



2019 REALTOR® Recruitment and Retention Contest Guidelines

DOUBLE THE \$MONEY\$

Win cash prizes for both recruiting and retention in 2019. That's double the cash for your membership efforts.

RECRUITMENT CONTEST DEADLINES

New REALTOR® member applications must be received by National between January 1 and March 31, 2019 to be counted in the recruitment contest. The earlier an application is submitted, the better your chance of winning. Each application is worth 20 points if received between January 1 and February 28, 2019 and 15 points if received between March 1 and 31, 2019. Networks with the highest point totals win the recruitment contest.

RETENTION CONTEST DEADLINES

Your network must have been chartered by October 31, 2018, and renewal payments must be received by National by March 31, 2019. Prizes for retention will be awarded to Networks in each class with the highest renewal percentages.

TIE BREAKER

If there is a tie in any category in the recruiting contest, the network with the best retention rate will be declared the winner. For the retention contest, the recruiting rate will be used as the tie breaker, if necessary.

RECRUIT REALTORS®

Only national REALTOR® memberships qualify for this campaign; your recruits must be REALTORS®, REALTOR®-Associates (members of the National Association of REALTORS®) to qualify for the Recruitment Contest.

PRIZES

Networks are divided into three categories based on size as of January 1, 2019. All awards will be presented at the Midyear Meeting in Washington, D.C., and recipients receive recognition on the Council website. For both recruiting and retention, the top three networks in each category will win the following prizes...

First Place: \$500

Second Place: \$300

Third Place: \$200

NETWORK CATEGORIES

Small = 20 to 49 members

Large = 50 to 79 members

Mega = 80+ members

Recruiting Tips

The following projects can be used for recruiting or retention efforts at your Network. Try one of these—or use an idea of your own. Don't forget that projects should coincide with the Council's retention and recruitment period, which ends March 31, 2019.

LAUNCH A TESTIMONIAL CAMPAIGN
ORGANIZE A PHONE-A-THON
HOST A PROMINENT SPEAKER
SPONSOR AN INDUSTRY EVENT

JOIN AND RENEW ONLINE

Encourage new members to apply for membership online when paying by credit card. Select the Join Now link on the top of the wcr.org main page. Renewing members use the Renew Your Membership link. All payments will be fully processed by the next business day.

