



2025 Strategic Partner Opportunities

On behalf of the Women's Council of REALTORS® Missouri 2025 leadership team, we extend to you a warm invitation and opportunity to become a Strategic Partner with us 2025.

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At the Women's Council of REALTORS® Missouri, we are proud to foster a vibrant community of professional REALTORS® dedicated to advancing women as leaders in both our industry and the communities we serve. Our networks go beyond real estate; it's also about empowering business leaders for the future.

WHY PARTNER WITH US?

- Networking Opportunities: Connect with professional REALTORS® and expand your influence and brand across the State of Missouri.
- Marketing Visibility: Gain exposure to a group of highly engaged REALTORS® eager to collaborate with brands that support their growth and values.
- Leadership Development: Play a role in shaping the next generation of leaders in real estate and our communities by supporting programs, education and events that enhance their skills and knowledge.
- We are looking forward to collaborating with partners like you who share our vision of promoting leadership and success among women in real estate. By collaborating with us, you will enhance your brand visibility and you are committing to building strong relationships within the industry.

Thank you for considering this opportunity. We look forward to partnering with you to make a significant impact in 2025 and beyond.

Warmest Regards,

Becky Klein
2025 President
and Leadership Team

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Becky Klein
President
St. Charles County



Carol Duke
President-Elect
Central Missouri



Sarah Bell
First Vice President
St. Charles County



2025
Leadership
Team



Chris Casey
Treasurer
Metro St. Louis



Isabelle Walker
State Liaison
Southwest Missouri

Our Story

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.



Today, Women’s Council is a nationwide community of 13,000 real estate professionals, including many of the industry’s best and brightest. At the heart of the Council are more than 250 local and state networks spanning nearly 40 states. These networks are led by trained volunteer managers who position their groups as essential business resources within their REALTOR[®] communities.

This structure forms the largest network infrastructure within the REALTOR[®] family, with 1,200 elected officers driving over 1,500 programs annually, all dedicated to fostering business leadership and professional growth.

Women’s Council of REALTORS[®] Missouri celebrated its 60th Anniversary in 2024. We are incredibly proud of the the legacy of outstanding leadership crafted here. This tradition of excellence is our foundation. It is the rock on which we build our future. That future lives in the strength and passion of our local network leaders and the hunger for education, connection, and success of our members across the state. As a state network, our focus lies firmly in providing them the guidance, support, education, and leadership they crave.

To live our mission and accomplish our goals, we look for partners who are fueled by the same things we are: connection, education, and success. Our partners share our values and understand that our industry is better when diverse voices are heard and women have seats at the table. They see opportunity and value in being part of a community that elevates the industry through knowledge, skills, passion, and success.



Our Guiding Principles

Mission

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

Vision And Long Term Goals

Vision Statement: To be the premier source and standard for the personal and professional development and inclusion of leaders in the industry, organized real estate and beyond.

- 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.
- Women's Council identifies, supports and promotes the development of strong business leaders in the industry, organized real estate and the broader community.
- Women's Council provides an influential voice and perspective for women in real estate.
- Women's Council networks consistently deliver high membership value and a welcoming, inclusive and collaborative environment in which members can achieve their personal and professional goals.
- Women's Council is an efficient, nimble organization with the structure and capacity to fulfill the Council mission and vision with excellence.

Culture Statement

Leadership. We believe that every organization, industry and community needs authentic leaders who can inspire others to effect positive change.

Influence. We believe that positive change comes from greater inclusion of women's perspectives in positions of influence in the real estate industry and in the broader community.

Inclusion. We believe that better decisions result when all voices are heard and when the full diversity of our membership is embraced.

Collaboration. We believe that success today is achieved through productive collaboration in a safe environment in which members support each other, work together and grow together.

Professional Credibility. We believe that members of Women's Council are professionals who operate based on a shared system of values, including integrity, respect, a commitment to excellence and continuous personal and professional development.

