
2024

STRATEGIC PARTNERSHIP *handbook*



REACH YOUR TARGET AUDIENCE

BUILD RELATIONSHIPS THAT WORK FOR YOU

MAXIMIZE YOUR MARKETING INVESTMENT THROUGH
STRATEGIC PARTNERSHIPS WITH WOMEN'S COUNCIL



<https://www.wcr.org/network-sites/florida/broward/>

2024

BOARD OF
Directors



LaurieAnne Minoff
President

laurieanne@buysellandloveflorida.com



Lisa Stewart
President Elect

lstewart6176@gmail.com



Michelle Morrison
First Vce President

myrealtormich@gmail.com



Max Sanchez
Treasurer

maxxsanchez@hotmail.com



Judith Fernandez
Events Director

judithmfrealtor@gmail.com



Melanie Englander
Membership Director

melanie@melaniehomesales.com



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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.

THE FOUR PILLARS



STRATEGIC *framework*

WHO ARE WE?

Mission Statement

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

WHERE ARE WE GOING?

Vision and Long-Term Goals

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.

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.

WHAT DO WE BELIEVE IN?

Core Values



LEADERSHIP

Every organization, industry and community needs business leaders who can inspire others and effect positive change. Through the Women's Council of REALTORS®, members can discover and develop their authentic leadership style, apply new found leadership skills, and pursue leadership opportunities across all areas of their personal and professional lives.



THE POWER OF COLLABORATION

Success in business today is achieved through positive, productive collaboration. The Women's Council of REALTORS® provides an environment in which members support each other and work together to achieve personal growth and business success.



INFLUENCE

Positive change comes from greater inclusion of women's perspectives in positions of influence in the real estate industry and in the broader community.



OPPORTUNITY

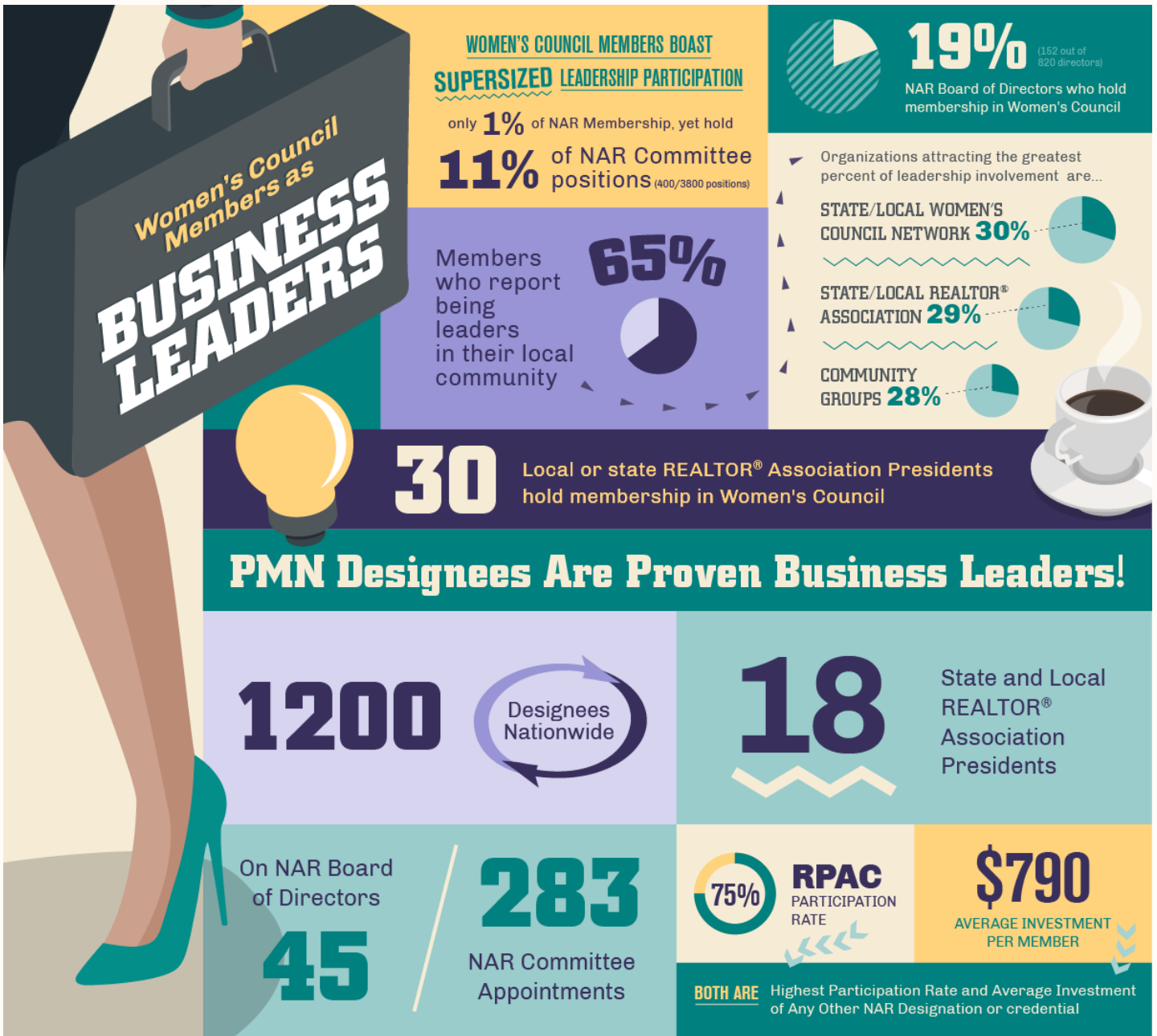
The Council member network is enriched by embracing the full diversity of our industry, and the opportunity to contribute different experiences, ideas and perspectives.



