

The residential Specialist

Editorial Calendar 2010

	Jan/Feb 2010	March/April 2010	May/June 2010
Advertising Info	Ad Close: Nov. 30, 2009	Ad Close: Jan. 29	Ad Close: March 26
Features	<ul style="list-style-type: none"> • Interview with new Council President • Shadow inventory • The real estate landscape in the foreclosure era • Promoting the CRS brand to consumers and agents 	<ul style="list-style-type: none"> • Local housing market snapshots • Helping buyers downsize • Short sales market update • Being selective about clients 	<ul style="list-style-type: none"> • Focus on resort specialties • Is print marketing dead? • Listing strategies for a buyers' market. • Do's and Don'ts of social media
Departments	<ul style="list-style-type: none"> • Technology: Web site usability • Trend: Blogging and intellectual property • Pipeline: CRS Chapter matters • Good Read: Book Review • Great Finds • Profile of a CRS • Inside CRS: News from the Council • Ask The Experts • President's Message • Quick Takes: Industry Headlines Stats and Trends • <i>Your Home</i> Newsletter 	<ul style="list-style-type: none"> • Technology: Twitter for business • Trend: Keeping current on disclosure regulations • Pipeline: Merging two businesses • Good Read: Book Review • Great Finds • Profile of a CRS • Inside CRS: News from the Council • Ask The Experts • President's Message • Quick Takes: Industry Headlines Stats and Trends • <i>Your Home</i> Newsletter 	<ul style="list-style-type: none"> • Technology: Video • Trend: RESPA: a refresher course • Pipeline: Productivity tools you can't live without • Good Read: Book Review • Great Finds • Profile of a CRS • Inside CRS: News from the Council • Ask The Experts • President's Message • Quick Takes: Industry Headlines Stats and Trends • <i>Your Home</i> Newsletter
Additional Circulation	Franchise Issue		NAR Mid-Year Meetings Issue



Council of Residential Specialists

The Proven Path To Success

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	July/August 2010	September/October 2010	November/December 2010
Advertising Info	Ad Close: May 28	Ad Close: July 30	Ad Close: Sept. 24
Features	<ul style="list-style-type: none"> • Staging on a budget • Story Telling: Real estate tales from the trenches • Listing presentation makeover • Then and Now: perspectives on the industry from veteran CRSs 	<ul style="list-style-type: none"> • Recovery areas: examining cities hard hit by the housing downturn • Trends in home design • CRS superstars under age 35 or new to the business • Scripts as a real estate sales tool 	<ul style="list-style-type: none"> • How to make yourself relevant for the market of 2015 • Luxury homes: state of the market • How the economy affects baby boomers' housing decisions • Prospecting: the latest approaches to this old tactic
Departments	<ul style="list-style-type: none"> • Technology: Comparing blogging platforms • Trend: Limited service agencies • Pipeline: Finding referrals in unusual places • Good Read: Book Review • Great Finds • Profile of a CRS • Inside CRS: News from the Council • Ask The Experts • President's Message • Quick Takes: Industry Headlines • <i>Your Home</i> Newsletter 	<ul style="list-style-type: none"> • Technology: Audio and video tours (via iPod, etc.) • Trend: Working with buyers who have special needs • Pipeline: Teaching fiscal literacy • Good Read: Book Review • Great Finds • Profile of a CRS • Inside CRS • Ask The Experts • President's Message • Quick Takes: Industry Headlines • <i>Your Home</i> Newsletter 	<ul style="list-style-type: none"> • Technology: Data security; managing your office network • Trend: E and O insurance • Pipeline: Safety and privacy in the social media era • Good Read: Book Review • Great Finds • Profile of a CRS • Inside CRS • Ask The Experts • President's Message • Quick Takes: Industry Headlines • <i>Your Home</i> Newsletter
Additional Circulation			NAR Conference and Expo



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