

# ARTICULATING THE **BRAND**

## Who We Are:

We are... **Established...**  
as a reliable source of knowledge,  
**Committed...**  
to the personal and  
professional success of  
our members,  
**Trusted...** by professional  
REALTORS® for more  
than 60 years.

## What We Stand For:

We strive to be...  
**Standard Bearers** of  
professionalism &  
personal excellence,  
**Educators...** providing the  
programs to build relevant skills,  
**Business Builders...** generating  
more than \$100 million  
in commissions  
annually.



## Who Belongs & Who Should Join:

We have... **Productive People**  
who are full-time real estate  
professionals,  
**Reliable Expertise...** that comes with  
being established in the business,  
**Female Perspective...** supportive  
people helping others  
take risks and grow.

## Our Benefits:

We deliver... **Credibility**  
because we stand for  
*professional* excellence,  
**Relevant Skills...** needed  
& valuable in today's marketplace,  
**Support System...** increasing  
referral business &  
boosting productivity.

## Dimensions of the Chapter Experience

If you attend chapter meetings...

*We will help you acquire new skills to meet today's professional challenges.*

If you make it a point to sit with people you don't know...

*We will increase your referral business and, sometimes, become friends for life.*

If you decide to participate, even if only in a small way...

*We will help you define and reach your next level of achievement.*

If you keep in touch with other members...

*We will encourage you when you are down and cheer you on when you succeed.*