

**NAPLES-ON-THE-GULF-CHAPTER
WOMEN'S COUNCIL OF REALTORS®
STRATEGIC PLAN**

**Committee:
Susie Mehas
Therese Olson
Chris St. Cyr, Chair
Terri Speach**

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NAPLES-ON-THE-GULF CHAPTER
WOMEN'S COUNCIL OF REALTORS®

This Strategic Plan is the focus and roadmap for the Chapter's activities. It shall:

Be incorporated into the annual leadership retreat training.

Be provided annually to each Governing Board Member.

Guide the decision making of the Chapter and its leadership.

Be incorporated into the incoming leadership's planning process for committee assignments, programs and services.

Be reviewed at least every two (2) years by the Strategic Planning Committee.

**Naples-On-The-Gulf Chapter
Of The Women's Council Of Realtors®
Strategic Plan
June 2010**

Mission Of The Women's Council Of Realtors®

We are a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders.

Our Vision

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

Our Values

The Power of Relationships

Success in business today is achieved through positive, productive relationships. The Women's Council of REALTORS® provides an environment of collaboration in which members can form, build and maximize relationships for business and personal success. When members share their time, talent and experience, the entire industry is advanced.

Professional Credibility

Members of the Women's Council of REALTORS® are established career professionals. We operate based on a shared value system of integrity, respect, consistency and a commitment to excellence and continuous development.

Diversity

The membership experience is enriched through the celebration of and active outreach to the full diversity of our industry. At the same time, the strength of the organization lies in what unites us all-our shared values.

Participation

Active participation increases membership value. Participation in the Women's Council of REALTORS® is the opportunity to contribute to change, and to be changed, personally and professionally.

Success

Success in business brings credibility, influence and greater opportunity. For women, especially, wealth creation through business success also leads to long-term financial security, greater independence, and more quality of life choices.

Influence

Positive change will come from the greater inclusion of the women's perspective in positions of influence in the real estate industry and in the broader community.

Goal 1

Develop, package and deliver high quality education programs that enable members to succeed.

- Provide relevant industry topics.
- Utilize high quality speakers.
- Provide information about the PMN designation.
- Encourage members to obtain their PMN designation and when possible provide a local PMN course. Scholarship funds are available for member education as outlined in the budget requirements for scholarship guidelines and provisions.

Goal 2

Recognize the power of relationships formed among WCR members as a way to enhance business through networking and relationship building.

- Continue to encourage referrals among members.
- Assist members with their networking skills.
- Demonstrate the value of networking.
- Provide an opportunity for networking.

Goal 3

Enhance communication by delivering consistent messages within the organization.

- Provide regular, relevant newsletters.
- Strengthen and promote our web site as an information resource.
- Utilize monthly meetings to disseminate information.
- Provide an environment that promotes communication between leadership and the general membership.
- Encourage members to write articles on relevant/specified topics pertaining to the real estate business.
- Continue enhancement of the website.

Goal 4

Identify, cultivate and encourage a variety of real estate related professionals to join the organization and continue to renew their memberships annually.

- Demonstrate the value of WCR membership.
- Examine and utilize all the tools for recruiting and retention.
- Encourage members to play an active role in recruitment.
- Establish a mentoring program.
- Emphasize the importance of having a mentorship program for new members.

Goal 5

Create an environment that provides for successful business and personal growth.

- Promote the value of committee participation to provide members with a means to practice and enhance their public speaking and organizational skills among others.
- Establish a mentoring program.
- Establish a Leadership Development Committee to identify, cultivate and encourage potential leaders.

Goal 6

Be recognized as a resource, leader, and partner by other organizations and the general public.

- Continue to build better relationships with NABOR
- Develop and implement a marketing plan to create visibility and communicate member services.
- Provide an environment to promote communication between leadership and the general membership.

Goal 7

Be a strong, financially viable organization.

- Prepare an annual operating budget with adequate reserves to fund operating expenses for the Chapter for up to 12 months of chapter activities.
- Research alternative revenue producing opportunities.

Goal 8

Encourage members to be active in their communities.

Provide members with community involvement activities that are personally rewarding and benefit the community.