

Power of Positive Agent

It is an honor and a privilege to serve as your President for 2017. Along with an outstanding Leadership Team -- President-Elect, Debra Shapiro; Vice President of Membership, Doris Behrens; Treasurer, Pamela Halberg; and Secretary, Carol Bloom, we are committed to bringing you powerful programs and events that will be packed with information on how to grow your business, develop your leadership skills, network, get more involved in your community, and have lots of fun while learning and growing.

In 2017 our mission is to help our members grow their business through capitalizing on the resources that Women's Council has to offer. I'm going to actively encourage more referrals to other Women's Council members throughout the country. And, in the true spirit of networking, we are going to foster more one-on-one meetings among our Realtors[®], Strategic Partners, and Sponsors. We are also going to collaborate with community organizations like Dress for Success and The American Cancer Society to achieve our mutual goals.

So, please join me, the line officers, and committee chairs in 2017 to take our Women's Council of Realtors[®] Greater Palm Beach Network to new heights!



Before going to the Women's Council Leadership Academy in Chicago in August, Sherri Souza, our incoming National President asked us to think about our Super Power and create a costume.

My first thought was "Really! I don't have a Super Power." But, after giving it some thought, I decided that my super power was my Positive Attitude. So, I made my hot pink "Positive Agent" Cape and off to Chicago I went.

While I was on the plane I decided to write a little poem that went along with my cape. I feel it represents all our members, who support each other every day. I want to warn you though it's kind of corny, but I think you'll find you will relate at least a little.

I'm Positive Agent, and I feel your pain.
When you need some encouragement
call my name.

Positivity is my Super Power, and I'm
ready to help at any hour.

When the inspector says the house has
termites and the buyer wants to bail,
Call Positive Agent for some positive
power, and the deal just cannot fail.

When the buyer commits to
Conventional, but the bank says FHA.
Don't get nervous, don't dismay.

Call Positive Agent, and at closing you'll
be paid.

Don't be angry; don't feel beat when
your friend lists her house with the
Realtor on her street.

For some positive power, Positive Agent
you should call. You'll feel better soon
because it happens to us all.

When you've shown 41 houses and the
buyers can't decide, don't lose hope;
don't lose your pride.

Call Positive Agent for some positive
power, and the next one you show...
Well, you know!

I'm Positive Agent, and I feel your pain.
When you need some encouragement,
call my name.

Positivity is my Super Power, and I'm
ready to help at any hour.

-Cathy Lewis



Greater Palm Beach County

Vol. 14 No. 1—January—March 2017

Women's Council of Realtors Greater
Palm Beach Network

2017 Line Officers and Committee Chairs

President – Cathy Lewis

561-302-9866 – cathylewis@bellsouth.net

President Elect – Debra Shapiro

954-336-2746 – Debra.Shapiro@cort.com

VP Membership – Doris Behrens

561-212-2217 - Doris.Behrens1@gmail.com

Treasurer – Pamela Halberg

561-542-5859 – phalberg@bellsouth.net

Secretary – Carol Bloom

561-401-1049 – cbloom@rapb.com

Immediate Past President – Jessica V Rosato

561-777-3463 - jessica.rosato@npsir.com

Standing Committee Chairs

Past Pres. Advisory

Bylaws/Parliamentarian - Lydia Crystal

561-213-7246 - lydiacrystal@bellsouth.net

Education/Programs – Liz Woody

561-379-7003 – Elizabeth.woody@thirdfederal.com

Finance/Budget - Mike Owen

561-213-2070 - mikeowen78@mindspring.com

Special Committees

Audit - Kim McEvers

561-598-5699 - Kim.McEvers@weinsuregroup.com

Blue Diamond Circle – Carol Bloom

561-401-1049 – cbloom@rapb.com

Bras for a Cause—Cathy Lewis

561-302-9866 – cathylewis@bellsouth.net

Jessica Rosato

561-777-3463 – Jessica.rosato@npsir.com

Sunshine – Shannon Hardwick

815-451-9092 – sghardwick@gmail.com

Community Outreach - Trudy Fellows

303-882-3851 - Trudy@trudyclearstheclutter.com

Fashion Show – Debra Shapiro

954-336-2746 – Debra.Shapiro@cort.com

Newsletter - Betsy Owen

561-251-3582 - pdgbetsyowen@gmail.com

Nominating – Jessica Rosato

561-777-3463 - jessica.rosato@npsir.com

WCR.com

WCRfl.com

Wcrpalmbeach.com

Neila Bruwick has kindly agreed to help us keep our Contact Management program up to date. So, if you have any names and e-mail addresses that need to be added to Mail Chimp please forward them to Neila. If you have business cards just copy them and send them to her at BurwickNeila@gmail.com

And the Winners Are...

