

WOMEN'S COUNCIL MEMBERS



Women's Council of
REALTORS[®]
Sussex County

2025 Handbook



#LeadersMadeHere

www.wcrsussexcounty.org



Welcome to Women's Council of REALTORS® | Sussex County Network!

We're so thrilled to welcome you to our dynamic group of REALTOR® professionals! By joining the Women's Council of REALTORS®, you've become part of an incredible community that's dedicated to education, business growth, networking, and fun.

Attached, you'll find a packet with everything you need to know to get started, including:

- Information about Women's Council and the amazing benefits available to you as a member.
- Instructions on updating your profile on the national WCR website—this is important for maximizing your visibility and boosting referral opportunities! Many of our Board members have received valuable referrals through their WCR connections.
- A list of our Strategic Partners who generously support our Network and sponsor events. These partners are fantastic resources for you and your clients, so don't hesitate to reach out to them.

As a member, you'll have access to outstanding educational presentations, including events with nationally recognized speakers. Thanks to the success of our past fundraisers, we're able to bring you top-notch programs that can help you grow your business and enhance your real estate expertise.

We encourage you to get involved by attending our monthly luncheons, networking events, and other activities. These are wonderful opportunities to connect with fellow members, build relationships, and gain valuable insights.

Our Board Members are here to support you every step of the way! You'll find our contact information in the packet, so please don't hesitate to reach out if you have any questions or need assistance with your membership.

We're so glad to have you with us and can't wait to see you at upcoming events! Let's make this year one of growth, success, and connection!

Warm regards,

Deardiss Richey, Membership Director | 2025

Women's Council of REALTORS® | Sussex County Network



Our Mission

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

Our Vision

Through our influence as successful business professionals, women will affect positive change in the profession and in the broader community.

Our Values

Power of Relationships

Leadership

Professional Credibility

Diversity

Involvement

Success

Influence

#IAmWomensCouncil

#LeadersMadeHere

2025 Governing Board



ErinAnn Bebee

President

NextHome Tomorrow Realty

302-236-9229

erin@erinannbeeberealtor.com



Tracy Peoples

President-Elect

Coldwell Banker Premier

302-853-5502:

tracpeoples@gmail.com



Traci Clow

1st Vice President

Keller Williams Realty

302-864-7037

traci.clow@kw.com



Pam Robichaud

Treasurer

New Fed Mortgage

302-242-6272

probichaud@newfed.com



Linda Millikin

Events Director

Monument Sotheby's

240-643-3764

linda.millikin@msir.net



Deardiss Richey

Membership Director

Coldwell Banker Premier

267-226-1515

drichey9287@gmail.com

1 TOP REFERRAL NETWORK

2 BUSINESS LEADERSHIP TRAINING

TOP 5 REASONS
to Join
WOMEN'S COUNCIL

3 OUR NUMBERS TELL IT ALL

Women's Council Members
Earn More

4 CONNECTIONS AND CAMARADERIE

5 MEMBER BENEFITS PROGRAM

Working with the REALTOR[®] organization:

We are the largest Networks infrastructure in the REALTOR[®] family.

Networks work in partnership with REALTOR[®] associations

Supporting Women of Real Estate Grant is a collaboration for local & state REALTORS[®] Associations

WOMEN'S COUNCIL NETWORKS:

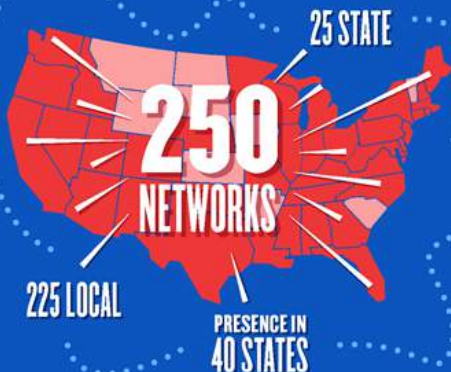
Partners with REALTOR[®] Associations

Networks recruited and chartered
5,300 New Members in 2022
9 New Networks!

NETWORKS BOAST:

1,200
elected officers

1,500
programs / events annually
avg 4 per day



NETWORKS FORMED FOR **85+** YEARS

ORGANIZATION

- › At 82 years, Women's Council is the most established NAR affiliate
- › 6 national staff administer an operation of 12,000 members, with local Networks 100% volunteer-driven.
- › Men are welcome! Over 10% of members are men and are embraced in the organization.
- › Dues are about \$180 annually on average, or 50 cents per day.
- › Through its system of 250 Networks (23 state and 227 local), 1,200 elected officers organize 1,500 events, programs, and meetings annually – an average of 4 per day!

RPAC

- › At 74% participation, no other REALTOR® organization can claim a higher RPAC participation.
- › At \$3,000,000 annual investment, RPAC dollars represent 50% growth over a 4-year period.



Performance Management Network

EDUCATION

- › The flagship education designation, the *Performance Management Network (PMN)* designation, focuses on leadership with over 1,100 designees.
- › Course topics include public speaking, running a business, negotiation, networking/referrals, and leadership.
- › Women's Council runs a **Leadership Institute** with 15 graduates annually.
- › Why do our members embody those intangible leadership qualities? Through the volunteer experience at the networks, leaders gain "on the ground" experience with facilitating group dynamics, running meetings, and public speaking – all invaluable skills for business and association leadership.

