



STRATEGIC PARTNERSHIP  
PACKET  
**2024**



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

[www.PrescottWCR.org](http://www.PrescottWCR.org)



Dear Future Women's Council Strategic Partner,

*Get Ready for Powerful Networking, Strong Business Relationships, and Leadership Opportunities!*

It is our pleasure to invite you to become a Strategic Partner with the Women's Council of REALTORS® Prescott. We could not operate without the support of our partners, and we truly appreciate your generosity. We have an exciting year planned for 2024!

We are working hard to spread the word in the Prescott REALTOR® Community of the extraordinary benefits of being a member of the Women's Council of REALTORS®. We have set our goals for 2024 to increase our membership. We promise to give you value by offering even more brand visibility for you, through social media and event recognition. Additionally, we will have event sponsors and those opportunities are available through your Strategic Partnership or separately. Please review the enclosed materials and reach out with any questions.

We look forward to a wonderful and mutually prosperous year!

*Thank you!*

**Women's Council of REALTORS®  
Prescott Area**



**Reach your  
target  
audience  
and build  
clientele  
through the  
Women's  
Council of  
REALTORS®**





## **Why 'Strategic Partner' and Not 'Member'?**

REALTORS® are 'members'.

The local Women's Council network is focused on building a strong base of REALTOR® members to benefit REALTORS® and to provide access to strategic partners to a broader base of successful professionals in the industry '

'Strategic Partner' distinguishes and positions affiliated companies and professionals as 'partners' with REALTORS® in providing complementary expertise and services in pursuit of a mutual goal - to help clients buy and sell homes

## **How are 'Strategic Partners' Viewed?**

As professionals 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 Strategic Partner?**

There are a variety of levels and benefits available to suit strategic partner marketing budgets and goals - whether small or large (see chart of benefits) ,

Benefits provide many ways to be visible (with REALTORS® and their clients) and opportunities to build productive relationships with REALTORS®

Benefits offer strategic partners opportunities to showcase their products and services in addition to their experience and expertise

Benefits offer strategic partners the opportunity to become an indispensable part of the REALTOR®'s professional network of experts to better serve their clients



A Women's Council of REALTORS **Strategic Partnership** affords you the opportunity to network with our members throughout the year via our website, events, and newsletter.

Our strategic partners will enjoy success and increased relationships through their partnership with the Women's Council.

For additional information, please reach email us at [wcrprescottevents@gmail.com](mailto:wcrprescottevents@gmail.com).

## Network Events

There are monthly networking events, education, training, and meetings throughout the year.

There are many opportunities for our Strategic Partners to get out in front of our local WCR members throughout the year!

**Events planned for 2024:** January Education Class with Attorney Jesi Wolnik; February Strategic Partner Speed Dating Panel; March Quad Cities Mayor Panel; April Community Comedy Show; May Membership & Education Event; June Watson Lake Event & Scavenger Hunt; July Pickelball Summer Fun; August Prescott Association of REALTORS® Leadership Event; September Friday the 13th Education Class; October Halloween Movie Night; plus new member orientation classes.

For additional information, please contact Lisa Paffrath, 2024 Prescott President at 928-380-9955 or email [WCRPrescottEvents@gmail.com](mailto:WCRPrescottEvents@gmail.com).

**#LeadersMadeHere**



## 2024 STRATEGIC PARTNER TRADE CATEGORIES

Please select one of the following industry trade categories below to list on your application for strategic partnership or add under 'other'

- Lender
- Title Company
- Home Inspector
- Homebuilder
- Contractor
- Handyman
- Home Warranty
- REALTOR® Broker
- Insurance
- Septic Inspector
- Newspaper
- Carpet Cleaner
- Moving Company
- Landscaper
- REALTORS® Association
- Radio / Television
- Electrician
- Roofer
- House Cleaner
- Radio Advertiser
- Print Advertiser
- REALTOR®/Team
- HVAC Company
- Fencing Company
- Pet Sitting Service
- Caterers/Restaurants
- Moving Company
- Auto Repair
- Painter
- Credit Repair
- Pest Inspector
- Healthcare Provider
- Property Mgmt
- Financial Institution  
(Bank, Credit Union)
- Consultant
- Staging Company
- Photographer
- Locksmith
- Home Security Service
- and many others!