Each year the outgoing president presents awards to those members who have gone above and beyond during the year. We would like to extend our sincere gratitude and congratulations to the 2016 Women's Council of Realtors® Greater Palm each Network awards winners:

President's Award - Doris Behrens

Rising Star - Pamela Halberg

Member of the Year - Michael Owen

Strategic Partner of the Year - Debra Shapiro , Cort

WCR Friday Noon Toastmasters:

Mission Of the Club: The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn fosters self-confidence and personal growth. Meetings; Every Friday at 12 noon to 1pm at Train Station at 747 S Dixie Hwy, Boca Raton, FL 33432 (corner of Dixie Hwy and Camino Real)

Lydia Crystal

Due dates for copy in the *WCR Review* are

February 15, May 15, August 15, and November 15.

Please type all articles in Word, in Calibri and

include a head shot

The Mission of the Women's Council of Realtors® We are a network of successful Realtors® advancing women as professionals and leaders in business, the industry, and the communities we serve.

[out & about]

BRAS FOR A CAUSE

WHAT: The Women Council of Realtors joined the American Cancer Society and Relay for Life to support the fight against breast cancer and work toward a cure. The men at the event also showed their support by modeling feathery, jewel-studded bras.

WHERE: The Field House at Old School Square



Rob Steele, Rosa Torres-Tumavito



Matthew Farmer, Mackenzie Stump



Steve Shelby, Carol Eaton, Mitch Katz, Alison Turner



Jessica Rosato, Eric Roby, Karen Granger Peed



Carlos Melendez, Todd L'Herrou, Lee Cohen, Chuck Halberg, Dan Paulus, Ryan Boyleson, Eric Roby, Emiliano Brooks, Randy Coleman, Mitch Katz, Kim McEvans, Rob Steele, Matthew Farmer



Looking Back on 2016

As I look back on 2016, this year was many things...intense, fun, busy, joyous, educational, exciting... I could go on and on. And for me personally it was a big year, in fact, my best year since I began my real estate career in 2011. When you have drive and passion and a great team around you who supports you, you can achieve anything. I truly believe that. I had a great team around me this year, and I know that our 2017 Local Network President, Cathy Lewis, will have the same. We achieved so much this year. We brought more value through programs, we engaged and attracted others to the Women's Council of Realtors® and spread the word about how invaluable our organization is. We became extremely financially stable. We networked and traveled and learned from some of the best leaders in our industry, and we connected with an amazing charity, put on an awesome fundraiser, Bras for a Cause, and helped the American Cancer Society fight cancer.



I couldn't be happier with all we accomplished and I'm proud to hand over the network to Cathy and her team in such a great place! It is my hope that she will take the gavel and run with it...run a little faster, run a little longer and then turn it over to the next so they can do the same, so that we can continue to grow this amazing network and make it stronger with each stride.

I loved leading you all last year. I am so grateful for all the people I met and for the incredible team I was blessed to work with. I am so thankful that you put your trust in me, and I am so honored to have served as your 2016 Local Network President. Thank you again so much for this opportunity, for allowing me to grow, and again, for trusting me to best serve you. It was truly an honor. I look forward to assisting Cathy as she takes over, and I will be by her side in hopes of helping her Rock in 2017!

-Jessica Rosato



Our Vision: Through our influence as successful business professionals, women will effect positive change in the profession and in the broader community.