BUSINESS LEADERSHIP

- ◆ At 1% of NAR's membership, Women's Council is represented as 30% of NAR's board of directors, 23% of NAR committees and 10% of state or local REALTOR® association leaders.
- ◆ 65% of members report being leaders in their local business or community.
- ◆ A true grassroots organization, there are 100 Governing Board members, 20 member Executive Committee, 4 person leadership team, and 40+ members that work on numerous project teams annually.



INCOME

- › Median income of a member is double that of typical REALTOR®
- › Over half of members use the referral network, with average annual commission through the network at \$15,000 annually, offering an impressive ROI on investment.
- › In addition to leadership, Women's Council is all about business. The meetings, industry events, and culture all revolves around creating business opportunities to grow member income.



BENEFITS

- ◆ With 1,500 events annually, Women's Council embraces the traditional face-to-face networking, education, and camaraderie that is lacking in many organizations today.
- ◆ Women's Council also embraces technology. The member finder feature on wcr.radiusagent.com has a robust member profile, online communities, listings integration, and a free online member-to-member referral platform.
- ◆ A full discount program of products and services provides members an ROI on their investment: wcr.savingcenter.net.



BRANDING

- › A proud women's organization that carries the REALTOR® name, our branding is important and we ask that the organization is referred to as: "Women's Council" or "Women's Council of REALTORS®" and avoid acronyms such as "WCR"
- › **#LeadersMadeHere.** Our unofficial slogan is "leaders made here". Whether a notable leader is a current or past member, if they have been touched by Women's Council, we "claim" them and feature them with quotes, photos and other visibility via our robust social media channels.

WHY WOMEN'S COUNCIL?



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 have positioned the Council as a leader for the industry, for organized real estate, and for political action committees. See at a glance for more information regarding the impressive statistics and infographics that demonstrate the Council’s impressive leadership in business and the industry that continues to today.

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 are equitable to men because "commission is commission."
- Flexible work schedules allow 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 the Women's Council is a nationwide community of 13,000 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, representing 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 Council Corner and various social media channels provide continuous and ongoing business leadership skill-building for its members.

Finally, at the foundation of all activities of the 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 recent surveys the Council has done, 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."



4 PILLARS OF THE WOMEN'S COUNCIL 2023-2025 STRATEGIC PLAN



VALUE TO MEMBERS

- Value Proposition
- Community of Support and Empowerment



ORGANIZATIONAL DEVELOPMENT

- Local Network Performance
- National Organizational Stability & Resiliency



LEADERSHIP DEVELOPMENT

- The Women's Council Leader
- Leader Qualifications
- Leadership Training
- Perception of the Volunteer/Leadership Role



MEMBER AND INDUSTRY ENGAGEMENT

- Inclusion
- Membership Exposure



BUSINESS GROWTH



Sales Volume Average

2020 Transactions / Month



4 transactions per month
or more



3 transactions per month



2 transactions per month



1 transaction per month

\$5

Million

Sales Volume Median

wcr.org

Members of the Women's Council are a strong network of Leaders and Professionals in the Real Estate world. This gives us a network of referrals open to all Members as follows:

- Networking with others at local, state and national WCR Events
- As a Member of the National Leadership Council
- As a Member of the Performance Management Network
- Setting up a RADIUS



Top Referral Network

54% of members sent 1 or more referrals to another Women's Council member

\$15,000 average commission for Women's Council referrals (estimated)

Robust online referral system for members to connect and share referrals on wcr.org



Sign up at
WCR Radius

NEW MEMBER APPLICATION

You can also join online by clicking "[join now](#)" at [wcr.org](#)

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

For more information email wcr@wcr.org or call toll free **800.285.2955** M-F 8:30-5:00 CST.

Name

Company Name

COMPANY

Address

City

State

Zip

Phone 1

Phone 2

Email

Website

RESIDENCE

Address

City

State

Zip

I would like my mail sent to: Company Residence

Local Network you are joining

Sussex County Network

Association of REALTORS® in which you hold membership *(required)*

Type of Membership: REALTOR® REALTOR-ASSOCIATE® Affiliate*

*National Affiliate members must belong to a local REALTOR® Association.

Were you a member over the past year? Yes No

REALTOR® Designations you've earned

M1

DUES AMOUNT OWED

National Dues	\$	170.00
State Dues	\$	0.00
Local Dues	\$	20.00
TOTAL DUES	\$	190.00

METHOD of DUES PAYMENT

Check enclosed, payable to "WCR" for: \$ **190.00**

Yes! I would like to join Women's Council by credit card. You will be notified via email when your invoice is ready to be paid at [wcr.org](#). The subject line will read: *Please make your Women's Council payment*

Please send completed application and check to: Women's Council of REALTORS®
PO Box 1567, Rehoboth Beach, DE 19971 | Or you may email to sussexwcrnetwork@gmail.com