

The residential Specialist

Editorial Calendar 2009

	Jan/Feb 2009	March/April 2009	May/June 2009
Advertising Info	Ad Close: Nov. 21	Ad Close: Jan. 23	Ad Close: March 27
Features	<ul style="list-style-type: none"> • Interview with new Council President • State of various local housing markets • Staying motivated in a down market • Unusual tactics for unusual times 	<ul style="list-style-type: none"> • Targeting single women homebuyers • The state of the condo market • Setting a proper listing price • Ethics: more important than ever 	<ul style="list-style-type: none"> • Finding your niche market • Working with international homebuyers • What to look for in an investment property • Overcoming negative perceptions
Departments	<ul style="list-style-type: none"> • Trend: Helping buyers evaluate foreclosed properties • Technology: Using YouTube to boost your business • Pipeline: Goal setting • Good Read: Book Review • Great Finds: In-car technology • 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"> • Trend: Helping your customers promote your business • Technology: Web site templates vs. build-your-own • Pipeline: Tax planning • 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"> • Trend: Sponsoring or hosting events as a marketing strategy • Technology: What's the next big thing? • Pipeline: Back to school: how ongoing educations can boost your business • 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 and Sell-a-bration® Issue		NAR Mid-Year Meetings Issue

Note: Information on the editorial calendar is subject to change.

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	July/August 2009	September/October 2009	November/December 2009
Advertising Info	Ad Close: May 22	Ad Close: July 24	Ad Close: Sept. 25
Features	<ul style="list-style-type: none"> • Defending your commission • Motivating your sales team • Building relationships with service providers • Real estate and “reality TV” 	<ul style="list-style-type: none"> • Strategies for conducting transactions with sub-par agents • Managing your online reputation • Marketing your blog: 10 steps to getting it read • Recruiting and working with Generation Y agents 	<ul style="list-style-type: none"> • Best cheap marketing ideas for 2010 • Online social networking • Ramp up your referrals • Retirement strategies
Departments	<ul style="list-style-type: none"> • Trend: Surviving information overload • Technology: Smartphone roundup • Pipeline: Reverse offers • 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"> • Trend: Safety on the job • Technology: Phone-based real estate information systems • Pipeline: How to market “Green” properties • 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"> • Trend: One-stop real estate shops • Technology: Making your Web site more interactive • Pipeline: Building your leadership skills • 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			NAR Conference and Expo

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