

Mission Statement

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

Value Proposition

Members gain business growth, leadership development, industry influence, and meaningful connections through a powerful, inclusive professional network.

Core Competencies

BUSINESS DEVELOPMENT

We: provide members with access to tools, education, referrals, and professional designations that support business growth and success.

LEADERSHIP GROWTH

We: attract, support, and elevate women as business leaders in real estate and the broader community, fostering leadership potential at every stage.

INDUSTRY INFLUENCE

We are: a trusted, influential voice advocating for women to thrive within the real estate ecosystem and beyond.

COLLABORATION CONNECTION

We are: a dynamic, accessible, and inclusive network that builds lasting relationships, strong communities, and meaningful member value.

Strategic Framework 2026-2028

The following five strategic pillars guide the Women's Council's priorities and decision-making over the next three years, ensuring clarity, alignment, and long-term sustainability.

- 1 Optimize Leadership Onboarding and Advancement**

Ensure leaders at every level are prepared, supported, and aligned with the Council's culture through clear onboarding, advancement pathways, and leadership.
- 2 Influence and Advocacy**

Position the Women's Council as a trusted, research-informed voice advancing women in real estate and shaping industry conversations at the local, state and national levels.
- 3 Reimagine Professional Development and Conferences**

Deliver modern, accessible, leadership-centered education that strengthens member value, supports business success, and remains sustainable for volunteers and staff.
- 4 Initiate and Strengthen Strategic Alignment**

Strengthen governance, leadership, communications, and systems to ensure clarity, consistency, professionalism, and continuity across all levels of the organization.
- 5 Strengthen Brand Visibility, Storytelling, and Member Connection**

Present a clear, recognizable, and authentic public presence that elevates member voices, reinforces organizational values, and fosters connection and belonging.