



## Definition of Exchange of Value:

In Women's Council, every member has something they can contribute to, and in some way he/she can benefit from, every other member.

This value exchange can happen formally or spontaneously, one time or through long-term relationships.

Pick one, any one of these ideas, or better yet have a goal to use them all!

### “Exchange of Value” At Business Resource Meetings

- ⇒ Have a meeting at which chapter members suggest topics for future meetings. This makes a great year end program to plan for the upcoming year.
- ⇒ Include “Exchange of Value” testimonials in meeting programs, on meeting invitations and in chapter newsletters.
- ⇒ Promote periodic rewards for members with updated “Expertise Profiles” on WCR.org.
- ⇒ Host expert panels using topics of relevance to members.
- ⇒ Ramp up networking time with an interactive “Exchange of Value” exercise.
- ⇒ Create “Ask Me” stickers for members to wear at Chapter meetings.

- ⇒ Assign topic experts to each table at chapter meetings to get conversations going and to identify the “Ask Me” and the “Help Me” members on the topic. Publish results in newsletters and blogs.
- ⇒ Create networking questions to facilitate interaction.
- ⇒ Plan a Broker/Owner, Top Producer or Past Presidents Panel Program.
- ⇒ Organize a speed networking activity.
- ⇒ Have a roundtable event with set topics, such as organizational skills, technology, problem solving, conflict resolution and so on.
- ⇒ Use prefilled “REALTOR® Issues” bingo cards distributed at key meetings, which allow attendees to network and exchange ideas and solutions. Record contact info on the cards for a drawing.

- ⇒ Identify your YPN members. Match each of them with a non-YPN member for mutual mentorship.
- ⇒ Create a questionnaire to be filled out by members identifying their skills. Include on the questionnaire what kinds of activities or committees they would be willing to participate in.

### “Exchange of Value” Outside of Business Resource Meetings

- ⇒ Appy Hour: Attendee share their favorite real estate apps during happy hour. Post results of this event on your chapter blog, on Facebook or other social media outlets with a photo of the event.
- ⇒ WCR Message Boards, Facebook, Twitter: Post your “Exchange of Value” learned and/or shared.

- ⇒ Mini Mastermind Groups/Lunch & Learns: Encourage chapter members to meet for a casual lunch to discuss a particular hot real estate issue. Have a member scribe responses and get testimonials.
- ⇒ Sponsor a REALTOR® and Affiliates happy hour social.
- ⇒ Sponsor a conference call each quarter between local chapters.
- ⇒ Combine programs/events with other chapters that can result in exchange of ideas from outside your local market area.
- ⇒ Plan a joint meeting with a YPN Group.
- ⇒ Assign a member or committee to participate in social media, such as Facebook, Twitter, blogs and/or websites.
- ⇒ Encourage one on one meetings/ conversations outside of meetings.
- ⇒ After a joint meeting, encourage on-going meetings between members of the different chapters.
- ⇒ Put Affiliate names in one hat and REALTOR® names in another and have them choose a name and make a connection before the next meeting.
- ⇒ Sponsor joint programs with your local or state associations and/or CRS chapters.