

Women's Council *of*
REALTORS®

Spokane-Eastern Washington

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**STRATEGIC
PARTNER
INVITATION**

Information and Application

2022

OUR MISSION STATEMENT

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

OUR VISION STATEMENT

The Women's Council of REALTORS[®] is recognized as the voice for women in real estate, and the premier source for the development of leaders in the industry, organized real estate and beyond.

OUR LONG-TERM GOALS

1. Women's Council is a dynamic, accessible and diverse network, linking each member to the tools, training and support to develop their individual leadership potential and business goals.
2. Women's Council identifies, supports and promotes the development of strong women business leaders in the industry, organized real estate and in the broader community.
3. Women's Council provides an influential voice and perspective for women in real estate.
4. Women's Council's local and state networks consistently deliver high membership value and a collaborative, welcoming environment in which members can achieve their business goals.
5. Women's Council is an efficient organization with the structure and capacity to fulfill the Council mission and vision with excellence.



Women's Council of REALTORS Spokane - Eastern Washington

Thank you for reviewing our Strategic Partner brochure for 2022! We are excited to share with you all the benefits we have and are creating for our upcoming year. I know it is early, but we feel it is better to begin preparing early so we all have time to meet, share ideas and create a partnership beneficial to all of us!

Current Partners, we appreciate you and your support. In these changing times, we have pivoted and implemented new and value-added opportunities, to ensure that our partners felt appreciated and continued to gain the exposure to our members that we promised. You have spoken and we have delivered, and the feedback we have received from you has been nothing short of positive and complimentary. We are happy that you are happy! Continuing our partnership in 2022 is our top priority, and we look forward to sharing more ideas with you and listening to your ideas for having an even stronger partnership.

Future Partners, "Welcome to our organization." We seek to partner with companies that share our mission and vision. We hope to include you in our family of partners. Our team will be contacting you to schedule a Zoom meeting so that we can personally share with you our ideas and listen to you and your ideas for what it is you are looking for in a partnership. We appreciate your consideration and look forward to meeting with you to discuss our partnership opportunities.

Team Vision. Our team is a diverse group of professional women and men leading the way in our real estate community. We continue to create leaders for our industry and the communities we serve. We are better together and we look to include a diverse group of partners to reflect our members, mission, and vision. We hope to have you as part of our team in 2022!

Thank you for your consideration.

In appreciation and gratitude,

A handwritten signature in black ink that reads "Ken Sax". The signature is written in a cursive, flowing style.

Ken Sax
2022 President | Spokane Eastern Washington

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2022 LEADERSHIP TEAM



KEN SAX
President



PAULA MAYNARD
President- Elect



MIRANDA O'CALLAGHAN
Treasurer



LATISHA MORRIS
First Vice President



JOHNNY JAYNES
Events Director



MINDY JO LYONS
Membership Director

Women's Council of
REALTORS®



With a current female membership of 62% in the National Association of REALTORS® (NAR) many who are unfamiliar with the organization may ask “why do we need a Women’s Council?” The answer lies in the history of organized real estate, with NAR going back over 110 years and Women’s Council over 80 years. 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 thirty-seven 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.

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 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. This structure represents the largest Networks infrastructure in the REALTOR family, that represent 1,200 elected officers that drive over 1,500 programs annually that focus on business leadership.

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. In addition to these leadership conferences, two national conferences are organized every year in May and November, together with the NAR so that members can take advantage of a “conference within a conference” that both respective organizations offer for leaders.

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.



Finally, at the foundation of all activities of Women’s Council throughout its 80 year history is business opportunities. Its “Member Finder” feature includes a full profile, bio, leadership experience, integration with member listings, and an online referral platform. And the data supports the business success of the members. Average commission income from Council member-to-member referrals is \$15,000, with 54% of members referring business to each 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.’