2017 SCHEDULED EVENTS

DATE	TIME	EVENT	LOCATION
THU, JAN 19	11:30 – 2:00	MAKE YOUR BOTTOM BIGGER!	MIZNER CC, DELRAY BEACH
JAN 25 – JAN 28		FLORIDA REALTORS	ORLANDO
THU, FEB 16	11:30 – 2:00	DON'T LET OPEN PERMITS STEAL...	MIZNER CC, DELRAY BEACH
FRI, MAR 24	8:30 – 1:00	BECOME A SOCIAL MEDIA GURU	APB, WEST PALM BEACH
THU, APR 20	11:30 – 2:00	DON'T LET INSURANCE KILL THE DEAL	MIZNER CC, DELRAY BEACH
MAY 18 – MAY 20		WCR/NAR GOVERNANCE MEETINGS	WASHINGTON, DC
TUE, MAY 23	5:30 – 7:30	BLUE DIAMOND CIRCLE	MIZNER CC, DELRAY BEACH
FRI, JUN 2		DISTRICT III CONFERENCE	HUTCHINSON ISLAND
THU, JUN 22		FUN TO BE DETERMINED	PALM BEACH COUNTY
JULY		NO MEETINGS PLANNED	
AUG 4 – AUG 6		WCR LEADERSHIP – PRES.ELECT	CHICAGO, IL
THU, AUG 10	5:30 – 7:30	ANNUAL FASHION SHOW	LORD & TAYLOR, BOCA RATON
AUG 15 – AUG 20		FLORIDA REALTORS CONVENTION	ORLANDO
THU, SEP 14	11:30 – 2:00	APPRAISALS	MIZNER CC, DELRAY BEACH
NOV 1 – NOV 5		NAR/WCR NATIONAL CONFERENCE	CHICAGO, IL
THU, NOV 16	11:30 – 2:00	ACCOUNTING FOR YOUR \$\$	MIZNER CC, DELRAY BEACH
TUE, OCT 24	6:30 – 8:30	BRAS FOR A CAUSE	OLD SCHOOL SQUARE, DELRAY BEACH
DECEMBER		2018 OFFICER INSTALLATION	TO BE DETERMINED

RED– BUSINESS RESOURCE MEETING

BLUE – EVENT

GREEN – FUND RAISER

Steps to take for water leakage

Quickly, What are the first steps you should take when you find water all over inside your home?

First and foremost, stop the water source if it is a leaking pipe or appliance. If it is a roof, try to cover it without endangering life or safety.

Secondly, do you know how to turn off the water source to the home, toilets, faucets, and ice line for the refrigerator? Best to familiarize yourself with these now, esp. the water main inlet valve (which should always be shut off if possible when you leave the home for more than a day or two) and also the ice line to the refrigerator.

If a line bursts while you are gone for an extended period, you limit the damage and save on your water bill.

Next, contact the insurance company or your agent. The insurance company has contracts with water mitigation companies that will be there within two hours to stop the water flow and start the drying out process. They are the pros and the cost will be borne by the insurance company to perform these services.

The insurance company will also determine alternative lodging and reimbursements if you cannot stay in the home.

Until the home is completely dried out, no repair work can be done. Once the repairs start, there will be questions and many decisions for you to make as they rebuild or repair your home.

Flood Insurance Get the facts, over 20% of floods occur outside of flood zones (think Hurricane Sandy, or more recently Matthew). Unlike water damage like those discussed above, this is brown or "dirty" water that usually means a complete demo of the damaged area. So the \$ amount of loss can be much larger. And the more likely probability that you will face a peril of flood is usually much higher than that of Hurricane or Fire.

Mortgage Clause changes Be sure if you refinance or if your mortgage is sold to a servicing company or bank that you notify your insurance agent ASAP. Often the insurance company does not know of the change and they bill the renewal to the old lender and it does not get paid.

The policy then cancels and the homeowner wonders why it did not get paid.

Please make sure to let your insurance company know, it may

save you from having force placed insurance.

Hot water heaters and AC handler units installed inside the home. We have seen several clients recently with claims of leaking hot water units installed in the home or AC handler units mounted in the attic causing significant amounts of water damage.

Prior to claims occurring, the attitude is well, that is why we have insurance to cover it.

However, in speaking with these clients after a major leak, their attitude has changed. Once they go through the ordeal of having to move out of the home for a couple of weeks and drying out the home, then getting the repair work scheduled and completed, the response was, well maybe we could have been more proactive to prevent such a disruption to our lives.

How? First and foremost, make sure you have a regular service contract for the AC unit. Many older units do not have a condensate sensor that will shut off the unit should the line get clogged and start overflowing through your ceiling. Regular servicing can prevent leaks and keep the coils from freezing up.

Make sure the hot water heater is not beyond its useful life. Often if you wait to replace the hot water heater until it dies, it may not be the coils that fail, it may actually leak everywhere. The hard water here in S FL shortens the life of tank hot water heaters by as much as 1/3 of their useful life. Water softening units can also prolong the life of hot water heaters. Don't let a leaking, failing unit be the indicator it needs to be replaced.

