

Women's Council of
REALTORS[®]
Volusia Area



2025

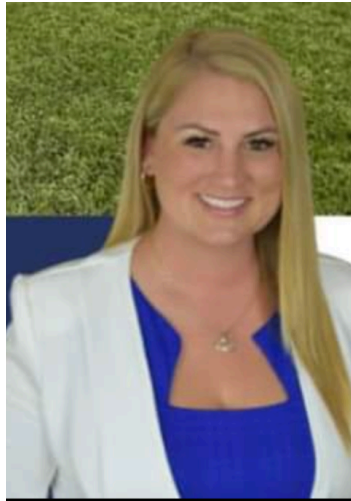
STRATEGIC PARTNER

Benefits Packet

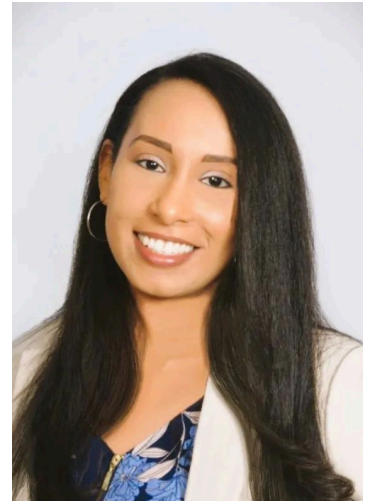
MEET OUR BOARD & LEADERS



Yarimar Woods
President



Katelyn Santiago
President Elect



Griselda Reynoso
Vice President



Adrienne Brown
Treasurer



Kristina DeBerardinis
Membership
Director



Angie Wright
Events
Director

WE INVITE YOU TO JOIN US



The Women's Council of REALTORS® offers a unique opportunity for service providers to connect with key decision-makers in the real estate industry. Our extensive network allows us to reach members who are influential business leaders within their communities and highly engaged within the industry.

By partnering with us, you gain access to strategic collaborations designed to maximize your marketing investments. This year, our focus is on outreach and marketing that will amplify your exposure not just locally, but across Florida and beyond. Imagine your brand being showcased to a dynamic and expansive audience of real estate professionals who value leadership, innovation, and growth.

This is your chance to elevate your presence in the real estate sector, forge meaningful connections, and drive your business forward. Join us in our mission to empower women leaders and shape the future of real estate. Let's make an impact together!

Yarimar Woods

2025 Local President





The Women's Council Brand

- Conveys Professionalism
- One of the most recognized brands in the real estate industry
- Historic- founded in 1938

Mission Statement

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



Core Values

PROFESSIONAL CREDIBILITY

Members of the Women's Council of REALTORS® are career professionals who operate based on a shared value system of integrity and respect, and a commitment to excellence and continuous development.

THE POWER OF COLLABORATION

Success in business today is achieved through positive, productive collaboration. The Women's Council of REALTORS® provides an environment in which members support each other and work together to achieve personal growth and business success.

LEADERSHIP

Every business, industry and community needs business who can inspire others and effect positive change. Through the Women's Council of REALTORS®, members can discover and develop their authentic leadership style, apply new found leadership opportunities across all areas of their personal and professional lives.

INFLUENCE

Positive change comes from greater inclusion of women's perspectives in positions of influence in the real estate industry and in the broader community.

OPPORTUNITY

The Council member network is enriched by embracing the full diversity of our industry, and the opportunity to contribute different experiences, ideas and perspectives.



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 leader in the industry, organized real estate and beyond.

