

# Women's Council of REALTORS®

Sussex County

2024 Strategic Partner Handbook



**#LeadersMadeHere**

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

Women's Council of  
REALTORS®  
Sussex County

Dear Friends of Women's Council,

The local network Women's Council of REALTORS® Sussex County is proud to present our 2024 Strategic Partner Program. We invite you to join us as a Strategic Partner and become a valued member of our network.

Women's Council of REALTORS® are highly successful, professional REALTORS® who earn more than two times the average REALTOR®, are generally in business 25% longer than the average REALTOR®, generate an average of 50% of real estate business from referrals and have a "referral mindset." REALTORS® join the Women's Council to build productive professional relationships, build and access a network of professional expertise they can leverage for their clients, and to continue to grow personally and professionally as top business leaders.

The Women's Council of REALTORS® Sussex County is a dynamic network of REALTOR® members and Strategic Partners who excel and lead in the real estate industry and their community. We empower our REALTOR® members and Strategic Partners with opportunities to connect, learn, and grow through our educational programs, networking events, and advocacy initiatives.

Our Strategic Partners are more than just affiliated companies. They are trusted allies who provide REALTORS® with the essential skills, services, and products they need to succeed and serve their clients well. As a Strategic Partner, you can choose a sponsorship level that fits your budget and goals. You will enjoy many benefits, such as increased visibility, relationship building, and product showcasing. You will also demonstrate your value and expertise to REALTORS® and their clients. Our Strategic Partners are an integral part of the REALTOR®'s network of professionals who help deliver the best results for our clients.

We believe by building a strong base of REALTOR® members and incorporating well-respected Strategic Partners, all members of WCR will have access to a broader base of successful professionals in the industry at business resource meetings and events.

Your support means everything to us! You make it possible for us to offer our members a variety of enriching events, programs, and networking opportunities throughout the year.

If you have any questions about our 2024 Strategic Partner Program, or you would like to talk further, please feel free to call me at 302-236-9229 and/or send me an email [erin@erinannbeeberealtor.com](mailto:erin@erinannbeeberealtor.com). We look forward to hearing from you!

Respectfully,

ErinAnn Beebe, President-Elect 2025  
Women's Council of REALTORS® Sussex County

**Women's Council of REALTORS® of Sussex County  
2024 Annual Strategic Partnership Opportunities**

Benefits	Partnership Levels		
	Gold	Silver	Bronze
	\$1,200 10% discount if paid by March 1	\$600 10% discount if paid by March 1	\$400 10% discount if paid by March 1
Event Tickets for complimentary Network meeting* (total for year)	6 + 3 REALTOR® guests	3 + 2 REALTOR® guests	1 + 1 REALTOR® guests
Presentation at each Network meeting	* 5 minute	* 2 minute	
Recognition on tables and in programs (must pay by March 1)	*	*	*
Company Banner displayed at Network meetings**	*	*	
Promotional Materials/Swag on tables	*	*	*
Table/Booth/Display at Network Meetings	*	*	
Recognition on Sussex Network website	Logo and Live link to your website	Logo only	Logo only
Social Media recognition promoting the Network and meetings & mixers	*	*	*
Exclusive Co-Branded posts Social Media	6 per year	2 per year	1 per year
Recognition in quarterly email newsletter (sent quarterly)	*	*	*
Write or be featured in an article in quarterly newsletter	4 per year		
Your Exclusive Co-Branded Marketing Email sent to Network members	2 per year		
Logo on upright banner at events (must pay by March 1)	*	*	*
Email List of Network members	*	*	
Co-Sponsored and Co-Branded Events at your location	*		
Opportunity to participate in meeting or event by selling 50/50 Tickets	*	*	
First Opportunity for donation of items for door prizes, auction items, drawings	*	*	*
Complimentary Event Tickets*	2 Tickets Except Installation Dinner	1 Ticket Except Installation Dinner	
First Opportunity to sponsor Event (example Murder Mystery)	*		

\* To use the certificate, must RSVP by deadline date to ErinAnn Beebe [erin@erinannbeeberealtor.com](mailto:erin@erinannbeeberealtor.com) or text or call 302-236-9229 cell phone\* Member rate charged for attendance when certificates not used \*

\*\*Strategic Partner must provide banner

# Women's Council of REALTORS<sup>®</sup>

## Sussex County

### 2024-2025 Women's Council Strategic Partnerships

**10% Discount if you pay before March 1st, 2024 AND you will be included on our upright banner and table tops!**

As you prepare your schedule and budget for the 2024 fiscal year, we appreciate your support of Women's Council of REALTORS<sup>®</sup> Sussex County Network! Your contribution helps to create a great year for all and ensures year-long recognition of your support from our network. We offer top-notch education, programming, and events otherwise not possible without the support of our business partners. We appreciate you becoming our 2024-2025 Strategic Partner!

