

How To

Charter A WCR Chapter

Local Chapters, National Strength

The Women's Council of REALTORS® (WCR) has a unique structure, the foundation of which is our network of more than 300 local chapters of 16,000 national members.

It's the best of both worlds – the strength and continuity of a national profile and the responsiveness and accessibility of local chapters close to home. It's this combination that makes WCR different. Not only are we a dynamic network of productive people with reliable expertise, but we also are the place to go to acquire relevant skills to help your business grow.

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.

Purpose of the Chapter

WCR charters new chapters to further the mission of the organization. Membership meetings are the cornerstone of this structure and, as such, local chapters are expected to create programs that:

- Build/sustain a strong sense of professional community
- Create business opportunities (e.g. sharing business tips, etc.)
- Provide educational content relevant to today's real estate professional
- Create opportunities to try new skills in a supportive environment

Any REALTOR® can start a WCR Local Chapter. Follow the steps in this guide and send the completed information to National WCR. Your Local Chapter will be chartered in six weeks.

Some Charter Guidelines

p At least 20 active members (REALTORS® and/or REALTOR-ASSOCIATES®) are required to start and maintain a Chapter. These 20 members can either be new members recruited to start the Chapter or current WCR members who can be transferred into the new Chapter. It is recommended that chapters start with 30 REALTORS® members.

p You are free to form your Chapter in any geographical area of your state, regardless of your Board affiliation, provided you do not infringe on a pre-existing WCR Chapter's boundaries. The recommendation is that there be at least 500 REALTORS in the area you want to charter.

p An Affiliate member may be either a national member or a local member. However, a National Affiliate member of WCR must hold some form of membership in the Local Board. National Affiliate membership in a Local Chapter is limited to 30 percent of the total membership in that Chapter.

Getting Started

1. Schedule a meeting and invite REALTORS® in your area who you feel would have an interest in and contribute to WCR. Put a notice in your Board or MLS publications. Appoint a temporary Chairman at this meeting to coordinate the forming of the Chapter by scheduling future meetings and notifying all those who have expressed interest in joining.

2. The temporary Chairman appoints a bylaws committee to study and complete the model bylaws for a Local WCR Chapter. Model bylaws are included in the Chapter Formation Kit and are also available online at wcr.org on the Member Center Chapter Tools section.

3. The temporary Chairman appoints a nominating committee to recommend a slate of officers. These individuals remain in office until the first regularly scheduled elections, as stated in the model bylaws.

4. Call a second meeting for approval of the bylaws and elections of permanent officers. The bylaws committee submits the model bylaws to the group for acceptance. The election takes place, and a list of officers, along with the model bylaws, is submitted to National WCR. At this time, also send the checks and applications for at least 20 REALTOR® and/or REALTOR-ASSOCIATE® members and the names of any current members transferring into your Chapter. These members can be counted toward your required 20 members.

5. Complete the Chapter Business Plan.

6. If it is taking longer than two months to get the Chapter organized, continue to call meetings to maintain interest. Submit the completed applications and checks to National WCR as soon as they are received. These new members will be processed as members-at-large and will begin to receive e-Connections and have access to the Member Center and the Referral Center. When the Chapter is ready to be chartered, these members will be transferred into the Chapter and will be counted toward the required 20 members.

7. Send the information using the following checklist to WCR Membership Department, 430 N. Michigan Ave., Chicago, IL 60611-4093.

Chapter Charter Checklist

p A completed copies of the bylaws that have been approved by the Local Chapter.

p A list of elected officers of the Local Chapter.

p Chapter Business Plan.(see page 3 for details).

p A list of the charter members, complete with their addresses and phone numbers. Indicate whether each is a new member or a transferring WCR member.

p A detailed application completed by each new member. Current members SHOULD NOT complete an application because they are members already. Their names, however, should be noted on the list of charter members and new officers.

p Full payment of membership dues (national, state and local) from each of the new members.

The Approval Process

Allow six weeks after receipt of this information by National WCR for the approval of your new Chapter bylaws and charter.

Your installation may be held as soon as your bylaws and Chapter Business Plan have been approved and your membership requirements are met. Or, you may wish to wait until your Chapter charter arrives. Your mounted Chapter charter will arrive a few weeks after you have been notified of approval. It is recommended that the charter presentation and installation be held at a general meeting of your Board of REALTORS®.

