

## AT A GLANCE

**244** Local Networks

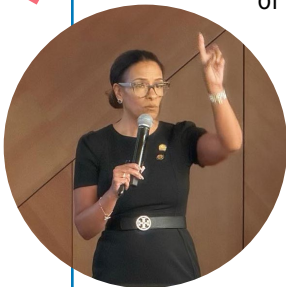
**3,972** New Members in 2024

**10+** New or Pending network charters in 2024

## GOVERNANCE & LEADERSHIP DEVELOPMENT

› **State of the Art Candidate Training:** Women's Council of REALTORS® has been working on improving our candidate and credentialing process and are pleased to have hosted our inaugural National Candidate Bootcamp in September! This event fostered communication and relationships among candidates as they set the stage for the campaign season ahead. Candidates worked together to construct their own Campaign Credibility Code, which they all endorsed. The Bootcamp, hosted by Elizabeth Mendenhall, allowed candidates to experience their shared purpose is to advance Women's Council and its mission.

› **Continuous Support & Development for State and Local Leaders:** At the Women's Council we understand the value of supporting our leaders throughout the entire year. Our annual Network 360 leadership conference has proven value for our leaders. We were thrilled to have the support of NAR with the participation and wisdom of NAR CEO Nykia Wright as a special guest. New this year, all attendees received a comprehensive workbook to position their networks for success in the year ahead. We also understand it's a lot of information over the course of a couple of days, which is why a new webinar series – Achieving Excellence – has launched. This series is designed to provide in-depth and timely guidance to Network Leaders on a quarterly basis, ensuring that key topics relevant to each time of year are thoroughly covered.



› **Increased Leadership Opportunity & Engagement at National:** We're committed to the growth and leadership development of our members. As such, we have expanded the pool of volunteer engagement options at the National Level. This year, Women's Council of REALTORS® has expanded committee make-ups and purposes to create a greater number of opportunities for volunteer involvement. We hosted a PAG on our CCRC processes, creating additional opportunities for a variety of voices to be heard and created a more equitable campaign process. We continue to host Mastermind Groups - led by members, for members – on several specialty topics; And our Leadership Team engages with members at our quarterly Town Hall meetings. All of this aims to connect our members nationwide with the mission and vision of the National organization.



› **Leadership Institute:** Women's Council of REALTORS® Leadership Institute trains a select group of leaders for the next opportunities in their volunteer leadership journey. This 10 month program has produced dozens of graduates who have grown into leadership roles at the national level and within the Council, NAR, other affiliates, and their communities.



## OUTREACH & EVENTS

- › **Supporting Women in Real Estate Grant:**  
The value of Women's Council's relationship with state and local REALTOR® Associations cannot be understated. This is why we continue to offer the Women in Real Estate Grant to REALTOR® Associations to help build bridges and opportunity for women in the industry. In 2024, we received 29 grant applications (an increase of 16% over 2023). Five applicants were awarded \$2,000 grants to host innovative programming to position women as future industry leaders.
- › **2024: A Year of Giving Back:**  
Thanks to the leadership of our 2024 President, Kerri Hartnett, this year has highlighted the positive impact Women's Council members make on the industry and their communities. In October we hosted Helping Hands Week, where our Networks could mobilize for good, giving back to the communities they serve. Following the devastation of hurricanes Helene and Milton, our members took action to provide aid and support in areas that needed it most. Additionally, in partnership with Fairway Mortgage, we are proudly gifting a service dog to a deserving Veteran here in Boston in honor of our Veterans Day.
- › **Expanding Our Reach:**  
In 2024 we had the honor of signing an MOU with CILA, the Latin American Real Estate Congress, to outline a foundation of collaboration between our organizations, empowering women in real estate and creating an environment for professional and personal growth. President Kerri traveled to Quito, Ecuador to commemorate this agreement, present at the CILA Conference, and meet with the CILA Mujeres group about the role of women in real estate.



## MEMBER & INDUSTRY ENGAGEMENT

- › **Growth and Retention:** Women's Council continues to experience awesome growth! In 2023 we welcomed over 3,800 new members. So far this year we are proud to have surpassed that amount at nearly 4,000 new members!
- › **Servant Leadership:** Women's Council Members have positions on 30 different NAR committees in 2025.
- › **Action for RPAC!**  
We continue to strongly support RPAC, leading by example:
  1. 1,560 Women's Council were Major Investors in 2024. Represents 19.81% of NAR Major Investors.
  2. 631 Women's Council members are President's Circle, which represents 38.29% of President's Circle members.
  3. Total RPAC Dollars invested by Women's Council members in 2024 was \$3,032,657. This represents 7.81% of the NAR total raised.
  4. 73% of PMN designees participate in RPAC with an average contribution of \$681, the highest in the NAR Community!
- › **Town Halls for Members:** Navigating the changing real estate landscape of today can be tricky, which is why the 2024 Women's Council Leadership Team has committed to hosting quarterly Town Hall webinars with members to share important updates on education, tools, resources and events that can help them adapt to change.
- › **Coming Soon! All New WCR.org Website:** Don't miss the new WCR.org website in 2025! We are working to create improved member engagement with our online content, and build rich spaces for members and the real estate community to learn about our organization and our state and local networks.

