

Designation Courses Continued

Networking and Referral Systems

Between networking and referrals are the relationships we build and manage. The goal of this course is to provide you with the information and tools you need to make the transition from a salesperson making cold calls to a professional, knowledgeable consultant with a steady stream of advocates and referrals. **Also counts as an elective for NAR's Resort & Second-Home Property Specialist (RSPS) certification.**

Effective Negotiating for Real Estate Professionals

This course will show you how to consistently secure the best outcomes for your clients and communicate effectively under pressure. You'll discover techniques for client counseling and advocating for the client and study the art of influence and persuasion. **Also counts as an ABR elective.**

Send Your Application To...

Women's Council of REALTORS®
430 N. Michigan Ave
Chicago, IL 60611
Fax: 312-329-3290



Thank you. Confirmation of your application will be sent to you shortly.

Application

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

E-mail _____

Web site _____

Association of REALTORS® in which you hold membership:

Type of membership held: REALTOR®
 REALTOR-ASSOCIATE® Association Executive

Other REALTOR® Designations you currently hold:

I am already a national WCR member, and I am enrolling as a candidate of the Performance Management Network Designation. \$150 (includes a \$75 one-time designation application fee and \$75 for the first year's designation dues).

Payment

Check Visa MasterCard American Express Discover

Card Number _____ Exp _____

Signature _____ Date _____

Please make check payable to "WCR." Annual Dues: A \$75 annual fee will be invoiced with your membership dues in subsequent years.

This application waives all claims against the Women's Council of REALTORS®, or any of its officers or employees, as individuals or as a group, for any official act in connection with the business of the Council, particularly as to its or their acts in admittance of candidacy, advancement as a candidate, or subsequent to the awarding of the Performance Management Network Designation, suspension, expulsion or discipline as a member. Annual membership dues and designation dues must be paid to WCR in order to remain a member in good standing in the Performance Management Network Designation program. A candidate member cannot use the Performance Management Network Designation logo until awarded the designation, and such misuse of candidacy status will be cause of summary termination of candidacy. All forms, applications and printed material relative to application for candidacy for the Performance Management Network Designation reflect immediately that it is understood by the applicant that completion of courses and/or credits qualify applicant only for eligibility for designated status. The awarding of the designation shall be recommended or rejected at the sole discretion of the Governing Board of the Women's Council of REALTORS® at one of its regularly scheduled meetings.

Signature _____ Date _____



*Professional training so powerful,
it'll keep your competition
up at night.*





It's a whole new marketplace out there...



Enhance your career. Grow your business. Expand your sphere of influence. Apply to become a candidate of the Performance Management Network today! PMN Designation requirements include a combination of coursework and referral transactions. For more information including course times and location, visit www.wcr.org/pmnm or call 800-245-8512.

The Performance Management Network is a REALTOR® designation built from the ground up to bring you the real-world skills, the know-how and the tools that will keep your business out front and on top of an evolving market.

Why Earn the Performance Management Network Designation?

Your customers are savvier and more demanding. There's more and more information, but less time to process it. The competition is fiercer and faster than ever. By becoming a PMN Designee, you'll show clients that you are committed to ongoing education and professional excellence, and you'll show colleagues that you understand and value the importance of a powerful network of business connections.



Designation Courses Leadership Excellence

What does it take to become a highly effective leader? This engaging and interactive course focuses on proven leadership principles and practices: leading through adversity and conflict, empowering teams and understanding and working effectively with different personalities from a leadership perspective. You'll also gain new understanding of the importance of emotional intelligence and its role in successful leadership. This new course will help you uncover your own leadership strengths and then develop a personalized plan of next-level action.



Harnessing the Power: Skills Based Performance Management

What separates the best from the rest? The best have systems, not just for their real estate businesses but for themselves. They have harnessed the power of performance management skills to challenge themselves, to manage their time effectively, to build credibility and develop a personal vision. This course will show you how to eliminate the obstacles that conspire to prevent you from getting to that next level, in your business and in your life. *Also counts as an ABR elective.*

The Business of Your Business: Formula, Financials, Function & Freedom

This newly-revised course will teach you how to think about the business of your business and make it more profitable and you more successful. You'll learn strategies for systemizing your business, as well as fundamentals for improving your bottom-line and achieving your financial goals. Learn the hows and whys of staffing, how to develop an actionable business plan and why your role should be that of a CEO working on the business versus an employee working in it. *Now available online: www.wcr.org/boyb*

