

#### *Who are Women's Council members?*

- Highly successful, professional REALTORS®
  - Earn more than two times the average REALTOR®
  - In business 25% longer than the average REALTOR®
  - Generate an average of 50% of real estate business from referrals.

#### *Why do REALTORS® join Women's Council?*

- To build productive professional relationships
- To build and access a network of professional experts (including affiliated companies) they can leverage for their clients.
- To continue to grow personally and professionally as top business leaders.

#### *Why 'Strategic Partner' and not 'Member'?*

- REALTORS® are 'members'.
- The local Women's Council network is focused on building a strong base of REALTOR® members to benefit REALTORS® and to provide access to strategic partners to a broader base of successful professionals in the industry.
- 'Strategic Partner' distinguishes and positions affiliated companies as 'partners' with REALTORS® in providing complementary expertise and services in pursuit of a mutual goal – to help clients buy and sell homes.

#### *How are 'Strategic Partners' viewed?*

- As professionals who have expertise, experience and information to share that will help REALTORS® be more successful.
- As a means to help the Network better serve REALTORS®
- As part of the network of experts that REALTORS® have access to in order to better serve their clients

#### *What are the benefits of being a Strategic Partner?*

- There are a variety of levels and benefits available to suit marketing budgets and goals.
- Visibility with REALTORS® *and* their clients including opportunities to build productive relationships with REALTORS®
- Opportunities to showcase products and services *in addition to* experience and expertise.
- Become an indispensable part of the REALTOR®'s professional network of experts to better serve their clients.