PROFESSIONAL CREDIBILITY

Members of the Women's Council of REALTORS® are career professionals who operate based on a shared value system of integrity and respect, and a commitment to excellence and continuous development.

MEMBERS AS *business leaders*





DIAMOND

partnership

\$4200

The **Diamond Partnership** offers marketing and advertising opportunities designed to create direct business growth for companies of all sizes

CORE BENEFITS

Company Logo and QR code on a free standing WCR banner displayed at all events
Acknowledgement at all events, including installation
Recognition on Network website as a Strategic Partner with Logo and Live Link
Network Membership Roster provided monthly
3 Minute Speaking Opportunity at all events **Excluding** Installation

FEATURED BENEFITS

National WCR Membership for (1) member, non-transferable
(4) Complimentary Tickets to education and industry events Non-Member Guests ONLY
(2) Tickets to Installation
(2) Tickets to Casino Night
Opportunity to display Free Standing Company Banner at events
Take Over Tuesdays on Social Media Live: 4 x in the year
WCR Broward to share Strategic Partners events on Social Media Platforms: **Unlimited**
Company Logo advertised on all event flyers and agendas
Access to event registration lists

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PLATINUM

partnership

\$3000

The Platinum Partnership provides great brand exposure as a valued partner through marketing and advertising opportunities to help business growth

CORE BENEFITS

Company Logo and QR code on a free standing WCR banner displayed at all events
Acknowledgement at all events, including installation
Recognition on Network Website as a Strategic Partner with Logo and Live Link
Network Membership Roster provided monthly
3 Minute Speaking Opportunity at (3) events **Excluding** Installation and Casino Night

FEATURED BENEFITS

National WCR Membership for (1) member, non-transferable
(2) Complimentary Tickets to education and industry events Non-Member Guests ONLY
(1) Ticket to Installation
(1) Ticket to Casino Night
Opportunity to display Free Standing Company Banner at events
Take Over Tuesdays on Social Media Live: 3 x in the year
WCR Broward to share Strategic Partners events on Social Media Platforms: 12 Shares
Company Logo advertised on all event flyers and agendas
Access to event registration lists

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GOLD *partnership* \$1900

The Gold Partnership offers marketing and advertising opportunities designed to help small businesses grow.

CORE BENEFITS

- Company Logo on a free standing WCR banner displayed at all events
- Acknowledgement at all events, including installation
- Recognition on Network website as a Strategic Partner with Logo ONLY
- Network Membership Roster provided monthly
- 3 Minute Speaking Opportunity at (2) events **Excluding** Installation and Casino Night

FEATURED BENEFITS

- (1) Complimentary Ticket to education and industry events Non-Member Guests ONLY
- (1) Ticket to Casino Night
- Opportunity to display Free Standing Company Banner at events
- Take Over Tuesdays on Social Media Live: 2 x in the year
- WCR Broward to share Strategic Partners events on Social Media Platforms: 6 Shares
- Company Logo advertised on all event flyers and agendas
- Access to event registration lists

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FAQS OF STRATEGIC *business partnerships*

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®
- 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

2024

STRATEGIC *partnerships*



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.

DEADLINE TO BE INCLUDED ON BANNER - January 15, 2024

As you prepare your schedule and budget for the 2024 fiscal year, please do not forget to include the Women's Council of REALTORS® Broward County Network! We would greatly appreciate your becoming a Strategic Partner! for 2024

Our goal to bring value to Women's Council members by offering top-notch education, programming, events, and the Fashion Show would not be possible without the support of our business partners.

Your contribution helps to create a great year for all and ensures year-long recognition of your support of our network. Our Strategic Business Partners mean the world to us and we refer business their way whenever possible.

In order to be featured on our Strategic Business Partners banner, which will be displayed at events, please complete the application below and return it to the Women's Council of REALTORS®. Once received, follow the link in the invoice to make your payment by January 15, 2024. Please email a digital copy of your company's logo to wcrbroward@gmail.com

COMPANY: _____

ADDRESS: _____

CONTACT PERSON: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

SPONSORSHIP LEVEL: _____

Please refer to the 2024 Strategic Partnership Handbook for an explanation of levels and benefits.

<https://www.wcr.org/network-sites/florida/broward/>



2024 UPCOMING EVENTS

January
Membership Appreciation

February
Diversity & You One World Many Cultures

March
The Four Pillars of a Real Estate Transaction

April
Prosperity in Branding & Marketing

May
Financial Prosperity in Real Estate Business

June
Hats & High Tea Election

July
Battle of the Networks

October
Casino Night

November
Mindset Mastery / Business Planning

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