

PARTNERSHIP FOR SUCCESS PROGRAM



PROGRAM OVERVIEW

The WRA Partnership for Success Program promotes diversity within the REALTOR® membership based on race, color and national origin and enhances the probability of long-term success in the real estate profession. The program provides startup assistance to recipients who have not previously held a real estate license.

The program forges a partnership between the applicant, sponsoring broker and mentor, local association, and the WRA. Applicants must be of a minority race, color or national origin and must demonstrate a commitment to becoming successful real estate licensees. The sponsoring broker provides a mentor and in-house training for the recipient to optimize their success.

PROGRAM GOALS

The WRA created this program to contribute to the diversity of the WRA membership. Increased minority representation in Wisconsin brokerages and organizations contributes to REALTOR® diversity, equity and inclusion (DEI) initiatives and marketplace success. The program enriches the office and helps new minority agents launch successful real estate careers.

PROGRAM BENEFITS

First year basic benefits

One year of REALTOR® dues and six months of MLS fees.

Second year REALTOR® dues

The program recipient can receive a second year of REALTOR® dues if the recipient submits to the WRA no later than November 1 of their first year:

- A Fairhaven completion certificate.
- A written statement from their broker confirming they attended the WRA annual convention or completed an education course through the WRA other than CE.

APPLICATION PROCESS

Program information, application materials and interview schedules are available at www.wra.org/Partnership.

The WRA Diversity, Equity and Inclusion (DEI) Committee reviews applications. If the application is complete, the committee will schedule an interview. The candidate, their sponsoring broker and the mentor are all required to attend the virtual interview with the committee.

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MENTOR PROGRAM GUIDELINES

The mentor is a counselor who successfully helps the program recipient navigate the maze of the real estate profession. To make the most out of their relationship, the mentor and new REALTOR® should follow these tips:

- The relationship should be based on mutual consent.
- Mentors should be enthusiastic, knowledgeable and willing to invest the time necessary to meaningfully assist the professional development of new REALTORS®.
- Mentors may be compensated by the firm for their time and energy.
- Mentors should observe new REALTORS® interactions with clients, customers and fellow REALTORS® and provide guidance, constructive criticism, encouragement and support regarding new REALTORS®'s communication skills.
- Mentors should help new REALTORS® stay current with new developments in the real estate industry.
- Mentors should involve new REALTORS® in diverse real estate situations, processes and in interactions with diverse individuals.
- Mentors should share personal expertise, experience and insight with new REALTORS®.
- Mentors will review all office procedures and policies with new REALTORS®.
- Mentors should be available to new REALTORS® to answer real estate-related questions.

To make the mentor program the most effective, the firm should carefully match the new REALTOR® with a compatible mentor and monitor the progress of the new REALTOR® throughout their development.

SELECTION CRITERIA

A successful program candidate shall possess the following attributes and be willing to make the following commitments:

- Membership in one or more of the following protected classes: race, color or national origin.
- Strong verbal communication skills.
- Highly motivated self-starter.
- Ability to financially sustain six to nine months of “start-up” time in the industry.
- Flexible schedule to allow for the demands of selling real estate.
- Pass the 72-hour pre-licensing exam and start working for the sponsoring broker once the license is received.
- Ideally, a new licensee who has not had a license for more than six months.
- Aspiring to become a full-time agent in Wisconsin.

LEARN MORE AND APPLY TODAY

See complete program details as well as the application at www.wra.org/partnership.

For more information, contact the Debbi Conrad at the WRA at dconrad@wra.org or **800-279-1972**.

