

With robust membership, addition of several new networks, and development of a new 3-year strategic plan, the Council nears its 85<sup>th</sup> anniversary with a renewed emphasis on culture, inclusion and relevancy to its members in all stages of their careers.

**GOVERNANCE**

- › **NOMINATING TO CREDENTIALING.** In May, the governing board approved moving from a nominating to credentialing system at the state level, aligning with National and further transforming leadership development in the organization.
- › **ELECTED VERSUS APPOINTED POSITIONS AT STATE AND LOCAL.** A proposal exists to ensure all leadership team positions are elected (versus appointed) and the state and local levels.

**OUTREACH**

- › For the fifth year in a row, the *Supporting in Women in Real Estate* grant program provided ten grants to Realtor® associations to organize women-focused real estate events, further cementing collaboration with Women's Council networks and their Realtor® counterparts.
- › Women's Council was represented globally at the international real estate federation (FIABCI) conference in Paris, proving further global exposure.
- › A first-ever AE outreach and recognition event gathered nearly 100 AE's from across the country to learn more about Realtor association connections.
- › National leadership conducted 25 in person and 12 virtual outreach visits with networks.

**SUPPORTING WOMEN of REAL ESTATE**

**MEMBERSHIP ENGAGEMENT**

- › As of September, over 4,000 new members joined the organization. In September, membership surpassed 12,000 and is poised to continue its upward trajectory.
- › Together with social media influencers, National continues to refine and enhance close communications with members and network leaders, including: biweekly network "road map" leader newsletters and leader networking pages, a monthly eConnect, 120,000 Facebook followers, over 2,000 podcast downloads, and hundreds of archived YouTube videos.

**VIRTUAL ENGAGEMENT**

- › Post-pandemic virtual events called New Year Kickoff and Elevate attracted nearly 1,000 attendees and set members and leaders for success in the year.
- › Mastermind groups engaged over 150 members covering commercial, global, business building and broker/owner.
- › Six workgroups studied topics including: cohorts, culture, leader experience, volunteerism, training and hybrid network models.



**#LeadersMadeHere**

- › **NAR.** Impressive RPAC participation continues with no other organization or designation in the Realtor® family participating at such consistent high levels and average investments. Nearly 20% of our members are on NAR's Board of Directors and hold 10% of all NAR committee positions.
- › **RPAC.** Impressive RPAC participation continues. As of the 3rd quarter participation rate was the highest of all ISCs (61%) with an average investment of \$405 and \$2.4 million invested.
- › **Leadership Institute.** We graduated our fourth Leadership Institute class, cultivated nearly 65 #LeadersMadeHere.

**LEADERSHIP INSTITUTE**

**NETWORK EXCELLENCE**

- › **Network Certification Program.** For the second year in a row, the network certification program took place with 65% of networks participating in the process and seeking to be a network of excellence.
- › **Network 360.** At over 300 attendees, we celebrated our 24th award-winning Network 360 Leadership Conference.
- › **New Networks.** We chartered nearly 10 new networks in 6 different states this year, a record and proving pent-up demand for network formation nationwide.