Become A Women's Council Strategic Partners

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'

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

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



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2022 Annual Strategic Partnership Opportunities

Benefits	Partnership Levels					
	Platinum	Gold	Silver	Corporate	Team	Individual
	\$5000	\$2500	\$1000	\$750 (5 individuals in the same office)	\$500 (3 individuals in the same office)	\$200 (individual)
Certificates for complimentary Lunch at Network meeting	18	9	4	Admission at Member Rate, No advertising	Admission at Member Rate, No advertising	Admission at Member Rate, No advertising
Full Member Roster provided with contact information	*					
60 Second commercial opportunity at each Network meeting	*					
Logo on all marketing for Network events	*					
Opportunity to display your information at Network meetings	*	*				
Special feature in our newsletter email	*	*				
Ability to participate in Project Teams	*	*	*			
Logo printed on centerpiece table/video background at each Network meeting	*	*	*			
Verbal Recognition at each Network Meeting	*	*	*			
Logo on Network website, local billboard & Facebook	*	*	*			
Logo displayed on video presentation recognition at Network meetings/Facebook	*	*	*			
Logo printed on banner displayed at each Network meeting/Facebook cover	*	*	*			
Logo on agenda at Network meeting/email signature	*	*	*			
Participation in Business Partnership Opportunity	*	*	*			



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STRATEGIC PARTNER COMMITMENT FORM

I/we, _____ am/are re committing to the following Strategic Partnership level in support of the Women’s Council of REALTORS® Spokane-Eastern Washington.

Partnership Level/s: _____

Payment will be made within 30 days of commitment level selected and can be post-dated.

Payment Options: Credit Card, Check

Company Name: _____

Contact Person: _____

Corporate/Team Level Individuals: _____

Mailing Address: _____

City, State, Zip: _____

Contact Phone Number: _____

Email Address: _____

My signature below indicates my agreement to this sponsorship.

Signature: _____ Date: _____

- Sponsorships are not secure until the commitment form has been completed and payment received, no refunds.
- Please submit your logo upon submission of this form.

Check Made Payable to WCR

Submission: Miranda O’Callaghan, CENTURY 21 Beutler & Associates
101 W North River Dr, Spokane, WA 99201

Email form to: Miranda O’Callaghan, 2022 Treasurer | mocallaghan@21goldchoice.com

Calling All Awesome REALTORS, National Affiliates, and Strategic Partners

Join Our Project Teams

Each year, there are several positions open for new and emerging leaders and we hope that you will consider getting involved or nominating someone you think would serve your interests well.

It can be a fun, informative and rewarding experience!

Please submit your name for nomination, or recommend a REALTOR you think would be a great asset.



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MEMBERSHIP

Mission: The Membership Project Team is responsible for retention and recruitment of members and the promotion of the benefits of REALTOR® and National Affiliate membership in our Network.

- Recruit new members by planning a membership campaign that encourages and challenges members to recruit new members.
- Plan for recognition of new members at Network meetings.
- Retain existing membership and re-recruit “dropped” members.
- Notify National, State, and Local officers of changes of status or address of members.
- Compile and email the Membership Roster to Board and Platinum Strategic Partners.
- Compile and distribute New Membership packets that encourage participation, share our history, mission, values, leadership opportunities, and Strategic Partners.
- Pre-qualify candidates for National Affiliate membership – make sure Network is under 20% and holds membership with Spokane Association of REALTORS.
- Call members and firms to increase attendance at events.
- Reach out to members twice a year to find out how they are doing and what they need. Report back to Board with ideas and challenges.



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EVENTS

Mission: The Events Project Team serves under the direction of the Program Director to provide a forum to identify development needs, trends, and issues of members to improve industry professionalism through education and networking that is timely and relevant.

- Plan business resource programs that will increase member’s productivity and income for Network meetings consistent with the needs of members by providing meaningful education for a more professional and successful career in real estate.
- Carry out Program Director plans by completing arrangements for speakers, food and beverage, decorations, equipment, and venue.
- Evaluate programs’ impact and success and make recommendations.
 - Plan and develop special events such as Golf Tournament and Award Gala.
- Call for nominations, identify award winners, and coordinate visible symbols of appreciation and recognition for Member of the Year, Entrepreneur of the Year, and Strategic Partner of the Year or any other awarded recognitions.



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STRATEGIC PARTNER

Mission: The Strategic Partner Project Team is to be responsible for engaging with partners to advance the Network goals and provide accessible professional development opportunities that empower leaders and advance the community.

- Create new and enhance existing partnerships with local membership and organizations to identify meaningful collaborations.
- Work closely with members to identify needs and develop strategies to support those needs.
- Connect partners that will aid in the advancing of the Network goals.
- Actively network and promote the Network, engaging with organizations both in person and via online communities.

