

STRATEGIC PARTNER

Opportunities and Application

2025

Dear Business Professional:

It would like to personally invite you to become a Women's Council of REALTORS® Washington State Strategic Partner. Partnership is the emphasis here. Women's Council of REALTORS® is a network of successful REALTORS®, advancing women as professionals and leaders in business, the industry and the communities we serve. We want to partner with businesses that support and share in our mission to support other women (and men) REALTORS® and REALTOR® Affiliate professionals. #LeadersmadeHere is the hashtag I stand by. My passion and heart is to help others to learn to become great leaders in not only the Women's Council of REALTORS®, but leaders in their businesses, communities and families.

As a Women's Council of REALTORS® State Network, we support our local networks in their successes and also we reach and serve many WCR Members at Large who are scattered throughout our beautiful state, but are not near our local networks. We serve as a building block for our members to grow into leadership positions locally, statewide, and nationally, in addition to taking a next step to serve the REALTOR® association. We are also strong supporters of RPAC, the REALTOR® Political Action Committee – advocacy for private property rights and good policy for housing and our profession.

As a Strategic Partner, you can get involved on at a State level and assist with events, marketing and more, so we can work together towards our mission.

In this packet you will find more information about Women's Council of REALTORS®, upcoming State events, our State Leadership Team and the many benefits you will get as a Strategic Partner. Please feel free to connect with our Strategic Partnership Chair, Mandi Atkins (253) 651-9401 matkins@guildmortgage.net or myself, Elizabeth Foster (253) 282-5306 elizabeth.foster@windermere.com.

I look forward to working with you to do great things!

Thank you!

Elizabeth Foster,
2025 President



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ACCOMPLISHMENTS

State Orientation was held in Yakima and Local Orientation was held in Spokane last Fall. We started 2024 by participating with Washington REALTORS® at Hill Day in Olympia. State leadership reviewed leadership positions and strategies to navigate the challenges of engagement and financial budgeting in this upcoming year with Local leadership.

VIRTUAL ENGAGEMENT

- » The Elevate Conference is an online conference that we began during the pandemic and has continued to be successful. This conference attracts over 600 attendees where they can attend breakout sessions and engage in networking and business development along the way.
- » Mastermind Groups continue to be a popular way to connect specific groups interested in learning about Commercial, Global, Broker/Owner and Business Building. These four mastermind groups have attracted over 400 members and have proven to be a great way to enhance member value by encouraging engagement and networking.
- » Washington State holds monthly calls for each Local position for leadership development and support.
- » Self-paced PMN and business building classes are available online as well as a variety of videos for professional development.

OUTREACH

- » The State Network held its first State Leadership Orientation to proactively address performance and compliance issues and define leadership roles to operate in a more cohesive, productive manner that is fair and equitable to all leaders.
- » At Local Leadership Orientation, State created an online Index for Local Networks as a resource of templates and documents to provide consistent messaging and support to governing boards.
- » For the fifth year in a row, the Supporting in Women in Real Estate grant program provided five grants to REALTOR® associations to organize women-focused real estate events, further cementing collaboration with Women's Council networks and their REALTOR® counterparts. Both Spokane-Eastern Washington and Tacoma Pierce County have been recipients of this grant.

MARGO WHEELER PATH TO LEADERSHIP GRANT

- » The Margo Wheeler Path to Leadership Grant was created in 2019 and is funded by our Local Networks. In 2023, \$1500 was awarded to members pursuing their leadership opportunities in the real estate community.



Elizabeth Foster, PMN
2025 President



Tamara Paul, PMN
2025 President-Elect



Nicole Larossi
2025 First Vice President



Stephanie Lynch
2025 Treasurer



Irene Garcia, PMN
2025 State Liaison

GOVERNANCE

- » **Bylaws.** In consultation with member-driven task forces, numerous bylaws changes were passed that seek to harmonize the three levels of the organization and refine the various governance changes over the past few years to bring more clarity to members and leaders. National is now working on a template standardizing Standing Rules to match.
- » We adopted an extensive Strategic Plan for 2024 through 2026. New in our plan is a focus on providing a robust resource of people and ideas to create quality events to engage and develop members through Local leaders.

