
- Percentage of members who are male: 10
- 62% of Members are Leaders in their Communities
- 17% of NAR Board of Directors of Women's Council Members

### **Why do REALTORS® join Women's Council?**

- To build productive professional relationships
- To build and access a network of professional expertise (including affiliated companies) they can leverage for their clients
- To continue to grow personally and professional as top business leaders

### **How are Real Estate Partners (Brokerage Members) Viewed?**

- As Real Estate Partners who support the Mission of Women's Council to advance women as business leaders in the industry and in the communities they serve.
- Experienced Real Estate Brokers who have complementary expertise, experience and information to share that will help REALTORS® be more successful
- As a means to help the Network better serve REALTORS®
- As part of the Network of experts REALTORS® have access to in order to better serve their clients

### **What are the Benefits of Being a Real Estate Partner (Brokerage Member)?**

- Office Listings Promoted Weekly on a National Platform
- Opportunities for Brokerage's New Agents to Gain Visibility
- Speaking Opportunities for Brokers and/or Representatives from their Office(s)
- Nationwide Referral Opportunities
- Opportunities to showcase their Brokerage's Brand
- Free (2) Tickets Admissions to All LA/Beverly Hills' Virtual Events



## 2021 EVENT CALENDAR SUMMARY

(11K+ audience reach)

*Our Real Estate Partners will have several opportunities throughout 2021 to Host (have guest speakers) and/or be the Featured Speaker at the following events*

### Recurring Monthly Events:

- Promote Women's Council \$99.00 Membership Opportunity at Greater Los Angeles Realtors' New Membership Orientation (averages 100 attendees/new agents a month)
- Weekly Wednesday's Hump Day Zoom Events – **30 minutes with...**
  1. 1st Wednesdays - **Know Your Business** - (Real Estate Industry Educational Topics)
  2. 2nd Wednesdays - **Social Tech Wednesdays** - (CRMs, Digital Marketing, Emails, Videos, Social Media Training, etc.)
  3. 3rd Wednesdays - **Grow Your Business** (Lead Generation, Referrals, Networking, Niches, etc.)
  4. 4th Wednesdays - **Know Your Market** (Market Updates from a panel of four WCR LA/BH Realtor® Neighborhood Experts – this panel will differ each month)
- Monthly 1-2 Hour Virtual or Live Events

### Themed Monthly Events:

- **March** – Women's History Month (From our 31 Day Women Empowerment Playlist – we will release daily a link of a song along with featuring our Diamond, Ruby and Emerald SP's Logos) and have a 2-hour event
- **October** – Month of Horror (weekly events of sharing Horror Stories of what went wrong in various real estate scenarios – inspections, escrow, title, etc.)

### Quarterly Events – Joint Events with our Sister Networks (Local, State and Nationally):

- March - International Women's Day Event
- May – Mother's Day Event
- September – Talent Show
- November - Veteran's Day – Celebrating our WCR Members who are Military Veterans

### Annual Events:

- Three Part WCR LA/Beverly Hills Tech Certificate Series Course
- Annual Fashion Show Gala
- Annual Top Producer's Tea
- August Network's Anniversary and Member's Appreciation Event
- Breast Cancer Walk/Run (Fundraiser)
- November – Turkey Run (Fundraiser)
- December – Annual Installation Gala

# NEW MEMBER APPLICATION

## Brokerage Membership 2021 Dues

We are a network of successful REALTORS®, advancing women as business leaders in the industry and in the communities we serve.

For more information email [Membership.WCRLABeverlyHills](mailto:Membership.WCRLABeverlyHills) or call Carly Saltzman, Membership Director at 310-938-9300.

Name

Company Name

### COMPANY

Address

City

State

Zip

Phone 1

Phone 2

Email

Website

### RESIDENCE

Address

City

State

Zip

I would like my mail sent to:  Company  Residence

Local Network you are joining

Association of REALTORS® in which you hold membership (required)

Type of Membership:  REALTOR®  REALTOR-ASSOCIATE®  Affiliate

Were you a member over the past year?  Yes  No

REALTOR® Designations you've earned

NRDS ID#

### DUES AMOUNT OWED

National Dues	\$	140
State Dues	\$	
Local Brokerage Dues	\$	
<b>TOTAL DUES</b>	\$	

**SCAN QCR CODE TO PAY VIA PAYPAL**



### METHOD of DUES PAYMENT

Check enclosed, payable to "WCR" for: \$

**PAYPAL LINK: [https://www.paypal.com/donate?hosted\\_button\\_id=N5BGAA339EGXG](https://www.paypal.com/donate?hosted_button_id=N5BGAA339EGXG)**

Yes! I would like to join Women's Council by credit card.

Please process national dues (\$140), plus local and state dues, as indicated by local network I am joining.

If paying with credit card, please complete the following:

Visa  MasterCard  American Express  Discover

Card Number (If you prefer that we contact you, write "CALL") Expiration Date Sec Code

Payment Amount Authorized Signature

Please send completed application and check to: **Women's Council of Realtors, LA/Beverly Hills, Attn: Taunee English, 407 N. Maple Drive, GROUND FLOOR, Beverly Hills, CA 90210** Or you may submit by email to [wclab@gmail.com](mailto:wclab@gmail.com)