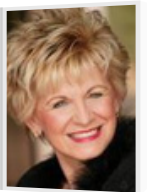
**#LeadersMadeHere**

*Leading the Way ... Together*



**Lisa Paffrath, President**

928-380-9955 | wcrlisap@gmail.com



**Rachelle Brooks, President-Elect**

(602) 430-3534 | rachele.brooks@bhhsaz.com



**Jeff Bashaw, First Vice President**

928-632-3100 | jeff@cbnaz.com



**Tammara Prager, Membership Director**

928-607-4079 | tammara.prager@gmail.com



**Lauri Mackey, Events Director**

928-449-0338 | laurimackey444@gmail.com



**Lynn Schepp, Treasurer**

602-769-2531 | lynn@azhomes4acause.com





## MISSION

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

## VISION

*Through our influence as successful business professionals, women will affect positive change in the profession and in the broader community.*

## VALUES

*Power of Relationships*

*Leadership*

*Professional Credibility*

*Diversity*

*Involvement*

*Success*

*Influence*



# #LeadersMadeHere

## HISTORY

Women's Council exists because for the first 20 years of its existence, women were barred admission from many local REALTOR® associations, so a separate group was created, and in turn, a "women's division" was formed at the Annual Convention in Milwaukee in November 1938 by 37 women from 9 states.



The Council exists today because its 80 year history and legacy is much more significant than "an organization of women". It is the business leadership skills the Council provides that has positioned the Council as a leader for the industry, for organized real estate, and for political action committees. See at a glance for more information regarding the impressive statistics and infographics that demonstrate the Council's impressive leadership in business and the industry that continues to today.

Since its inception, many dedicated members have served as role models and achieved many "firsts" in the industry and in their communities. Through the decades, Women's Council's membership growth reflected the vast number of women choosing to work in real estate as they recognized the immense career benefits combined with a Women's Council membership, including:

- Earnings equitable to men's because "commission is commission."
- Flexible work schedules allowing REALTORS® the ability to raise a family and have a career instead of choosing one or the other.
- A support system of women in the same field garnering many friendships, networking capabilities and referrals.
- Confidence through connection with other professional women REALTORS®.
- Recognition for their own achievements and success, as well as inspiration and courage to strive for greater successes.

## TODAY

Today Women's Council is a nationwide community of 12,000 real estate professionals who include many of the best and brightest in the business. The backbone of the Council is its network of more than 250 local and state networks in nearly 40 states with volunteer managers trained to position their groups as a business resource in their REALTOR® communities.

Women's Council today includes award winning business leadership programs, including the Network 360 Leadership Conference, a conference that provides incoming leaders of Networks the skills needed to be successful at this leadership opportunity, and a Women's Council Leadership Institute that capitalizes on the 80 year strength of carrying out the Council's mission, to advance women as professionals and leaders in business, the industry and communities we serve.

Business leadership education is also a core purpose of the Council today and the Performance Network Management program provides members specific training in areas including presentation skills, running a business, negotiation skills, and networking and referrals. Newsletters such as eConnect and various social media channels provide a continuous and ongoing business leadership skill building for its members.

Our "Member Finder" feature includes a full profile, bio, leadership experience, integration with member listings, and an online referral platform. The data supports the success of the members.

Average commission income from Council member-to-member referrals is \$15,000, with 54% of members referring business to teach other annually.

In the surveys the Council has done for nearly 80 years, the #1 reason cited for doing Women's Council member-to-member referrals is "Council membership means a high-level business leader who will follow through on client needs".