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MARKETING

Mission: The Marketing Committee promotes and maintains communication as a professional image of the Network for various publics by building confidence and increasing understanding and support throughout our industry.

- Prepare and submit media releases to promote Network events and achievements across social media and coordinate with SAR notices as needed.
- Plan and prepare communications such as meeting notices, newsletters, flyers, and emails for membership.
- Coordinate photos and videos of Network activities for publicity and history. Including scheduling Network photographer for events and promotional videos.
- Make recommendations to Board to advance our professional image by building confidence and increasing understanding and support throughout our industry.

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BUDGET & FINANCE

Mission: The Budget & Finance Project Team monitors the Network's financial standing and oversees for accurate, timely, and meaningful financial statements to maintain the fiscal stability and long-term economic health of the Network.

- Prepare an annual budget for approval by the Board.
- Review budget and actual expenditures with the Treasurer as needed.
- Plan and conduct fundraising programs as needed including solicitation and collection of donations and gift baskets.
- Plan for future financial requirements, anticipate future needs, and recommend methods of obtaining needed revenues.
- Conduct an audit of the Treasurer's records in November and report findings to Board.

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COMMUNITY OUTREACH

Mission: The Community Outreach Project Team works on projects within the community to help membership give back to the real estate profession and the community by becoming involved in activities which will improve life in the community.

- Plan two volunteer opportunities throughout the year for members and partners to participate.
- Communicate on behalf of the Network with members who are ill or bereaved. Plan and deliver assistance as needed.

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GOVERNANCE

Mission: The mission of the Governance Project Team is to assist the Board in fulfilling oversight responsibilities with respect to organization, membership composition and function, including the recruitment and nomination of Board Members, Committee structures, membership and function, policies and enforcement and any necessary modifications to such policies.

- Responsible for the technical wording of Bylaw changes as required with National.
- Develop and review periodically Standing Rules that are voted on by Board each year.
- Collects applications and makes recommendations to Board for nominations.
- Screens applications for office to determine if the applicant meets all requirements for office as required for credentialing.
- Processes the general membership vote and ensures compliance with the National Association's Bylaws and Policies.

Let's Grow Together! Leaders Made Here!

We are a network of successful REALTORS, empowering women and men to exercise their potential as entrepreneurs and industry leaders. Through our influence as successful business professionals, women will effect positive change in the profession and in the broader community. Success in business today is achieved through positive, productive relationships. The Women's Council of REALTORS® provides an environment of collaboration in which members can form, build and maximize relationships for business and personal success. When members share their time, talent and expertise, the entire industry is advanced.

The Spokane - Eastern Washington network of the Women's Council of REALTORS® works together to enhance the community locally, nationally and even on an international level. Our members are involved in our local community through several organizations that we support both with our time and our donations. We have worked closely with 2nd Harvest Foodbank and the Mission to provide food donations. We have sponsored women in transition to assist them with getting back into the workforce. We have helped to collect and donate necessities needed by our communities' most vulnerable.

In addition, the Women's Council's purpose is to train and grow leaders. Some of our strategic partnership funds go towards sending our current and future leaders to several training opportunities around the country each year. We intend to train and empower leaders to move up in the Women's Council, and at our local associations and also the state and national levels.

On a national level, our organization works to support the initiatives of our national network. This includes empowering members to make a difference in their communities, both in housing and in government.

This year, our network is looking to expand our influence and work to make an even bigger positive impact in our industry and in our communities. To do that, we need your support. Thank you for reviewing our strategic partnership opportunities to help us to meet our goals. Please consider supporting both our endeavors and the chance to build your business with a relationship with the professionals in our organization.

Thank you for your consideration. Should you have any questions please do not hesitate to contact me at 509-599-0918 or dezda@dezdafinn.com.

If interested in sponsoring, please return the commitment contract so we can prepare the marketing materials and submit your payment by January 31, 2022. The strategic partnership term will begin on February 1, 2022 - January 31, 2023.

Thank you,

Dezda Finn

Dezda Finn
2021 Strategic Partner Director

*Thank you again for your dedication and commitment to
Women's Council of REALTORS!*