MEMBERSHIP ENGAGEMENT

- » Membership goals are set annually at the Local and State level that are tracked, with strategy and incentives provided, and that result in a Statewide membership of 600 by 2026.
- » We created a WR Liaison position to connect and promote opportunities for Women's Council to support and engage WR.
- » Our monthly newsletter features events across the state and nation as well as exposure for our Sponsors and Strategic Partners to all members.

NETWORK EXCELLENCE

- » **Network Certification Program.** All Local and State networks received certification recognition

STRATEGIC PARTNERS

- » State is focusing on partnering with associations and brokerages that benefit from leadership development in the Council in their organizations to avoid competing for the same funds as Local networks.

#LEADERSMADEHERE

- » **RPAC.** Impressive RPAC participation continues and we are proud to say that our participation rate of 66% and over \$3.4 million invested an average investment of \$531 is among the highest levels of the REALTOR® family.
- » **NAR.** Nearly 20% of our members are on NAR's Board of Directors and hold 12% of all NAR committee positions.
- » **Leadership Identification and Development.** We created a project team to investigate and define a State Network mentorship program for Local network leaders. #LeadersMadeHere #IAMWomensCouncil

Respectfully submitted by:

Elizabeth Foster

2025 Women's Council of REALTORS® Washington President



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OUR MISSION STATEMENT

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

OUR 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.

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. 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.

MEET YOUR 2025 STATE LEADERSHIP TEAM



ELIZABETH FOSTER, PMN
State President



TAMARA PAUL, PMN
President-Elect



NICOLE LAROSI
First Vice President



STEPHANIE LYNCH,
State Treasurer



IRENE GARCIA, PMN
State Liaison



CHERI DANIELS
Parliamentarian



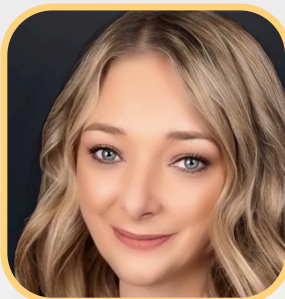
LAURA HINDS
Seattle Metro
President



DAN BENZ
South King County
President



MIRANDA O'CALLAGHAN,
PMN
Spokane-Eastern WA
President



KELLY WEDIN
Snohomish President



SHANA O'BRIEN
Vancouver President



BRITTNEY SHAFER
Tacoma Pierce-County
President

2025 STATE LEADERSHIP TEAM CONTINUED



GENNIE CLAWSON
Northwest Washington
President



RAE ANN TOTH
Lower Puget Sound



JENNIFER SHUPE, PMN
Candidate Review Chair



MICHELE HUNT, PMN
Past President Advisory
Chair



JOANNA DURAN
Strategic Planning
Chair



MANDI ATKINS
Strategic Partner Chair



SHANNON CLEMANS
Communications Chair



MARIBEL HERNANDEZ
Leadership Identification Chair

ASSOCIATION PRESIDENTIAL LEADERSHIP

We are honored to be part of our leaders' developments and accomplishments!



MARGO WHEELER, PMN
2023 NAR VP



JEFF SMART
2024 WR President



ALISHA HARRISON
2023 WR President



CHERI DANIELS, PMN
2022 WR President



TOM HORMEL
2021 WR President



KITTY WALLACE
2020 WR President



JASMYN JEFFERSON
2024 TPCAR President



LORI SINCLAIR
2024 KCAR President



AMBER MENKE
2024 NEWAR President



KARENA WELLS
2024 JCAR President



TERRI NEILON
2024 WIAR President



GARRETT NELSON
2025 SKCR President



KARENE LOMAN
2025 SR President



JENNIFER HAWKINS
2025 TPCAR President



SHARON O'MAHONY
2023 SKCR President



MARGUERITE GLOVER
2023 SAR President

OUR HISTORY

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 is 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 success.



