

**Company:** W and Partners

**Company Description:** When you work with W&Partners, you're not getting just one agent—you're unlocking the power of an entire team that's aligned, connected, and laser-focused on helping you win. We've built our business around intentional relationships, not transactions. Around proactive strategy, not guesswork. Around true partnership, and not just promises. We don't just guide you through the process—we own it!

**Nomination Category:** Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

**Nomination Sub Category:** Achievement in Real Estate Marketing

**Nomination Title:** W and Partners



1. Specify the date on which this campaign or program was launched:

W and Partners Real Estate was officially launched in March 2021, founded by Lauren Wendt with a clear vision: to create a client-focused, boutique real estate firm that combines personalized service with modern marketing strategies and deep market knowledge. Since its inception, the firm has rapidly gained recognition across Arizona for its integrity, innovation, and results-driven approach. Despite launching during a highly competitive and unpredictable real estate market, W and Partners quickly established itself as a trusted name, growing its client base and team significantly in just a few years. The momentum and success experienced since March 2021 continue to reflect the strength of its mission and the leadership driving the company forward.

When **W and Partners Real Estate** was founded in March 2021 by Lauren Wendt, it began as a small, client-focused firm operating in a highly competitive Arizona real estate market. What started with a vision to redefine the real estate experience has since grown into a multi-state operation with **133 licensed agents across three states** by 2025.

In just four years, the firm has closed **\$945,314,935 in sales volume across 2,160 transactions**—a growth trajectory that reflects not only strong leadership, but a deliberate focus on strategic hiring, ethical service, and high-value client relationships. These numbers are particularly significant considering the market volatility of recent years, including interest rate hikes, inventory shortages, and increased buyer uncertainty.

This rapid expansion was achieved without sacrificing service quality or company culture. Lauren Wendt made intentional decisions to keep the firm boutique in feel, while expanding its footprint thoughtfully. Every agent is carefully selected for alignment with company values—integrity, professionalism, and client education—and supported with mentorship, systems training, and marketing tools that promote success.

W and Partners also invests heavily in underserved markets and first-time homebuyers—segments often overlooked by large-scale brokerages. The company has hosted dozens of educational workshops, created multilingual resources, and streamlined digital tools to support a wide range of client needs.

The firm's success is rooted in a values-based approach: focus on people first, empower agents with the right tools, and build trust through consistent, quality service. These are not just growth numbers—they are the result of doing business the right way, even when it takes more time and effort.

Judges should consider not just the firm's impressive performance metrics, but the sustainability and intentionality behind its growth. W and Partners stands as a modern blueprint for how boutique firms can lead with both heart and hustle—and still outperform the market.

2. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 234 words used.**

The development of **W and Partners Real Estate** was guided by a clear, strategic vision to create a boutique firm that delivers exceptional client service through a blend of personalization, innovation, and market expertise. From the initial planning stages, founder Lauren Wendt focused on building a brand that reflected professionalism, trust, and community connection.

The planning process began with a detailed market analysis to identify service gaps in the Arizona real estate landscape. This led to the creation of a client-first business model designed to simplify and elevate the real estate experience. Core goals were established early on: to offer transparent communication, deliver consistent results, and build long-term client relationships rather than transactional interactions.

Branding and creative development were handled with equal care. A clean, modern visual identity was created, along with a professional website, personalized marketing materials, and a strong social media presence. Custom digital content, including educational videos and virtual home tours, was developed to engage and inform clients at every stage of the process.

Media strategy focused on organic growth through community engagement, referral networks, and strategic social media marketing—particularly Instagram and Facebook, where authentic storytelling and success stories drove visibility. Scheduling was structured around the real estate calendar, with campaigns ramping up during key buying and selling seasons.

From day one, W and Partners was designed to be different: intentional, client-focused, and built for long-term success in a changing market.

3. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 213 words used.**

To support the claims made in this nomination, we have included a series of attachments that provide clear, verifiable evidence of **W and Partners Real Estate's** achievements and impact since July 2023.

