



**#LeadersMadeHere**

---

**STRATEGIC  
PARTNER  
INVITATION**

Information and Application

---

**2024**

## OUR MISSION STATEMENT

We are a network of successful REALTORS<sup>®</sup> advancing women as business leaders in the industry and the communities we serve.

## OUR VISION STATEMENT

The Women's Council of REALTORS<sup>®</sup> 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.

## OUR 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. The Women's Council 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's mission and vision with excellence.



## Letter from the President

I am honored to connect with you as I step into the role of State President for the Wisconsin Women's Council of REALTORS® in 2024. I am filled with gratitude for the opportunity to serve and lead our valued community of professionals.

I am also happy to report that I am part of a phenomenal State Board for this coming year, filled with members who have not only a wealth of experience in the Women's Council, in leadership, and in the real estate industry, but are also committed to make our 2024 journey a great success.

My sincere appreciation also goes to all of you for your dedication to our organization. It is the energy, passion, and commitment of our members and Strategic Partners that make the Women's Council of REALTORS® a vibrant and dynamic community in our state.

My board and I are here with a shared commitment to support and provide the leadership you expect. We understand the importance of collaboration and the integral role each member and partner plays in our collective success. Together, we will continue to build a community that fosters growth, excellence, and camaraderie. As we commence this journey together, I am fueled by the commitment to not only support our State network but also to foster an environment where our local networks can thrive collaboratively.

### How We Plan to Serve You:

- **Educational Empowerment:** Expect enriching educational opportunities that cater to the ever-evolving real estate landscape. We will provide local events, webinars, and resources to keep you at the forefront of industry trends.
- **Collaborative Initiatives:** Look forward to collaborative projects and events that bring our members and partners together, fostering a sense of unity and shared achievement.
- **Community Impact:** Beyond professional development, we aim to make a positive impact in our local communities through outreach programs and charitable endeavors.

Thank you for the opportunity to lead and serve you. Here's to a year of shared achievements and collective growth.

Warm regards,

*Monika Ramsey*

Monika Ramsey

2024 President - Wisconsin

[#LeadersMadeHere](#)



#LeadersMadeHere

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

**2024**

# LEADERSHIP TEAM



MONIKA RAMSEY  
PRESIDENT



VMO SIMMONS  
PRESIDENT ELECT



JACQUELINE KNIGHT  
TREASURER



MARCIE SCHMIDT  
FIRST VICE PRESIDENT



LEAH MARSH  
STATE LIASON





With a current female membership of 62% in the National Association of REALTORS® (NAR) many who are unfamiliar with the organization may ask “why do we need a Women’s Council?” The answer lies in the history of organized real estate, with NAR going back over 110 years and Women’s Council over 80 years. 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 thirty-seven women from 9 states.

The Council exists today because its 80-year history and legacy are 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.

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 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. This structure represents the largest Networks infrastructure in the REALTOR family, that represent 1,200 elected officers that drive over 1,500 programs annually that focus on business leadership.

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. In addition to these leadership conferences, two national conferences are organized every year in May and November, together with the NAR so that members can take advantage of a “conference within a conference” that both respective organizations offer for leaders.

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.



Finally, at the foundation of all activities of Women’s Council throughout its 80 year history is business opportunities. Its “Member Finder” feature includes a full profile, bio, leadership experience, integration with member listings, and an online referral platform. And the data supports the business 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."

## Become A Women's Council Strategic Partners

### *Who are Women's Council members?*

- Highly successful, professional REALTORS®
  - Earn more than two times the average REALTOR®
  - In business 25% longer than the average REALTOR®
  - Generate an average of 50% of real estate business from referrals
  - Have a 'referral mindset'

### *Why do REALTORS® join Women's Council?*

- To build productive professional relationships
- To build and access a network of professional expertise (including affiliated companies) they can leverage for their clients
- To continue to grow personally and professional as top business leaders

### *Why 'Strategic Partner' and Not 'Member'?*

- REALTORS® are 'members'
- The local Women's Council network is focused on building a strong base of REALTOR® members to benefit REALTORS® and to provide access to strategic partners to a broader base of successful professionals in the industry
- 'Strategic Partner' distinguishes and positions affiliated companies as 'partners' with REALTORS® in providing complementary expertise and services in pursuit of a mutual goal – to help clients buy and sell homes

