

2005 Editorial Calendar

Issue: Editorial Closing: Ad Space Closing: Material Closing:	January 9/6/04 11/3/04 11/17/04	February 10/4/04 12/1/04 12/15/04	March 11/1/04 1/5/05 1/19/05	April 12/6/04 2/2/05 2/16/05	May 1/3/05 3/2/05 3/16/05	June 1/31/05 4/6/05 4/20/05
Special features	2005 Forecast Housing industry economists look at the likely state of the market over the next 12 months. Profile: NAR President Al Mansell Why Utah's Senate president sought the top job at NAR—and how he hopes to change members' lives for the better.	90 Days to Real Estate Success This calendar will get sales rolling by the time the hot selling season arrives. Hot Shot Marketers Speak Top business and consumer marketers talk about the essence of effective marketing campaigns.	The List Issue! A whole issue devoted to acquiring and honing the skills most critical to real estate success: How to run a smarter business, convert prospects, work a room, make smart technology choices, win negotiations, save money, and much more. Tips and checklists for buyers and sellers, too. One of the most popular issues of the year!	Web Site Makeovers See what happens when salespeople and brokers upgrade their online presence. Plus, 10 features of all great Web sites.	New-home Trends The latest homebuilding trends—materials, techniques, floor plans. Plus, a primer on what makes for fabulous living spaces. Room Remedies Competing with new construction? Terrific, inexpensive ways to transform the look of an existing home.	30 Under 30 Our sixth annual "30 under 30" features dynamic young pros who are making waves in the business. Art & Architecture Real estate practitioners are merging affordable with fabulous in an exciting new approach to workforce housing.
Viewpoints: Excellence and Innovation Series <i>In this special series, we offer perspectives of renowned experts from outside the industry.</i>		Growing the Entrepreneurial Spirit Innovation outside the real estate arena can give rise to novel and profitable ideas within the real estate business.	Defining Excellence in Customer Service What does it take to consistently exceed customers' expectations?	The Nature of Friendship and Influence Successful real estate pros know how to work a "spheres of influence." This essay explores the relationship between people skills and success in business—and in life.	Creativity in Business There are times when "thinking outside the box" is a luxury and times when it's a necessity. One business innovator talks about ways to be "creative on demand" and the links between creative thinking and success.	Why Ethics Matter REALTORS® say their Code of Ethics is what sets them apart from others in the business. An ethicist looks at the value of a written code and the importance of having a personal moral compass.
Buyer's Guide	Camera Phones	Home Office Essentials		Web Site Development Tools and Services	Real Estate Software Essentials	All-in-one Handhelds
For Brokers	Save on E&O Coverage New quality control certification aims to lower brokers' liability insurance costs.	Business Models Which business models are poised to succeed if home sales slow?	The List Issue —For Brokers Valuable tips and checklists for company managers.	Inclusionary Recruiting What real estate companies are doing to attract a diverse sales force.	Tech's Payoff Brokers talk about which technology has paid off and which hasn't. Plus, where to invest your tech budget next.	Office Design Great examples of outdoor space, reception areas, open and private offices, and more.
At REALTOR® Magazine Online	For Rookies Dozens of articles to help new agents start their career on the right track.	Top Performer Diaries Kick off the New Year right by learning from top performers.	Service Please A look at practitioners who provide great customer service and how it affects their business.	Fair Housing Quiz Take our online quiz and test your Fair Housing knowledge.	Fighting the Rejection Trap How to quickly recover after losing a deal.	California's Affordability Crisis Seven of the Top 10 most expensive markets are in California. What can be done? Where is the state's affordable housing?
Marketing Opportunities & Bonus Distribution		Real Estate Franchise Conventions and Trade Shows	Real Estate Franchise Conventions and Trade Shows	Ad Readership Study	REALTORS® Midyear Legislative Meetings & Trade Expo	

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Cover story	Top 100 Companies in Real Estate Two lists! The top 100 independently owned companies in residential real estate, ranked by closed transaction sides and closed sales volume. <i>A must-have benchmarking tool for readers.</i> Compensation Trends What the latest NAR research says about members' earnings.	Add Curb Appeal Landscape makeovers that will give your listings va-voom! Great Ways to Spend \$300, \$1,300, \$2,300 on Technology Tools and services that have a proven ROI for real estate practitioners—whatever their tech budget.	Top Performer Diaries We wrap up our online diary series with a look at how three top performers map out their days, win business, and overcome challenges. Green Goes Mainstream How practitioners can capitalize on the shift toward environmentally-friendly building and design.	Annual REALTORS® Conference & Expo Preview A year-round business resource guide, including a complete list of exhibitors for <i>the</i> real estate event of the year. Second-home Success The hottest markets, the best prospects for this growing niche.	Good Neighbor Awards We award \$7,500 each to five REALTORS® who've made their communities a better place to live—and we tell their inspiring stories. Save Money Now! Reduce business expenses—without sacrificing quality or service.	2004 Cost vs. Value Report Cost and resale value information on common home remodeling projects, presented in conjunction with <i>Remodeling</i> magazine. 25 Bold New Ideas for Your Business Experts and top performers talk about risks worth taking in 2006.
Viewpoints: Excellence and Innovation	What Makes Advertising Work? Americans have a love-hate relationship with advertising. This essay explores why advertising is an important aspect of capitalism and a critical factor in business success.	Nurturing a Positive Spirit Having team members with a positive outlook matters to an entrepreneur's success. This essay looks at how leaders can nurture and sustain positive thinking in their organization.				
Buyer's Guide	Mobile Office Essentials	Virtual Tours	Color Printers	2006 Autos	Your Next Computer: Desktop, Laptop, or Tablet?	Reader's Choice: Top 10 Products of the Year
For Brokers	Best Advertising Strategies Case studies of brokerages—the best media, the best messages, the cost.	Time to Franchise? Our exclusive biannual look at real estate franchise opportunities, including the costs and selling points of each.	Double Teamed Owning two competitive brands can create positive tension and spur growth.	When Recruits Fail Coach failing associates to success, make departures as painless as possible, and avoid future bad hires.	Make Your Business Live On All businesses need a succession plan. Here's how to go about creating and executing one.	Be a Motivating Force Brokers learn how to keep their salespeople motivated to achieve business goals.
At REALTOR® Magazine Online	Expanded "Top Companies" list More than 200 companies ranked.	Servicing Your Multicultural Clients More articles, including how to work with buyers who aren't fluent in English.	Top Legal Cases Summary of major legal cases and their implications.	Retaining Top Personnel Dozens of pages with strategies for keeping your top associates.	Tips from the Good Neighbors Good Neighbor Award winners offer insights on giving with purpose.	More Cost vs. Value An expanded report available only online.
Marketing Opportunities & Bonus Distribution		Ad Readership Study		REALTORS® Conference & Expo	REALTORS® Conference & Expo	Ad Readership Study