

President's Letter



Our Mission

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.

Hello Florida Chapter Women's Council Members,

What an awesome few days we shared at the Mid Winter Meetings! The new Strategic Forums of Professional Development, Leadership Development, Effective Chapter Operations, and Communication & Outreach were fantastic and I would like to thank all the members serving on these Forums for delivering such great education to all of us in the short period of time they had to put their forum together. What an awesome job!

You, the members, always amaze me with your generous sharing of ideas in our business and our Chapter's. The networking we do with each other often leads to referrals, and the friendships we make last forever. We empower each other and we become a TEAM which will take all of us to the next level!

I would like to say a special Thank You to our State Sponsors or rather our Strategic Business Partners. Together we all benefit from our Business Relationships and we look forward to doing business with you.

It is a new day here in Florida. Our market conditions have affected our industry in a substantial way. We must work smarter than in years past. Now is the perfect time to utilize your Women's Council membership and its many benefits. Your first stop should be to look at your member profile on wcr.org. Is it updated with your current contact information, and is there anything you can add to it to generate a referral? You will also want to check out the Events as we have webinars coming up that you won't want to miss as well as past webinars you can watch at your leisure.

At the Mid Winter Meetings I attended the Business Trends and Technology session on Saturday, which was very informative. The speaker was Zan Monroe speaking via live video feed and he discussed Absorption Rate Pricing. Zan's website is www.ZanOnDemand.com and I highly recommend you check out the videos he has on his site to help you with listing property. You will need to register and create a login and it is free. Zan will give you the dialog to get the listing and get it priced right.

On a final note I encourage you to attend Legislative Days in Tallahassee on February 14th. We need to rally in Tally for homeownership!

Warm regards,

Diane McCombs