When it does become time to replace an AC air handler or hot water heater, consider moving it to a lower elevation or to the garage if possible. There is an additional expense, but since you are replacing the unit anyway, it may not be much more to move the unit and the hookups.



Kim McEvers



The Velvet Hammer

1983 was the year I was *volunteered* to run the publicity for the WCR Rochester, NY Chapter. Little did I know how my life would change or what I was getting into!

My friends who ran our chapter are great leaders and have mentored me throughout my years in real estate business and in the leading roles I have accomplished. The leadership skills I have learned are priceless!

When I opened my training and coaching company in 2008, my focus was to encourage my coaching clients, who were Realtors®, Broker Owners and Managers of real estate companies and every Realtor® I encountered; to lead in their profession, to volunteer, keep their real estate business profitable and family life balanced. Knowing that our economy was suffering and that real estate training had come to a halt in many companies...I began to outsource my services to assist companies of all sizes to grow their businesses.



During my travels, I have had the honor to coach many WCR leaders whom I have met and assisted in helping them run a fantastic network while keeping their real estate business alive and growing through their terms. In 2017, I created an 8-week coaching program designed for WCR Leaders to build their networks and keep their business growing! This 8-week program is called "The Balancing Act". I am happy to say that my 2nd session begins on April 21st.

Being a Florida Strategic Partner is my opportunity to give back while paying it forward as a WCR longstanding member.

Should you need a push in the right direction especially in time management, please reach out to

me for a complimentary coaching session. After all... there is a reason for my nickname "The Velvet Hammer!"

I can be reached at angelaterrito.com; email: coachangelaterrito@gmail.com or cellphone: 585.230.6287



This respected title is presented by the Women's Council of Realtors® Greater Palm Beach Network to top Realtors of Palm Beach County. Recipients of this designation have years of hard work and dedication that make them as rare as the precious jewel they are named for. Blue Diamond Awards applications will be going out in an e-mail to potential recipients. Realtors who have at least 6 transactions and \$2,500,000 in sales are eligible to apply for Blue Diamond Circle, those who have over \$5,000,000 in sales and at least 6 transactions may apply for Blue Diamond Elite. The award celebration is scheduled for the evening of Tuesday, May 23rd. For more information please contact Committee Chair, Carol Bloom at cbloom@rapb.com



Craig Grant
Real Estate Technology Institute

Become a Social Media Superstar



Class Information

Generate business from social media in under 15 minutes a day! Become a Realty Social Media Superstar.

Whether you are new or well versed to the world of social media and looking for a way to take it to the next level, this course teaches you why social media has become a force in business, how you can find and connect with potential clients online, plus a behind the scenes tour of Facebook, Twitter, LinkedIn, Active Rain, YouTube, Pinterest & More.

Class Details:

Date: Friday, March 24th 2017

Time: 8:30 am – 1:00 pm

Class Title: Become a Social Media Superstar
This is a Continuing Education (CE) Class worth 4 CEU's.

Instructor: Craig Grant, Real Estate Technology Institute (RETI)

Location: Realtors® Association of Palm Beaches (RAPB), One Harvard Circle, West Palm Beach; 2nd floor training center

Light breakfast provided by Liz Woody, Third Federal Savings and Loan, [ThirdFederal](#)

Pricing: WCR and/or RAPB members \$35.
Non-members \$45.

Seating is limited. Reservations are required. This class will sell out, book early!
www.WCRPalmBeach.com

Direct Learning Objectives:

- Understand the growth and importance of Social Media on society, the business world and the real estate industry
- Learn the benefits, strengths and weaknesses of each major Social Media site so that they can identify which one(s) are right for their business and the kind of client they are trying to reach
- Identify the right tools and develop a time management plan that can be easily implemented
- The Growth and Importance of Social Media

Instructor Bio:

Craig Grant grew up loving all things technology and the Internet. After graduating from the University of Florida he spent nearly a decade as the regional manager and corporate trainer of the New York Times Regional Media Group. Craig then created The Real Estate Technology Institute (RETI) and EasyRealtySites, two companies whose focus is on creating partnerships with REALTOR® associations and companies and helping elevate their members through technology education, training & solutions.

