

# REALTOR® Magazine

## 2011 Editorial Calendar

January	February	March	April	May
<p><b>FEATURES</b></p> <p><b>President's Profile</b> 2011 NAR President Ron Phipps of Warwick, R.I., opens up about his family business, his life, and his take on the year ahead.</p> <p><b>Cost vs. Value</b> Intelligence to share with customers! REALTORS® in 80 U.S. markets value the most popular remodeling projects today.</p> <p><b>Market Forecast</b> Our business and economic outlook gets readers geared up for opportunities this year.</p>	<p><b>FEATURES</b></p> <p><b>House &amp; Home</b> This annual special section focuses on the latest trends in home building and design, with a focus this year on how to uncover each home's unique story. <b>Plus:</b> *The Case for Homeownership *Multipurpose Rooms *New Offerings from HouseLogic</p>	<p><b>FEATURES</b></p> <p><b>"Friend" Marketing</b> In the age of online networking, your sphere of influence can expand fast. Here's how to turn your everyday contacts into valuable members of your sphere and form new relationships that will yield business.</p> <p><b>Commuter Solutions</b> Creative ways to confront parking shortages, long commutes, and other transportation issues that stand in the way of sales.</p>	<p><b>FEATURES</b></p> <p><b>List Issue: Raising the Bar</b> This year it's all about exceeding expectations through smart customer service, expert marketing, and careful business planning. Our annual extravaganza of timely takeaway tips touches on just about every aspect of the real estate industry: ethics, law, sales, technology, and more. <b>Back by popular demand:</b> Crowdsourced tips!</p>	<p><b>FEATURES</b></p> <p><b>Consumer Panel Tells All!</b> New data from NAR research, along with in-depth interviews with recent buyers and sellers who are part of our consumer panel, shed light on specific areas where practitioners can create a better customer experience.</p> <p><b>The Kid Factor</b> How children influence a real estate purchase, and what you can do to include them in the process.</p>
<p><b>FOR BROKERS</b></p> <p><b>52 Weeks of Sales Meetings</b></p>	<p><b>FOR BROKERS</b></p> <p><b>Rebound from Business Mistakes</b></p>	<p><b>FOR BROKERS</b></p> <p><b>On the Air: Broadcaster Brokers</b></p>	<p><b>FOR BROKERS</b></p> <p><b>The List Issue</b></p>	<p><b>FOR BROKERS</b></p> <p><b>Buyers-Only Brokerages</b></p> <p><b>Special: Office Design Contest (Solo Broker)</b></p>
<p><b>COMMERCIAL</b></p> <p><b>Get to Know the New Normal</b></p>	<p><b>COMMERCIAL</b></p> <p><b>Buying from the Banks</b></p>	<p><b>COMMERCIAL</b></p> <p><b>Showing Tips and Trends for Office, Retail, and Multifamily</b></p>	<p><b>COMMERCIAL</b></p> <p><b>The List Issue</b></p>	<p><b>COMMERCIAL</b></p> <p><b>Successful Sale-Leasebacks</b></p>
<p><b>ON THE WEB</b></p> <p><b>Buyer's Guide</b> Office Efficiency &amp; Organization</p> <p><b>Video</b> The How-To Minute</p> <p><b>Webinar</b> REALTOR® Magazine's Hot Topics Webinar</p>	<p><b>ON THE WEB</b></p> <p><b>Buyer's Guide</b> Laptops &amp; Tablets</p> <p><b>Video</b> The How-To Minute</p> <p><b>Webinar</b> REALTOR® Magazine's Hot Topics Webinar</p>	<p><b>ON THE WEB</b></p> <p><b>Buyer's Guide</b> Digital Cameras</p> <p><b>Video</b> *Markets Across America (Part 1) *The How-To Minute</p> <p><b>Webinar</b> REALTOR® Magazine's Hot Topics Webinar</p>	<p><b>ON THE WEB</b></p> <p><b>Buyer's Guide</b> Smart Phones &amp; Mobile Apps</p> <p><b>Video</b> The How-To Minute</p> <p><b>Webinar</b> *REALTOR® Magazine's Hot Topics Webinar</p>	<p><b>ON THE WEB</b></p> <p><b>Buyer's Guide</b> Budgeting and Business Management Software</p> <p><b>Video</b> *Markets Across America (Part 2) *The How-To Minute</p> <p><b>Webinar</b> REALTOR® Magazine's Hot Topics Webinar</p>