## 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.



Performance  
Management  
Network

## 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.



## 2024 Strategic Partnership Levels - Prescott Area Women's Council of REALTORS®



	Platinum \$1,200	Diamond \$1,000	Gold \$750	Silver \$600	Copper -		Sponsor ****
					Brokers Only \$500	Bronze \$250	
Complimentary Ticket - Allotment per year for network meetings for Realtor® guests	8	6	5	3	10	1	---
Complimentary Ticket - Annual Allotment for network meetings (Non-Realtor® guests)	4	2	1	1	2	1	---
One presentation at each network meeting	4 Minutes	3 Minutes	2 minutes	---	---	---	---
New Member Sponsorship Opportunities - \$200	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	---
Cheers Sponsorship - Your Company name on signature drink at all fundraising events. Limited to 6 sponsors @ \$200 each	2	2	2	---	---	---	---
Installation/Holiday Sponsorship Reserved for Platinum, Diamond, Gold and Silver. Limited to 6 sponsors at \$400 each. Labels on bottles of wine on tables.	2	2	2	---	---	---	---
Recognition on network meeting promotional materials	✓	✓	✓	✓	✓	✓	---
Promotional materials on a shared display table at all network meetings**	✓	✓	✓	✓	✓	✓	---
Display of banner at network meetings**	✓	✓	---	---	---	---	---
Recognition on local network website and social media sites	✓	✓	✓	✓	✓	✓	---
Live link to Strategic Partner company website on network website	✓	✓	✓	✓	✓	✓	---
Promotional materials at attendee seating at membership drives and networking events	✓	✓	✓	---	---	---	---
Slide presentation recognition at monthly network meetings	✓	✓	✓	✓	✓	---	---
Option to sponsor networking and fundraising events***	✓	✓	✓	✓	✓	✓	---
Admission to events at member rate*	✓	✓	✓	✓	✓	✓	---

\*Attendance at network events at member rate.

\*\*\*Must provide own promotional materials.

\*\*\*Offered in order of partner level.

\*\*\*\*Sponsor Level: Sponsorship per event with recognition. See Sponsorship Sheet included in this packet.



## Strategic Partnership Application

**PLEASE PRINT**

Company/Individual Name: \_\_\_\_\_

Key Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Business Address: \_\_\_\_\_

Address City/State/Zip: \_\_\_\_\_

Is this application for an:  Individual  Organization

### Strategic Partnership Levels Choose Level of Strategic Partnership

- Platinum:** \$1,200    **Diamond:** \$1,000    **Gold:** \$750    **Silver:** \$600  
 **Copper - Broker:** \$500    **Bronze:** \$250    **Special Event Sponsor\***

**Payment Method:**

- ONLINE Application & Payment at the following site  
(using PayPal/PayPal Pay in 4/Credit Card):  
<https://www.jotform.com/build/230156234685052> or use



- CHECK: (Make check payable to Women's Council of REALTORS® Prescott Area, c/o Prescott Area Association of REALTORS®, 3767 Karicio Lane, Prescott AZ 86303)

\*Sponsorships available for all our networking, education and special events (starting at \$150 per event).  
Email [wcrprescottevents@gmail.com](mailto:wcrprescottevents@gmail.com) for additional information.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

For any questions email: [WCRPrescottEvents@gmail.com](mailto:WCRPrescottEvents@gmail.com)

THANK YOU for making a difference within the Women's Council of REALTORS®.  
It is because of professional partnerships like yours that we are able to fulfill our mission and vision in 2024!



## 2024 Sponsorship Opportunities

*Get Ready for Powerful Networking, Strong Business Relationships,  
and Leadership Opportunities!*

As one of the nation's largest professional networking organizations, the Women's Council of REALTORS® offers Sponsors and Strategic Partners an opportunity to tap into the vast reservoir of skill and expertise that are the hallmark tradition of WCR members. Today, the Women's Council of REALTORS® is more relevant to the real estate industry than ever before. In an era of unprecedented change and transition, the Council has provided its members with excellent educational and leadership opportunities.

To maximize your marketing investment, it makes sense to target the experienced professionals in the Women's Council. On average, our members earn twice the commission income of the average REALTOR® member. Sponsoring our events throughout the year is an opportunity for you to get in the front of our amazing leaders and members throughout Prescott and all of Northern Arizona.

Sponsorship at Events include:

- Recognition at the event on Network Slide Show
- Social media recognition (Facebook, Instagram, TikTok, LinkedIn)
- Signage at the event
- Shout Outs at the event
- Ability to distribute promotional handouts at the registration table

Our Events Director will reach out to businesses throughout the community before all education and networking events for sponsorship opportunities. A great way to get out in front of the best of the best in the real estate industry.

Sponsorships start at \$150 per event per sponsor.

Any additional information please feel free to reach out to us at [wcrprescottevents@gmail.com](mailto:wcrprescottevents@gmail.com).



*Thank  
you!*

**for your support!**



Women's Council of REALTORS® Prescott Area  
c/o Prescott Area Association of REALTORS®  
3767 Karicio Lane  
Prescott AZ 86303  
[WCRPrescottEvents@gmail.com](mailto:WCRPrescottEvents@gmail.com)