Craig is a certified GRI, E-Pro & RPR Instructor for all technology and marketing courses, a member of the GRI Task Force and former Chairman of the Florida REALTORS® Education and Technology Committee.

www.WCRPalmBeach.com

Don't Let Insurance Kill Your Deal!

Important Changes Your Clients NEED to Know About Flood Insurance, Citizens Insurance Bill and Property Insurance Updates.

What You Will Learn:

- Learn how to determine who is in a flood zone and what solutions there are that your competitors do not know about.
- Learn how older homes can cause issues on the listing and buying side and help your clients make better decisions.
- Understand property insurance so it is an ally instead of your enemy like so many Realtors® find out about too late in the sales process.
- Learn how Citizens Insurance has changed since January 2014 and how this info can help you close your deals on time without delays.
- And Much more...

Kim McEvers Bio

After receiving his Bachelor's Degree in Business, he served on Active Duty in the Army for four years as an infantry officer and was Ranger and Airborne qualified. After leaving the service he has worked in sales for 25 years for Fortune 500 medical companies like Abbott Labs and Steris Corporation.

When he decided to strike out on his own, insurance was a good fit due to his finance degree and he opened his agency in Central Palm Beach County to serve his local market, Realtors®, and mortgage professionals.

McEvers Olson insurance Group has surpassed the five year mark in business on March 1, 2017 and continues to grow thanks to their relationships with professionals related to the real estate industry.



Lee Gorodetsky Bio

Lee has a Bachelor of Science in Business Management and spent his early years in restaurant management. He moved to Florida in 1986 working for Prudential and The Money Group. In 1993 he founded L&S Insurance and Financial Services. Today, the company is a multi-million dollar agency employing over 19 agents and support staff. Lee spends much of his time networking and sharing his knowledge with the Broward, Miami and Palm Beach Board of Realtors®, WCR, FAMB, and BNI. Lee devotes much of his free time and resources to the WECARE Program, Feed the Homeless, and Make a Wish Foundation.

Date/Time:

Wednesday, April 20, 11:30 am – 1:30 pm

Title:

"Don't Let Insurance Kill Your Deal!"

Speakers:

Kim McEvers, owner We Insure McEvers Olson Insurance

&

Lee Gorodetsky, owner L&S Insurance and Financial Services Inc

Location:

Mizner Country Club
16104 Mizner Club Dr.
Delray Beach, FL 33446

Pricing:

\$35.00 and Gourmet lunch will be served

[Click here to reserve your spot](#)



WCR 2017 Aligns with Dress for Success Palm Beaches as Community Outreach Project by *Trudy Fellows*

I'd like to introduce myself as your incoming Women's Council of Realtors® Community Outreach Chairperson. I'm Trudy Fellows and my company is Clear the Clutter. As you all know, each year the incoming President chooses a charity to sponsor – a charity that supports women. This year Cathy Lewis has chosen Dress for Success Palm Beaches as that charity and as the Community Outreach Chair, I'll coordinate those efforts so both awareness and donations are maximized.

The mission of Dress for Success is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life. Please go to www.palmbeaches.dressforsuccess.org for more information. We have several great ways to help this organization and will be sharing them with you over the next few months. At our Installation Luncheon we will introduce Mary Hart, the Executive Director.

So one of our first initiatives will be to help raise funds for Dress for Success. As many of you know, I'm a Professional Organizer. To give you a little background information, my company, Clear the Clutter, organizes offices, home offices, kitchens, closets, basements, garages – anywhere improvement could be made. However, I work specifically with Realtors to help when you get a listing and the home just isn't ready to be shown or staged. I work with furniture consignment shops and auction houses. I'm an eBay seller to help sell items they don't want, but have value.

As part of my eBay experience, Women's Council will start collecting gently used, high end couture clothes, shoes and handbags that you no longer use. I will sell them on EBay and the proceeds will go to both WCR and DFS – so it's a huge win-win for everyone. These organizations benefit and you've cleared out your closet as a bonus! For those of you who feel overwhelmed at the thought of clearing out your closets, please contact me and we can arrange a time to get it all done.



I'm Shannon Hardwick, your 2017 Sunshine Committee Chair. At Women's Council we truly want to make all of our members, new and experienced, part of a dynamic networking experience. To that end, my position as Sunshine Chair is to welcome you, celebrate special milestones and help cheer you during difficult times. Help me to reach all of our members, and

soon to be members – let's take this chapter to an active and energetic level never before achieved! Please contact me at sghardwick@gmail.com or 815-451-9092 with any news to celebrate or if there is a member who needs our help and support.



