



Women's Council of REALTORS® The Power of Our Network!



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Women's Council of REALTORS®
METRO II REALTY
SERVING CENTRAL OHIO



The **POWER** of Our Network

- **National Professional Network**
- **Strong Member ROI (Return on Investment)**
- **Building Professional Leaders**
- **Exchange of Value among Members**
- **Local Industry and Community Involvement**
- **Personal Growth and Development**



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



By the Numbers...

- Happy **83th** Birthday in 2021!
- Average Experience in Real Estate: **17** years
- Percentage of Members Who Are Male: **10** %
- Average WCR Member's Income from Real Estate:
\$134,470
- Among All Full-Time REALTORS: **\$42,500**
- Annual average commission income from WCR
Member-to-Member Referrals: **\$15,000**



- **OHIO State Chapter chartered in 1946.**
- **Cleveland Chapters chartered in 1943.**
- **256 members (229 REALTORS, 27 Nat Affiliates)**
- **In 6 Networks... Up from last year
Stand Up.**
- **PMN: State: 27**
- **RPAC: 75% of our National Members invest**

Our Impact



- Women's Council and the National Association of REALTORS® are essential partners in advancing the industry.

Women's Council members who serve at NAR:

- Members on NAR Board of Directors: **175** (28% belong to WCR)
- Members on an NAR committee: **357**
- Members as 2020 ☐President of a local or state REALTOR Association: **132**

Connect



National & Local Websites www.WCR.org and WCR App



Return On Investment



2021 Women's Council ROI Savings

Member's Only Events or Discounts	\$100
Local Scholarship/YR	\$100 -200
State Scholarship /YR	\$TBD
National Webinars-National Speakers	\$75
Total Value	\$275-400

National Annual Dues \$199

*Not including: Business referrals both State & Nation wide.
Not including tips you gain to help your business.

MAXIMIZE THE **POWER** OF YOUR MEMBERSHIP! Top 10 Tips!

1. Your WCR.org Profile
 - Updated Photo
 - Cell Phone # ...Not Your Office Number
 - Specialties and detailed information
2. Attend National/Regional/State Conferences & Network

Top 10 Tips to Maximize Benefit

3. Attend Local Meetings –Arrive Early and Network with guests/members you do not know
4. Get involved on a Task Force/Project Team
5. GIVE Referrals to get referrals
(Use your Strategic Partners/Members)
6. Attend other meetings outside your area

Top 10 Tips

7. Don't keep Women's Council a Secret!
Bring friends/fellow REALTORS &
Strategic Partners. Don't tell them
About us...Show them!
8. Take Advantage of Scholarship Programs
9. Share what you learn with other agents
10. Have FUN! - FUN is Contagious!

Top Tips for Network **SUCCESS!**

1. Strong Educational Topics-Will this training help our members make more money or improve business in some way.
2. Market the topic with a Fun Catchy Topic
3. Intentional Networking at every event
4. Ask Members to get involved
5. **FUN+PROFESSIONAL=Success!**

Women's Council of REALTORS®



wcr.org

The **POWER** of Leadership

Leadership is not just about what you do, but what you can *inspire, encourage and empower others* to do.

Jon Gordon



OHIO
WOMEN'S COUNCIL ROCKS!!!