



Unstoppable

A Dynamic Collaboration
with Our Strategic
Partners

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.



Dear Future Women's Council Supporter,

It is our pleasure to invite you to become a Strategic Partner with the Women's Council of Realtors® Phoenix. 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 happy to announce that our local membership has currently reached over 30 members. We will have events in collaboration with other real estate and professional groups. All of this means more contacts for your business to reach.

We promise to give you value in 2024. We will be 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!

– *Women's Council of Realtors®*
Phoenix



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

2024 Governing Board



Maridith Esquivel, President

480-621-0280 | maridith.realestate@gmail.com



Nikki Zotto, President Elect

773-251-1751 | nikki.zotto@gmail.com



Maria Perez, First Vice President

480-343-7515 | sevillarealtyaz@gmail.com



Dawn Buxton, Treasurer

602-388-7309 | dawn.buxton@fairwaymc.com



Stephanie Schaffroth, Membership Director

480-483-6221 | sschaffroth@farmersagent.com

#LeadersMadeHere





A Women's Council of REALTORS® Strategic Partnership affords you the opportunity to network with hundreds of our leaders throughout the year and reach thousands of members via our website & newsletter.

Our Strategic Partners have enjoyed years of success through partnership with the council.

For more info:

<https://www.wcr.org/media/1850474/strat-plan-final.pdf>

Ask about our National Affiliate Member opportunities



MISSION STATEMENT

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

VISION STATEMENT

To be the premier source and standard for the personal and professional development and inclusion of leaders in the industry, organized real estate and beyond.

CULTURE STATEMENT

Leadership. We believe that every organization, industry and community needs authentic leaders who can inspire others to effect positive change.

Influence. We believe that positive change comes from greater inclusion of women's perspectives in positions of influence in the real estate industry and in the broader community.

Inclusion. We believe that better decisions result when all voices are heard and when the full diversity of our membership is embraced.

Collaboration. We believe that success today is achieved through productive collaboration in a safe environment in which members support each other, work together and grow together.

Professional Credibility. We believe that members of Women's Council are professionals who operate based on a shared system of values, including integrity, respect, a commitment to excellence and continuous personal and professional development.

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 business leaders in the industry, organized real estate and the broader community.
3. Women's Council provides an influential voice and perspective for women in real estate.
4. Women's Council networks consistently deliver high membership value and a welcoming, inclusive and collaborative environment in which members can achieve their personal and professional goals.
5. Women's Council is an efficient, nimble organization with the structure and capacity to fulfill the Council mission and vision with excellence.



2024 Strategic Partnership Opportunities



Diamond

\$1500

- Two Free tickets to ALL events and fundraisers
- Bring REALTOR® guests to any Industry events at no charge (Realtor's first visit only. Pre-registration required)
- Two 3-minute Business commercials per year at Industry events
- Acknowledgement at all events and fundraisers
- Access to the Network's Membership Roster
- Acknowledgement at events when present
- Logos visible at meetings, revolving slides at powerpoint
- Display table at the 2 chosen sponsored events and link tree

Gold

\$600

- Half price for all events and fundraisers
- Two 1-minute Business commercial per year at an Industry event
- Access to the Network's Membership Roster
- One free admission when you bring a REALTOR® guest to any Industry event (Realtor's first visit only. Pre-registration required)

Broker Level 1

\$500

- One free Membership to the Phoenix Network
- Special Recognition on Website and Linktree

Platinum

\$1000

- One Free ticket to ALL events and fundraisers
- Two 2-minute Business commercials per year at Industry events
- One free admission when you bring a REALTOR® guest to any Industry event
- Access to the Network's Membership Roster
- Acknowledgement at events when present
- Logos visible at meetings, revolving slides at powerpoint

Silver

\$300

- One free admission when you bring a REALTOR® guest to any Industry event (Realtor's first visit only. Pre-registration required)
- One 1-minute Business commercial per year at an Industry event

Broker Level 2

\$750

- Two free Memberships to the Phoenix Network
- Special Recognition on Website and Linktree



**INTERESTED IN BECOMING
A STRATEGIC SPONSOR?**

Members agree that "As a result of my involvement in Women's Council, I have become a stronger leader and developed advanced leadership skills for my business, community, and personal life."

**BECOME A
STRATEGIC PARTNER
TODAY!**

NAME

COMPANY NAME

EMAIL ADDRESS

CONTACT NUMBER

- DIAMOND SPONSOR
- PLATINUM SPONSOR
- GOLD SPONSOR
- SILVER SPONSOR
- BROKER SPONSOR

A BOARD MEMBER WILL BE CONTACTING YOU IN ORDER TO COMPLETE YOUR ENROLLMENT.