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June	July/August	September	October	November/December
<p><b>FEATURES</b></p> <p><b>'30 Under 30'</b> Honorees tell about the one thing that has made the biggest difference to their careers.</p> <p><b>Be a Mentor, Find a Mentor</b> We profile successful mentor partnerships and share tips on how to find a mentor or become one. <b>Plus:</b> Communicate better across generational lines.</p>	<p><b>FEATURES</b></p> <p><b>REALTOR® Magazine Exclusive: The Franchise Report</b> Did you know that 46 percent of all REALTORS® are affiliated with a franchise? Our original research gives a snapshot of the franchise industry and highlights key trends—valuable for practitioners and brokers alike. <b>Plus:</b> How to size up a franchise's offerings, and what agents value most from their broker.</p> <p><b>Your Essential Technology Buyer's Guide</b> What you really need in your tech arsenal, and how to shop for products that meet your budget and business needs.</p>	<p><b>FEATURES</b></p> <p><b>Virtual Prospecting, for Real</b> Case studies of sales associates who are generating most of their business entirely on the Web. How do they convert leads into new business? <b>Plus:</b> We go undercover to highlight best practices for Web communication.</p> <p><b>Smart Real Estate Investing</b> Seasoned real estate investors from all over the country tell what they're looking for today, how they're structuring their deals, and how they're making money.</p>	<p><b>FEATURES</b></p> <p><b>2011 REALTORS® Conference &amp; Expo Preview: California Dreaming</b> Turn your business aspirations into reality by attending the year's most important learning and networking event, this year held in Anaheim, Calif.</p>	<p><b>FEATURES</b></p> <p><b>Good Neighbors</b> Be inspired by the stories of five REALTORS® whose volunteer service has changed lives.</p> <p><b>The Future of Real Estate</b> Holographic real estate signs? 3-D virtual showings? What's in store for real estate in the next decade and beyond? Master predictors share their insights.</p>
<p><b>FOR BROKERS</b></p> <p><b>Are You Mobile?</b> <b>Special:</b> Office Design Contest (Up to 20 agents)</p>	<p><b>FOR BROKERS</b></p> <p><b>Better Customer Service</b> <b>Special:</b> Office Design Contest (20-plus agents)</p>	<p><b>FOR BROKERS</b></p> <p><b>Top Legal Issues for Today's Brokerages</b></p>	<p><b>FOR BROKERS</b></p> <p><b>Business Planning for 2012</b></p>	<p><b>FOR BROKERS</b></p> <p><b>The Art of the Interview</b></p>
<p><b>COMMERCIAL</b></p> <p><b>Going Green</b></p>	<p><b>COMMERCIAL</b></p> <p><b>The Future of Warehouses</b></p>	<p><b>COMMERCIAL</b></p> <p><b>Land Sales</b></p>	<p><b>COMMERCIAL</b></p> <p><b>Who's Your Customer?</b></p>	<p><b>COMMERCIAL</b></p> <p><b>Risk Management</b></p>
<p><b>ON THE WEB</b></p> <p><b>Buyer's Guide</b> Branding Products &amp; Tools</p> <p><b>Video</b> *Behind the Scenes of the "30 Under 30" Photo Shoot *The How-To Minute</p> <p><b>Webinar</b> REALTOR® Magazine's Hot Topics Webinar</p>	<p><b>ON THE WEB</b></p> <p><b>Buyer's Guide</b> *All About Blogging (July) *Video Cameras (August)</p> <p><b>Video</b> *Markets Across America (Part 3) *The How-To Minute</p> <p><b>Webinar</b> REALTOR® Magazine's Hot Topics Webinar</p>	<p><b>ON THE WEB</b></p> <p><b>Buyer's Guide</b> Webinars &amp; Online Chats</p> <p><b>Video</b> The How-To Minute</p> <p><b>Webinar</b> REALTOR® Magazine's Hot Topics Webinar</p>	<p><b>ON THE WEB</b></p> <p><b>Buyer's Guide</b> Closing Gifts</p> <p><b>Video</b> *Markets Across America (Part 4) *The How-To Minute</p> <p><b>Webinar</b> REALTOR® Magazine's Hot Topics Webinar</p>	<p><b>ON THE WEB</b></p> <p><b>Buyer's Guide</b> *Auto Guide (November) *2012 Tech Wish List (December)</p> <p><b>Video</b> *Good Neighbor Award Winners *The How-To Minute</p> <p><b>Webinar</b> REALTOR® Magazine's Hot Topics Webinar</p>