**Please complete the application below and return it to the Women's Council of REALTORS<sup>®</sup> Sussex County (including your payment by March 1<sup>st</sup>, 2024)** in order to receive a 10% discount, be featured on our upright banner and on table tops (displayed at every event). No Deadline to participate in our Strategic Partner Program. Partnership enrollment is effective through March 31<sup>st</sup>, 2025! Please email your company's logo to [erin@erinannbeeberrealtor.com](mailto:erin@erinannbeeberrealtor.com) (must be good quality for printing).

COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CONTACT PERSON: \_\_\_\_\_  
EMAIL ADDRESS: \_\_\_\_\_  
PHONE NUMBER: \_\_\_\_\_  
SPONSORSHIP LEVEL: \_\_\_\_\_

**Don't Forget- We love donations of gift cards, gift certificates, swag, gift baskets, etc. If you would like to donate door prizes, raffle, or auction items please note it below.**

Donation Item(s): \_\_\_\_\_ Value: \_\_\_\_\_  
Donation Item(s): \_\_\_\_\_ Value: \_\_\_\_\_

**PAYMENT:** Please make check made payable to: Women's Council of REALTORS<sup>®</sup> Sussex County, and mail to: Pamela Robichaud, Women's Council Treasurer PO Box 1567, Rehoboth Beach, DE 19971

**CREDIT CARDS:** We now accept credit cards! Scan QR Code below or contact Pamela Robichaud for credit card payment [Probichaud@NewFed.com](mailto:Probichaud@NewFed.com) or call or text (302) 242-6272



# Women's Council of REALTORS®

## Sussex County

### 2024 Governing Board



#### **PRESIDENT**

**Robin Bunting**, Compass Real Estate  
Mobile: 302-332-0830  
Email: [robinsellsdelaware@gmail.com](mailto:robinsellsdelaware@gmail.com)



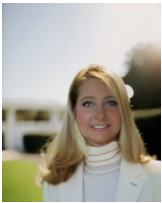
#### **PRESIDENT-ELECT**

**ErinAnn Beebe**, NextHome Tomorrow Realty  
Mobile: 302-236-9229  
Email: [erin@erinannbeeberealtor.com](mailto:erin@erinannbeeberealtor.com)



#### **Irene Vzentos** **1<sup>ST</sup> VICE-PRESIDENT**

Mobile: 302-249-5473  
Email: [myagentirenev@gmail.com](mailto:myagentirenev@gmail.com)



#### **TREASURER**

**Pamela Robichaud**, New Fed Mortgage  
Mobile: 302-242-6272  
Email: [Probichaud@NewFed.com](mailto:Probichaud@NewFed.com)



#### **EVENT DIRECTOR**

**Linda Millikin**, Monument Sotherby's International Realty  
Mobile: 240-643-3764  
Email: [linda.millikin@msir.net](mailto:linda.millikin@msir.net)



#### **MEMBERSHIP DIRECTOR**

**Joseph Della Torre**, First Community Mortgage  
Mobile: 302-344-5044  
Email: [joe@joedellatorre.com](mailto:joe@joedellatorre.com)

 Women's Council of  
**REALTORS**<sup>®</sup>  
Sussex County

**MISSION**

*We are a network of successful REALTORS<sup>®</sup> 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".

# TOP 5 REASONS to Join WOMEN'S COUNCIL

For full member benefits, visit [wcr.org/about/benefits](http://wcr.org/about/benefits)

# 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](http://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 and 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

## Stay Connected

[#WomensCouncil](https://www.instagram.com/WomensCouncil) & [#LeadersMadeHere](https://www.instagram.com/LeadersMadeHere)

 /wcrfans

 @WomensCouncil

 @WomensCouncil



## 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.



Performance Management Network

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](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.