

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.



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.



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.



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.

Key Result Area

COUNCIL BENEFITS AND SERVICES

Strategic Issue:

Business Leadership Designation

Objective:

Continue to evolve the Women's Council designation into a prestigious business leadership designation that reflects the Council brand.

Strategic Issue:

Leadership Development Opportunities

Objective:

Broaden the scope of Women's Council leadership development programs to provide *all* members opportunities to develop leadership experience and skills at each stage of their career.

Strategic Issue:

Community of Support and Empowerment

Objective:

Formalize approaches and tools so that every member receives the support she needs to set, pursue and achieve her business goals.

Strategic Issue:

Learning Methods

Objective:

Diversify the methods by which members can learn and engage in the Council.

Key Result Area

COUNCIL OUTREACH AND RELATIONSHIPS

Strategic Issue:

Council Collaboration

Objective:

Expand the impact and reach of Women's Council's leadership development initiatives through increased collaboration with other organizations, including organized real estate.

Key Result Area

COUNCIL IMAGE AND INFLUENCE

Strategic Issue:

Council Brand

Objective:

Clarify the Women's Council brand and the essential, unique value the Council contributes to the industry.

Strategic Issue:

Influence for Women

Objective:

Raise a clear, compelling voice for the greater inclusion of the woman's perspective in positions of leadership and influence in the real estate industry and the broader community.

Key Result Area

COUNCIL ORGANIZATIONAL DEVELOPMENT

Strategic Issue:

Local Network Performance

Objective:

Ensure that each local and state network is able to deliver the value of Women's Council membership and to operate consistently as a reflection of the Women's Council brand.

Strategic Issue:

The Volunteer/Leader Experience

Objective:

Reframe, expand and promote volunteer opportunities in Women's Council as an essential part of a member's strategy to develop excellence in business leadership.

Strategic Issue:

Council Structure

Objective:

Continue to evolve the Women's Council structure to ensure that each entity and role contributes in a meaningful way to the fulfillment of the Council mission.