



Mission

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

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2010 Local Chapter President Stephen Pearson,

Dear Members:

Welcome to another great year with your Santa Cruz Chapter of Women's Council of REALTORS®. We have many great programs already in the works for the upcoming months. To make

this the best year possible in this shifting market, here are a couple of simple tips.

First, we know that we need to set goals and have a business plan, but for some reason most REALTORS® leave their fate to chance and hope that a successful, financially rewarding year will just happen. Prepare a business plan and stick to it monthly. It really is the only way to be successful in our profession.

Second, if you haven't already done so, check out our newly enhanced national website at WCR.org, with our searchable database of Member Expertise Profiles. Take a few moments to fill out your profile; we as members will be able to use this database as a valuable source of information. Looking to be involved in your board or association? Thinking of running for public office? Need ideas for recruiting agents for your office? Not only will you connect with a fellow REALTOR® for advice, but you also will gain a new referral contact. WCR has so much to offer REALTORS® who are feeling challenged in our current marketplace. Our education is fabulous, our networking superb, our support systems invaluable. Get ready for your best year ever!

Stephen Pearson, Chapter President

ABR, SRES, ePRO

2010 President, Women's Council of REALTORS®
Santa Cruz Chapter

*Don't Miss our
Upcoming Events!*



**Next Business
Resource Meeting**

**LENDING
CHANGES
FOR 2010**

Seacliff Inn
February 17th 11:30

Register by calling
831-457-5578

Visit
www.WCRsantacruz.org
For more info

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**WCR
Fashion Show.**
Cocoanut Grove
at the Boardwalk
April 23, 2010

Santa Cruz Idol
September 24, 2010

2010 Local Chapter President-Elect



Linda Chatten

I welcome everyone to a new year with the WCR Santa Cruz Chapter. In October, our leadership team met and developed a great program for you. This year we feature new key speakers and topic areas that will benefit you and your business. Our meetings are held on the third Wednesday of each month at the Best Western Seacliff Inn, Aptos. Please come and join us, you will be happy you did. We are always looking for volunteers to help at our events. It's a great way to get involved, meet new and old friends, and learn something that will benefit your business. Please check-out our program schedule. I look forward to our meeting together!

Thank you !

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