“Cathy Chats”



What are the benefits of WCR? Well, to President Cathy Lewis one of the benefits is networking. You network to increase your book of business, to make new friends, and to increase your business knowledge. With that in mind, Cathy wanted to help us all do this and one of her goals was to put Strategic Partners and Realtors® together in a comfortable, relaxed setting. So, voila, “Cathy Chats” was born!

Each month, Third Federal Savings is proud to sponsor “Cathy Chats” by providing a \$15 Starbucks or Dunkin Donuts gift certificate. The gift certificate is awarded to one of our active Strategic Partners and a Realtor is selected at the monthly business resource meeting. Our 1st recipient was Kim McEvers, We Insure, and Realtor® Eva Blow. Both Kim and Eva enjoyed the ‘forced meeting’ gaining insight into each other’s business. Eva remarked, “It was so nice to share time with you over coffee, so I could learn about you and your family and how you do business.” The more we know about each other, the more we can help each other’s business grow.

-Liz Woody

Strategic Partner, Janelle Dowley

Wins Back-to-Back Awards

Janelle Dowley, one of the franchise owners of Two Men and a Truck West Palm Beach, recently received two awards for excellence in business, leadership, and customer service. Janelle was awarded Affiliate Member of the Year 2016 by the Realtor® Association of the Palm Beaches, the 6th largest association in the country and the 2nd largest in Florida.

Janelle also received the Strategic Partner of the Year 2016 award from the Women’s Council of Realtors® State of Florida. The organization is a network of successful realtors, specifically women who are professionals and leaders in the industry and the communities they serve. It has 32 chapters in Florida.

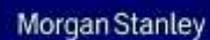
Janelle runs Two Men and a Truck West Palm Beach with her husband and co-franchise owner, Joel Dowley. They started the business a decade ago, after being impressed by the moving service rendered by the original “two men” who were then working for the company founder, Mary Ellen Sheets. Since then, the Dowley’s and their team have completed thousands of home and business moves in Florida.

Recognized as the premier moving company in the area, Two Men and a Truck West Palm Beach serves the region with nine trucks and climate-controlled storage facility.



Please welcome our 2017 Women's Council of Realtors® Greater Palm Beach
Network Strategic Partners

CLICK ON THE LOGOS BELOW TO GO DIRECTLY TO THEIR WEBSITES



Women's Council of Realtors® Values:

The Power of Relationships—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 experience, the entire industry is advanced.

Leadership—To continue to grow and be successful, every business, industry and community must have leaders who can see change that is needed, organize resources, and engage the hearts and minds of those around them. Through the Women's Council of Realtors®, members develop and

apply new found leadership skills and qualities across all areas of their personal and professional lives.

Professional Credibility—members of the Women's Council of Realtors® are career professionals. We operate based on a shared value system of integrity, respect, consistency, and a commitment to excellence and continuous development.

Diversity—The Council member network is enriched through the celebration of and active outreach to the full diversity of our industry. At the same time, the strength of the organization lies in what unites us all - our shared values.

Involvement—Active participation increases membership value. Participation in the Women's Council of Realtors® is the opportunity to contribute to change, and to be changed, personally, and professionally.

Success—Success in business brings credibility, influence and greater opportunity. Wealth creation through business success also leads to long-term financial security, greater independence, and more quality of life choices.

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

WCR's Long Term Goals

In order to fulfill

our mission and realize our vision, the Women's Council of Realtors sets the following goals:

- ◆ To be the source of education and business tools focused on the needs of women Realtors® entrepreneurs at all stages of development.
- ◆ To be a dynamic, accessible and diverse network, linking resources and member expertise to drive business success.
- ◆ To identify, build, support and promote strong leaders in business, the industry, and the broader community.
- ◆ To showcase and promote the achievement and impact of women in real estate.
- ◆ To be sought after by other organizations as a source of leadership development and the business woman's perspective.
- ◆ To be a network of strong chapters that consistently deliver value and provide a collaborative, trusted, welcoming environment in which members can achieve their business goals.
- ◆ To be a magnet for career-focused Realtors® with diverse backgrounds and a high level of professionalism.
- ◆ To be a strong organization with the resources and infrastructure necessary to fulfill our mission and realize our vision.