### *How are 'Strategic Partners' Viewed?*

- As professionals who have complementary expertise, experience and information to share that will help REALTORS® be more successful
- As a mean to help the Network better serve REALTORS®
- As part of the network of experts REALTORS® have access to in order to better serve their clients

### *What are the Benefits of Being a Strategic Partner?*

- There are a variety of levels and benefits available to suit strategic partner marketing budgets and goals
- Benefits provide many ways to be visible (with REALTORS® and their clients) and opportunities to build productive relationships with REALTORS®
- Benefit offer strategic partners opportunities to showcase their products and services *in addition to* their experience and expertise
- Benefits offer strategic partners the opportunity to become an indispensable part of the REALTOR®'s professional network of experts to better serve their clients



**#LeadersMadeHere**

# Let's Grow Together! Leaders Made Here!

We are a network of successful REALTORS, empowering women and men to exercise their potential as entrepreneurs and industry leaders. Through our influence as successful business professionals, our members will effectuate positive change in the profession and in the broader community. 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 expertise, the entire industry is advanced.

The Women's Council of REALTORS® works together to enhance the community locally, nationally, and even on an international level. Our members are involved in our local communities through several organizations that we support both with our time and our donations.

In addition, the Women's Council's purpose is to train and grow leaders. Some of our strategic partnership funds go towards sending our current and future leaders to several training opportunities around the country each year. We intend to train and empower leaders to move up in the Women's Council, and at our local associations, and also at the state and national levels.

On a national level, our organization works to support the initiatives of our national network. This includes empowering members to make a difference in their communities, both in housing and in government.

This year, our network is looking to expand our influence and work to make an even bigger positive impact in our industry and in our communities. To do that, we need your support. Thank you for reviewing our strategic partnership opportunities to help us to meet our goals. Please consider supporting both our endeavors and the chance to build your business with a relationship with the professionals in our organization.

Thank you for your consideration. Should you have any questions please do not hesitate to contact us, we'd be happy to answer any questions you may have. If interested in sponsoring, please return the commitment contract so we can prepare the marketing materials and submit your payment by March 15, 2024.

Thank you,



*Mo Simmons*

Mo Simmons

2024 Strategic Partner Chair

414.797.9050

msimmons@exithorizonswi.com



*Monika Ramsey*

Monika Ramsey

2024 WI State President

608.219.8907

monikak@firstweber.com

Thank you again for your dedication and commitment to  
Women's Council of REALTORS®!

## REACH YOUR TARGET AUDIENCE

Real Estate related service providers wanting to reach business decision makers in the real estate industry look to the Women's Council of REALTORS®. Our size and scale allow you to reach highly engaged, connected members who are Wisconsin business leaders in their industry and communities.

## BECOME A STRATEGIC PARTNER TODAY!

NAME

COMPANY NAME

EMAIL ADDRESS

CONTACT NUMBER

PLATINUM SPONSOR

GOLD SPONSOR

SILVER SPONSOR



**#LeadersMadeHere**

### Women's Council of Realtors Vision Statement

We are a network of successful REALTORS®, advancing women as professionals and leaders in business, the industry and the communities we serve.

## Become our Strategic Partner

A Women's Council of REALTORS® Strategic Partnership affords you the opportunity to network with Wisconsin leaders throughout the year and reach thousands of members via our website and your participation.

Becoming a Strategic Partner will put you in front of our members and guests on a consistent basis.

We look forward to working with you!  
Please contact Monika Ramsey, [monika@firstweber.com](mailto:monika@firstweber.com) or 608.219.8907  
Please return this commitment letter and any ads/logos no later than March 31st, 2024 to ensure you receive all your benefits.

**Women's Council members are business leaders**  
**Women's Council Leaders are connectors**  
**Women's Council members value our National Partners & Sponsors**

PARTNER BENEFITS	Platinum \$1500	Gold \$750	Silver \$500
Recognition on State website	✓	✓	✓
Recognition in quarterly email newsletter	✓	✓	✓
Recognition on Strategic Partner banner at State events	✓	✓	✓
Member pricing at all State and Local events	✓	✓	✓
Recognition in State event programs	✓	✓	✓
Highlighted on State Facebook page	✓	✓	✓
Ad in quarterly newsletter (to be provided by SP)	✓	✓	✓
Speaking opportunity at State event	✓	✓	
2 tickets & VIP seating at State Installation	✓	✓	
3 Complimentary tickets to Local Events	✓		
Video posted to Facebook page and Quarterly Newsletter (provided by SP)	✓		