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 each 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 PARTNER

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 professionally 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 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 means to help the Network better serve REALTORS®
- As part of the network of experts, REALTORS® have access 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 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 offers 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 REALTORS® professional network of experts to better serve their clients

STRATEGIC PARTNERSHIP LEVELS



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Annual Partnership Return on Investment		Silver	Gold	Platinum
Partner receives "✓" Under Column Below for Each Level		\$1,000	\$1,500	\$2,500
Logo Displayed on State WCR Website, Facebook Page & Banners		✓	✓	✓
Complimentary admission for one company representative to all state events		✓	✓	✓
Logo Displayed on State Programs		✓	✓	✓
Logo Displayed on State Email Signature		✓	✓	✓
Partner or Representative Recognized at ALL State Meetings		✓	✓	✓
Attend Local Network Meetings at Member Pricing		✓	✓	✓
Opportunity to Join State Events Team to Coordinate State Events			✓	✓
Partner's Marketing Material Distributed at ALL State Meetings			✓	✓
Two Minute Microphone Time at State Events (Five minutes for Platinum)			✓	✓
Partner table display for marketing materials				✓
Use of State WCR Logo on Partner's Marketing Materials		✓	✓	✓
Partner provided a 1 minute commercial on State social medias & at State events				✓

Thank you for your Support of Women's Council of REALTORS® WA State
 For questions please contact Mandi Atkins @ 253-651-9501/matkins@guild.com
 Mail Payments to: 12410 SE 32nd St #100 Bellevue WA 98005

STRATEGIC PARTNERSHIP LEVELS



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Event Sponsorship Opportunities		1 Event	2 Events	Annual Event Sponsor
Partner receives "✓" Under Column Below for Each Level		\$500	\$900	\$1,400
Complimentary admission for one representative to sponsored state events		✓	✓	✓
Partner Logo at Sponsored Events		✓	✓	✓
Logo Displayed on State Printed Programs		✓	✓	✓
Sponsor or Representative Recognized at ALL State Meetings			✓	✓
Sponsor recognized at Sponsored Event		✓	✓	✓
Sponsor Table for Marketing Materials		✓	✓	✓
Sponsor's Marketing Material Distributed at ALL State Meetings			✓	✓
Two Minute Microphone Time at State Events		✓		
Three Minute Microphone Time at State Events			✓	
Five Minute Microphone Time at State Events				✓
Networking time with Women's Council of Realtors Members		✓	✓	✓
Attend Local Network Meetings at Member Pricing				✓
Complimentary admission for two representatives to sponsored events				✓

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Upcoming Events

January
28 Women's Council of REALTORS[®]
Washington Legislative Days
Conference
(Lacey, WA)

January
29 Women's Council of REALTORS[®]
Washington/Washington
REALTORS[®] Installation Gala
(Shelton, WA)

January
30 WA REALTORS[®] Hill Day - Women's
Council members will join the
meetings w/State Legislators
(Olympia, WA)

April
22 Women's Council of REALTORS[®]
Washington Spring Conference/WA
REALTOR[®] Conference April 23-25
(Tulalip, WA)

June
3-5 Women's Council of
REALTORS[®]/NAR Midyear
Legislative Conference May 31-
June 5th (Washington DC)

September
23 Women's Council of REALTORS[®]
Washington Fall Conference/WR
Conference September 24-26
(Spokane, WA)

November
12-16 Women's Council of
REALTORS[®] National/NAR
Conference November 14-16
(Houston, TX)





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Strategic Partnership Commitment Letter:

Main Contact: _____ Phone # _____ Email: _____

Strategic Partnership Commitment Level: _____ Amount: _____

Payment Due by Jan 31st 2025, to:
Women's Council of Realtors, Washington

Authorized by: _____

Date: _____

Received by: _____

Date: _____

Strategic Partner: _____

Name of Speaker: _____

Attach Bio or Enter Link: _____

Sign Here: _____