	Platinum	Diamond	Emerald	Sapphire
	\$3500	\$2500	\$1500	\$750
Meetings				
Banner Displayed at State Meetings (3)	✔	✔	⊖	1 Meeting
Expo Table at Women's Council Inside State Meeting (2)	✔	✔	✔	1 Meeting
Partner Spotlight at State Meetings (3)	03 Min	02 Min	01 Min	1 Min 1 Meeting
Verbal Recognition at State Meetings (3)	✔	✔	✔	1 Meeting
Logo Recognition on Agenda at State Meetings (3)	✔	✔	⊖	1 Meeting
Ticket(s) to State Events (2)	06 Tickets	03 Tickets	01 Ticket	01 Ticket
Monthly Zoom Education Sponsor	✔	✔	✔	⊖
Website & Email				
Logo with Link on State Website	✔	✔	⊖	⊖
Quarterly Spotlight Video on Website	✔	⊖	⊖	⊖
Company Name on State Website	✔	✔	✔	✔
Video in 1 Quarterly Newsletter	✔	✔	⊖	⊖
1 Article or 1/4 page Ad in Quarterly Newsletter	✔	✔	✔	⊖
Logo recognition in signature on all email communication	✔	⊖	⊖	⊖
Social Influence				
1 Training or Promo Video Shared on Social Media Quarterly	✔	⊖	⊖	⊖
Member Endorsement Posts on Women's Council Missouri Social Media	✔	✔	⊖	⊖
Video Post on Women's Council Missouri Social Media	4/Year	2/Year	1/Year	⊖
Social Media Post Women's Council Missouri Facebook	12/Year	6/Year	4/Year	2 posts for selected conference
Access to Private Facebook Group	✔	✔	✔	⊖



Sponsorship Packages :

Please return the following commitment form by January 15, 2025 to mowcrleaders@gmail.com.

Payment due by January 31, 2025.

Please send the following to mowcrleaders@gmail.com:

- Logo
- Company information/bio
- Main contact bio
- Any ads or videos allowed by your selected partnership level

TO PAY ONLINE:

Contact Chris Casey E-mail: chriscaseystl@kw.com and mowcrleaders@gmail.com

Sponsorship Packages

Platinum Sponsorship	\$3500
Diamond Sponsorship	\$2500
Emerald Sponsorship	\$1500
Sapphire Sponsorship	\$750

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Strategic Partner Commitment Form

Thank you for your interest in becoming a Strategic Partner with the Women's Council of REALTORS® Missouri. Your partnership signifies a commitment to supporting our mission of advancing business leadership, fostering professional growth, and empowering women in real estate. Together, we can build meaningful relationships, drive impactful initiatives, and create opportunities for success within the REALTOR® community.

Commitment Statement:

As a Strategic Partner, you are joining a vibrant community of industry leaders and professionals dedicated to excellence, collaboration, and innovation. Becoming a partner is the first step, but the true value of this partnership is realized through your active engagement. By building relationships, connecting with our members, and contributing your unique expertise, you can make a lasting impact on our organization and the real estate industry.

We encourage you to maximize your partnership by:

- Engaging with Our Members and Leaders: Participate in our events, network with our members, and develop connections that foster collaboration and mutual growth.
- Serving on Committees and Project Teams: Bring your expertise and enthusiasm to our initiatives by joining committees or contributing to special projects.
- Volunteering at Events: Support the success of our events by volunteering your time and talents. Your involvement helps create valuable experiences for our members and partners alike.

Commitment Form

By completing and signing this form, you acknowledge your commitment to actively participating as a Strategic Partner of the Women's Council of REALTORS® Missouri.

Partner Company Name: _____

Main Contact Name: _____

Email Address: _____

Phone Number: Cell Office _____

Partnership Level: _____

Signature: _____ Date: _____



On behalf of the members of Women's Council of REALTORS® Missouri, we value and thank you for your partnership in 2025.

Please mark your calendars for the following meetings:

Annual Meetings:

In addition to our three annual in-person meetings, we have six Zoom Education sessions and additional opportunities to connect throughout the year.

In-Person Meeting Dates and Locations for 2025:

- Winter: January 21-22, 2025 - Kansas City, MO
- Spring: April 29-May 1, 2025 - Columbia, MO
- Fall: September 23-25, 2025 - St. Louis, MO

Zoom dates and topics to be announced at a later date.

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