

NAWRB AND FABOVERFIFTY FORM PARTNERSHIP

To promote Women Real Estate Entrepreneurs



Sign up below

The National Association of Women in Real Estate Businesses (NAWRB) has announced a marketing alliance with FabOverFifty, a leading lifestyle website for women 45+, to promote the services of women real estate entrepreneurs to the millions of women who are making decisions about renovating, leveraging, buying or selling their homes.



causes, it makes sense that women buyers would most enjoy doing business with like-minded women,” said Geri Brin, FabOverFifty founder.

“Desirée and I see the value in sharing resources between our organizations. We have the ideal platform to provide the services of NAWRB members to our community of engaged women, many of whom are moving, downsizing their homes, leveraging, and renovating when they become empty nesters,” said Brin. “They know they can solidly rely on recommendations we present on our site.”



Single women have purchased homes at nearly twice the rate of single men, since the mid-1990s, according to the National Association of Realtors. Single female homeowners make up approximately 20 percent of household composition in the association’s Profile of Home Buyers and Sellers, compared to 10 percent for single men.

The new FabOverFifty Real Estate Blog will feature six critical services women need when buying, selling, leveraging or making improvements to their homes:

- Brokerages
- Finance
- Escrow Services
- Title Services
- Contracting
- Legal

FabOverFifty members will be able to search for local services provided by NAWRB members in each of these sectors, utilizing the experience and expertise of their peers in the housing industry.

Leveraging their social media clout, both organizations will drive traffic to FabOverFifty’s exciting, new Real Estate Blog through creative social media posts, popular weekly newsletters, NAWRB’s fun and informative daily blog, and NAWRB Magazine—a bi-monthly international publication for women in the housing economy.

FabOverFifty’s Real Estate Blog also will feature individual NAWRB member businesses in exclusive articles throughout the year.

Statistics reveal that women in the U.S. control or influence anywhere from \$7 - \$15 trillion in consumer spending annually and make over 80 percent of all purchase decisions.

Besides handling the bulk of the buying decisions for consumer goods in the U.S., women are also likely to influence or manage other big ticket purchases, including which home to buy, and where to buy it.

“We are dealing with more women making financial decisions than ever before,” said Desirée Patno, president and CEO of NAWRB in Irvine, CA. “We are laser-focused on their ever-changing demands and needs.”

When home shopping, leveraging or renovating, women will scour the Internet, talk to friends, look at photos and analyze in-depth data. Women are more likely to consider building a relationship with vendors and individuals involved in the causes they believe in, such as green building or supporting healthy communities. “Since women in real estate businesses are, in fact, more likely than their male counterparts to publicly support social

By joining forces, NAWRB and FabOverFifty can help connect women in the housing economy with the women who seek their qualified services.

ABOUT NAWRB



Desiree Patno

The National Association of Women in Real Estate Businesses (NAWRB) is the most visible women's trade association specializing in the housing economy. NAWRB is dedicated to providing women with the tools and opportunities for economic growth and expansion, while advocating and promoting women-owned businesses specializing in the housing economy. NAWRB unites women in housing with women in government, and works with federal agencies such as the Offices of Minority and Women Inclusion (OMWI) and the U.S. Small Business Administration (SBA). NAWRB also is the only third-party, industry-specific certifier of a Women-Owned Business (WOB) and Minority Women-Owned Business (MWOB) specializing in the housing economy.



ABOUT FABOVERFIFTY



Geri Brin

FabOverFifty, the leading lifestyle website for women 45+, informs, entertains and guides them on the issues touching them during a vital time of their lives, and provides a platform for them to share their experiences and knowledge. Whether the subject is beauty or fashion, health or sex, careers or passions, FabOverFifty approaches it with honesty, authority, and humor (when appropriate, of course!) Over 3M women have visited the site since the start of 2015, and it enjoys over 235,000 Facebook fans. The site was created in 2010 by Geri Brin, a former print publisher and editor.



**SIGN ME UP FOR THE EXCLUSIVE NAWRB PRICE OF \$99,
NOW THROUGH AUGUST 19TH!**

NAWRB Member Name: _____

Name of Business: _____

Billing Address: _____

Email: _____

Phone: _____

Type of credit card: _____ Card Number: _____

Expiration date: _____ Security Code: _____

**I hereby authorize my credit card to be charged \$99 by Brinsights LLC
(doing business as faboverfifty.com)**

Signature: _____ Date: _____

Please fax your completed form to Geri Brin's private fax at (646) 707-0517.

If you have any questions, contact Geri at:
geri@faboverfifty.com or (917) 846-9359