Subsequent installations of Chapter officers are very effective if held at the annual installation of Board officers. It is recommended that the installation of Local Chapter officers be conducted by your WCR Regional Vice President, Governor or State Chapter President; by an officer of the Local Board of REALTORS® or State Association; or by another dignitary who has shown a marked interest in the organization.

Instructions for Completing Bylaws

Follow the model bylaws exactly to ensure approval of your Chapter's bylaws. Please DO NOT RETYPE. ALL BLANKS on the model bylaws must be completed. Do not reword any language in the model bylaws.

ARTICLE I, Section 1 and 2:

Name of Local Chapter.

ARTICLE II, Section 1:

Name(s) of Local Board(s) within whose boundaries Chapter exists and name of Local Chapter.

ARTICLE III, Section 1 (A), (B), (C) and (D):

Effective January 1, 2003, the annual national membership dues are \$86.00. The amount to be filled in on your copy of the bylaws is the local dues only. The amounts in A and B must be the same. Chapters may charge a higher amount for Local Affiliate dues than Local Chapter dues charged to National members. This can be an important source of revenue for Local Chapters, as the Chapter keeps the full local affiliate dues.

Business Plan for New WCR Chapters

I. Chapter Programs

WCR chapters hold eight membership meetings a year. New chapters are required to plan their first four programs. This includes setting dates and finding a location so that the new members of the chapter can plan ahead to attend membership meetings. (A schedule of solid programs makes an excellent recruiting tool.)

	Date	Program
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____

II. Membership Goals

Part of forming a new WCR chapter entails planning for future growth. Membership growth occurs through recruiting (when new members join) and retention (when current members renew).

Inception _____ 20 REALTOR® members

Subtract: Number of the above who will not renew: _____
(Turnover in real estate is high: the national average is 20%)

Add: Number of members we will recruit: (See below for recruiting tips.) + _____

Total/Goal for **First Anniversary:** _____ REALTOR® members

What is the chapter's membership goal for its **second anniversary?** _____ REALTOR® members

Recruiting Success Tip: Position WCR membership as a career move designed to make already-successful REALTORS® even more successful. (While membership can benefit someone new to the industry, the drop-out rate is 80% for REALTORS® who have been in the business for two years or less.)

III. Market Share

Please calculate your proposed new chapter's market share.

EXAMPLE:

If there are 900 REALTORS® in your local association and the chapter has 25 members, market share is:
 $(25 \div 900) \times 100 = 2.8\%$

Name of relevant REALTOR® Association(s): _____

Approximate number of REALTORS® _____

If two or more chapters share the same market, divide by the number of chapters.

Market Share Calculation:
 $(\frac{\text{REALTORS® in Chpt}}{\text{All REALTORS®}}) \times 100 = \text{Market Share} \%$

While there are currently no market share requirements for WCR chapters, we recommend that new chapters aim for a market share of at least 5% by the end of their third year.

IV. Budget

Please attach a copy of the chapter's annual budget. [A sample budget appears on the next page.](#) For the chapter charter to be approved, the budget must include funding (such as air fare) for the next year's president to attend the Leadership Academy.

V. Federal Employer Identification Number (FEIN)

Chapter must apply for and report their FEIN as part of the charter requirements.

FEIN: _____ - _____

Sample 12-month Budget for a New Chapter

	<u>Budget Targets</u>
<u>Income</u>	400.00
Membership (20 Members x \$20.00)	800.00
Monthly Sponsorships (4 x \$200)	1,500.00
Ways & Means (Chinese Auction)	500.00
Local Affiliate Membership (5 x \$100)	
	\$3,200.00
 TOTAL INCOME	
 <u>Expenses</u>	 100.00
Awards	50.00
Bank Service Charges	50.00
Discretionary Fund	500.00
Education	150.00
Leadership Orientation	150.00
Meeting Programs	100.00
Membership Pins	250.00
Newsletters	
Leadership Development:	1,300.00
President's Travel ¹	400.00
President-elect ²	150.00
Postage	
	\$3,200.00
 TOTAL EXPENSES	

First year, President is expected to attend at least one of the below. Subsequent years, President attends both.

¹ Midyear National Meeting (April) and National Conference (Nov).

First year, President-elect is expected to attend at least the Leadership Academy in Chicago. Subsequent years, President-elect attends both and in some cases all three.

² Leadership Academy (airfare to Chicago & \$99 Registration); hotel and meals provided.



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