

Guidelines & Selection Criteria

Mentor Program Guidelines

The mentor is a counselor or guide who assists the recipient in successfully negotiating the maze of the real estate profession. The Wisconsin REALTORS® Association and the WRA Equal Opportunity in Housing Committee offer the following guidelines for making the most of the real estate mentor program for both the mentor and the new REALTOR®.

- The mentor 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 a new REALTOR®.
- The mentor may be compensated by the broker for his or her time and energy.
- The mentor should observe the new REALTOR®'s interactions with clients, customers, and fellow REALTORS®. The mentor should provide guidance, constructive criticism, encouragement and support regarding the new REALTOR®'s communication and interactive skills and techniques.
- The mentor should help the new REALTOR® keep current with new developments in the real estate industry.
- The mentor should involve the new REALTOR® in a number of diverse real estate situations and processes, and in interactions with diverse individuals.
- The mentor should share personal expertise, experience and insight with the new REALTOR®.
- The mentor will review all office procedures and policies with the new REALTOR®.
- The mentor should be available to the new REALTOR® to answer real estate-related questions.

To make the mentor program the most effective, the office manager should make every effort to carefully match a new REALTOR® with a compatible mentor, and to monitor the progress of the new REALTOR® throughout his or her development.

Selection Criteria

A successful candidate for the WRA Partnership for Success Program 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.
- At least 18 years of age.
- Strong verbal communication skills.
- Highly motivated self-starter.
- Ability to sustain six to nine months "start-up" time in the industry.
- Flexible time 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.
- Willingness to serve on recipient's Local Board Equal Opportunity Committee or at least a one-year term on the WRA Equal Opportunity in Housing Committee sometime within the two-year period following the award.
- Agree to repay funds expended on behalf of the recipient after three years.

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Partnership
for
Success

Program Benefits and Details



WRA
Wisconsin REALTORS® Association

Partnership for Success

What is the Partnership for Success Program?



The American minority population accounts for over 40 percent of first-time home buyers with an estimated buying power of over \$1 trillion. According to Harvard University's Joint Center for Housing Studies, minorities will grow evermore important to housing markets over the next 10 years, accounting for an estimated two-thirds of net new households.

Given the extreme diversity in the marketplace, expanding homeownership must be about opening new doors – new doors for minorities who want to own their own homes and for REALTORS® who want to substantially increase their market share in this relatively untapped market. To foster diversity among REALTORS®, the Wisconsin REALTORS® Association's (WRA's) Equal Opportunity in Housing Committee has created the Partnership for Success Program.

The Wisconsin REALTORS® Association's Partnership For Success Program takes a different approach to promoting diversity in Wisconsin's brokerage community. With a focus on success, the Program forges a partnership between the WRA, the local REALTOR® association and the sponsoring broker to teach and support the new agent. Through this partnership, revolving funds for start-up costs and educational enrichment are used to help candidates of a minority race, color or national origin who have demonstrated a commitment to becoming a successful real estate licensee.

The sponsoring broker provides a mentor and in-house training for the Program recipient to optimize the success of the new licensee. The Program assists the new licensee with business start-up costs and provides opportunities for educational enrichment. Most benefits, however, are not a grant but rather an interest-free loan that is repaid after three years so that others may follow in their footsteps, down the road to a successful real estate career.

Program Details

If you are interested in participating in the Partnership for Success Program, please visit the WRA Web site at www.wra.org/partnership or contact Debbi Conrad at dconrad@wra.org or at **800.279.1972**.

Program Benefits

Basic Awards Benefits

- WRA waives one year of WRA dues*
- Most local associations also waive one year of dues*
- One year of NAR dues**
- Six months of MLS fees**

Education Benefits Choices (Up to a total of \$700)

- QuickStart**
- GRI Courses 1 and/or 2**
- ABR Courses**
- WRA Convention**
- Wisconsin Fair Housing Conference**
- Hotel accommodations for one course**
- Money towards lock box key/Supra keys**

Does the Program Work?

You bet it does. Just hear what some happy, successful award winners and their clients have to say!



CLIENT OF SHERE-LING KRAUS YAO, ABR Program Participant

"We really appreciate all the great help Shere-Ling gave us. She was very helpful, nice and considerate during the whole process of our new home purchase. We are very happy to have her work with us and we will never forget her great support and advice."

* WRA and local dues do not have to be repaid.

** These fees must be repaid after three years to continue funding for future applicants



"I was thrilled to receive the WRA Partnership for Success Award in March. The efforts required to qualify have more than paid off, both monetarily and in priceless experience! The support and encouragement I receive from my mentor, Michael Sewell, has been invaluable. I have someone to provide honest direction as I make my way through the many unique situations and issues I face as a new agent in this business. I look forward to earning my GRI and ABR designations thanks to the WRA Equal Opportunity in Housing Committee members and the WRA Partnership for Success Program."

Sherry Leeman



"The WRA Partnership For Success Program has given me the opportunity to seek more knowledge and wisdom - a jumpstart on being able to continue my education. Starting in this business of real estate or any business you need money to get started. The program gave me a helping hand to make me succeed in the Real Estate world without all the pressure of worrying about where am I going to get the extra money. Thank you, WRA Partnership for Success, and I recommend you to anyone who could use these funds for their opportunity to succeed."

Lydia G. Castro-Jones



"I received the Partnership for Success Award within the first year of my real estate career. I sincerely believe it helped "jumpstart" my business, increased my confidence and competence levels and gave me a HUGE advantage over the competition in my marketplace. The education and support that you receive through the assistance of the WRA and the program is priceless! I have also had the opportunity to network with some top producers who are very receptive to sharing marketing tips and information. Since getting involved in the program, I have furthered my education by earning additional designations, including ABR, CRS and GRI and have also obtained my broker's license. I will advocate this program to the very end – it's a great way to get started in real estate and learn the right way to grow your business!"

Shauna L. Weatherspoon, ABR, CRS, GRI