- **Sales Performance Reports:** These documents outline closed transaction data, showcasing over **\$25 million in residential sales** during the stated period. They reflect consistent growth and strong market presence.
- **Client Testimonials & Review Screenshots:** We've included a curated selection of **five-star client reviews** from platforms such as Google, Zillow, and Facebook. These testimonials highlight our dedication to service, trust, and exceptional client experiences.
- **Marketing Samples:** Samples of digital ad campaigns, social media content, and listing presentations demonstrate our brand's professional aesthetic, creative messaging, and engagement-driven strategies. These materials directly support claims of increased online traffic and lead generation.
- **Event & Community Engagement Photos:** Images and summaries from first-time homebuyer workshops, local sponsorships, and networking events illustrate our firm's ongoing commitment to education and community impact.
- **Team Growth Documentation:** Internal team onboarding materials and growth announcements confirm the expansion of our team with new agents, aligning with our development goals and capacity-building strategy.

Each of these supporting materials helps validate the results and initiatives described throughout this nomination, reinforcing W and Partners' position as a fast-growing, client-focused leader in Arizona's real estate market.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

[https://youtu.be/GjdFg7WFXF0?si=825S\\_Ofkojy1kdR](https://youtu.be/GjdFg7WFXF0?si=825S_Ofkojy1kdR)

<https://youtu.be/bykSD1i2AtY?si=RdXcrMIRtxH5WWXS>

<https://youtu.be/qOD8AboaMOo?si=mj9bFb8SfK1uLGhZ>

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 221 words used.**

**The genesis of W and Partners Real Estate was rooted in a desire to redefine the real estate experience in Arizona.** Founded by Lauren Wendt in March 2021, the firm was created in response to a growing gap in the market for highly personalized, relationship-driven real estate services. After years of industry experience, Lauren recognized that many clients—especially first-time buyers and sellers—felt overwhelmed, under-informed, and underserved in traditional real estate transactions.

The vision behind W and Partners was to build a boutique firm that put people first—where clients weren't just numbers, but individuals receiving expert guidance and white-glove service. The firm was launched during a time of extreme volatility in the housing market, as the COVID-19 pandemic had reshaped how people bought and sold homes. Buyers faced intense competition and rising prices, while sellers struggled with uncertainty and evolving expectations.

W and Partners was designed to solve these challenges by offering a modern, tech-savvy, and deeply personalized approach. The firm adopted cutting-edge marketing tools, virtual tours, and streamlined digital processes while still maintaining a high-touch, client-first experience.

From the beginning, the mission was clear: to simplify the real estate journey, build lasting relationships, and bring honesty, expertise, and community connection back to the heart of real estate. This foundational purpose continues to drive every strategy and success at W and Partners.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

**Total 180 words used.**

Since July 2023, W and Partners has experienced significant market activity, building on prior growth momentum. In the latter half of 2023, sales volume continued its sharp upward trajectory, reaching a peak of approximately \$400M in 2024. This growth was driven by targeted marketing campaigns, strengthened client relationships, and strategic expansion into high-demand market segments.

In early 2024, the firm achieved record-breaking performance, with transaction volume hitting its highest point in recent years. This success translated into substantial unit and side counts, contributing to a total cumulative volume of \$940,314,935, with 2,160 units and 2,331 sides closed since July 2023.

However, following this peak, the latter part of 2024 and into 2025 saw a moderate market contraction, with volume declining but remaining well above pre-2023 levels. W and Partners responded by adapting strategies—emphasizing client retention, refining digital outreach, and prioritizing high-value transactions—to sustain performance during shifting market conditions.

Overall, the post-July 2023 period has been marked by both rapid expansion and strategic stabilization, resulting in exceptional year-over-year growth and a solid market position going into 2025.

## Attachments/Videos/Links:

[W and Partners](#)



[REDACTED FOR PUBLICATION]