**Strategic Sponsorship
Form**



**Broker Sponsorship
Form**



**BECOME OUR
STRATEGIC PARTNER**

A Women's Council of REALTORS® Strategic Partnership affords you the opportunity to network with hundreds of our leaders throughout the year and reach thousands of members via our website & newsletter.

Our Strategic Partners have enjoyed years of success through partnership with the council.



Connect with Us!

- : WCRPhoenix
- : @WCRPhoenix
- : PHXWCR@gmail.com

We Welcome your Partnership

2024 Strategic Partnership Membership Form

Business Name: _____

Mailing Address: _____

Contact Name: _____

Email: _____

Phone: _____

Who can we thank for referring you?

Name: _____

Phone: _____

Email: _____

Strategic Partnership Level

Please circle which partnership level you would like

Diamond \$1,500

Platinum: \$1,000

Gold: \$ 600

Silver: \$300

Broker Level 1: \$500

Broker Level 2: \$750

Payment can be made at <https://strategic-broker-partnership.cheddarup.com>

<https://strategic-sponsorship-options.cheddarup.com>

Mail payment to:
Women's Council of REALTORS®
C/O Phoenix Realtors
7878 N 16th Street, Suite 150
Phoenix, AZ 85020

Please email a high resolution
company logo and headshot to
maridith.realestate@gmail.com
to be used on marketing
materials

THANK YOU for making us all matter within the Women's Council of REALTORS®!
It is because of professional partners like you that we are able to fulfill
our mission and vision for 2024!

2024 EVENTS



UPCOMING EVENTS FOR 2024

*SUBJECT TO CHANGES

JANUARY 17

Canva for Professionals: Beyond Basics with Magic Studio

FEBRUARY 21

Insights from Commissioner Susan Nicolson

APRIL

Top Producers: Navigating the Next Wave in Real Estate

MAY

Cinco de Mayo Fiesta Bingo Bash

JUNE

Strategic Sips: Building Alliances, One Toast at a Time

JULY

Take Us with You on Your Vacay

AUGUST

Celebrating Diversity, Promoting Equity, and Fostering Inclusion with AREAA

OCTOBER

Dice & Delight: An Evening of Glamour and Gaming

NOVEMBER

2025 Governing Board Installation

DECEMBER

Jingle & Mingle: A Sparkling Holiday Happy Hour

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!

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.



Founded
1938



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.

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.

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 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.



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.

HISTORY



TODAY

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.



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.

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.

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".

TOP 5 REASONS to Join WOMEN'S COUNCIL

1 TOP REFERRAL NETWORK

- ▶ 54% of members sent 1 or more referrals to another Women's Council member
- ▶ **\$15,000** average commission for Women's Council referrals (*estimated*)
- ▶ Robust online referral system for members to connect and share referrals on wcr.org

2 BUSINESS LEADERSHIP TRAINING

The Council offers **1,500+** personal and business leadership development opportunities annually nationwide. From the flagship PMN Designation, Leadership Institute and numerous local, state and national events - we provide a pathway for you to reach your goals.

3 OUR NUMBERS TELL IT ALL

- ▶ Women's Council members *earn more*: **\$134,470** average / **\$87,690** median
- ▶ Women's Council members are *sought after leaders*: **65%** hold leadership position in community or business.
- ▶ Women's Council members hold **20%** of NAR Committee positions.

4 CONNECTIONS AND CAMARADERIE

The relationships within your local, state & national networks are invaluable for your business and your leadership growth. You'll belong to a network of 12,000 motivated, professional and high-achieving real estate professionals.

5 MEMBER BENEFITS PROGRAM

Enjoy discounts on travel, entertainment, business, and a variety of additional products and services.

Savings will pay for your dues several times over!

- ▶ Rental cars & hotels
- ▶ Shipping
- ▶ Closing gifts
- ▶ Tickets
- ▶ Office supplies
- ▶ Flowers
- ▶ Gift baskets
- ▶ Prescriptions





Phoenix
2024 Sponsors

Diamond
STRATEGIC SPONSORSHIP

Broker Level 2
STRATEGIC SPONSORSHIP

Platinum
STRATEGIC SPONSORSHIP

Broker Level 1
STRATEGIC SPONSORSHIP

Gold
STRATEGIC SPONSORSHIP

Silver
STRATEGIC SPONSORSHIP



Notes