#LeadersMadeHere

Strategic Partner Benefits



#LeadersMadeHere

| BENEFITS | Platinum \$2400 | Gold \$1200 | Silver \$600 | Bronze \$300 |
|--|--------------------|----------------|-----------------|-----------------|
| Attendance for yourself at select events | ✓ | ✓ | ✓ | ✓ |
| Certificates for complimentary Network meeting attendance for REALTOR® guests | 4 | 2 | 1 | |
| Social Media Takeover & Featured in Newsletter | 4 | 2 | | |
| Recognition on meeting promotional materials Company materials on display table at all events | ✓ | ✓ | ✓ | ✓ |
| Display of Logo on quarterly postcards mailed to members | ✓ | | | |
| Recognition on Network website | ✓ | ✓ | ✓ | ✓ |
| Live link to Company website on Network website | ✓ | ✓ | | |
| PowerPoint recognition at Network meetings (if available) | ✓ | ✓ | ✓ | ✓ |
| Mailing list of Network members | 4 | 2 | 1 | |
| First opportunity to sponsor education event | ✓ | ✓ | | |
| Swag bag promotional items for new members | ✓ | ✓ | ✓ | ✓ |

2025

Marketing Plan



At the Women's Council of Realtors Volusia Area, our goal is to enhance event promotion through social media, newsletters, website updates, and print materials. We'll boost our social media presence with regular posts, boosted event updates, and engaging videos. Our newsletter will feature upcoming events, member achievements, and wellness tips. Our website will host an updated event calendar and detailed event pages, while print materials like flyers and posters will be distributed locally. We'll focus on member well-being with regular face-to-face meet-ups and wellness workshops. Our promotional efforts will be planned monthly and managed through a content calendar. Regular feedback will help us improve and ensure member satisfaction, strengthening our community.

2025

Local Events



| JANUARY | FEBRUARY | MARCH |
|--|---|---|
| <ul style="list-style-type: none">- INSTALLATION (JAN 10) 11AM-1PM | <ul style="list-style-type: none">- CREATIVE LENDING (FEB 8) 11AM-1PM | <ul style="list-style-type: none">- GREAT AMERICAN REALTOR® DAYS (MAR 4-6) |
| <ul style="list-style-type: none">- MIDWINTER MEETINGS (JAN 27-29) | <ul style="list-style-type: none">- RPAC PRESIDENT CIRCLE (FEB 23-26)- MEMBERSHIP ORIENTATION (VIRTUAL-FEB 22) 11AM-1PM | <ul style="list-style-type: none">- COFFEE & NETWORKING (MAR 14) 9AM-11AM |
| APRIL | MAY | JUNE |
| <ul style="list-style-type: none">- CASSIE LANDRON "MASTER LISTING PRESENTATION" (APR 4) 11AM-1PM- DISTRICT MEETINGS (APR 29-30) COLLAB | <ul style="list-style-type: none">- VOLUNTEER OPPORTUNITY (MAY 4)- MIDYEAR MEETING WASHINGTON DC (MAY 31 - JUNE 5)- MEMBERSHIP ORIENTATION (VIRTUAL- MAY 23) 11AM-1PM | <ul style="list-style-type: none">- PROM THEMED ELECTION (JUNE 20) 6PM-9PM- COFFEE & NETWORKING (JUNE 13) 9AM-11AM |
| JULY | AUGUST | SEPTEMBER |
| <ul style="list-style-type: none">- VOLUNTEER OPPORTUNITY (JULY 12)- BUNCO FUNDRAISING EVENT (JULY 18) 6PM-9PM | <ul style="list-style-type: none">- NETWORK 360- CHICAGO (AUG 6-8)- FL REALTOR CONFERENCE (AUG 25-27) | <ul style="list-style-type: none">- SCRIPTS & DIALOGUES (SEPT 5) 11AM-1PM- COFFEE & NETWORKING (SEPT 12) 9AM-11AM- BUSINESS PLANNING (SEPT 26) 11AM-1PM |
| OCTOBER | NOVEMBER | DECEMBER |
| <ul style="list-style-type: none">- BROKERS CLASS (OCT 17)- MEMBERSHIP ORIENTATION (VIRTUAL) TBD- LEADERSHIP SUMMIT (OCT 26) | <ul style="list-style-type: none">- TOASTMASTERS TRAINING (NOV 7)- NATIONAL CONFERENCE (NOV 12-16) | <ul style="list-style-type: none">- TASTE THE WORLD TOGETHER (DEC 12) TBD- COFFEE & NETWORKING (DEC 19) 9AM-11AM |