

REALTOR® Content Resource

Everything's easier with a plan. But what if you don't have the time to craft a long-term, communications plan to build your brand and relationships with potential clients and customers?

Worry not. We've done it for you.

The best part? All the tools you need for this year-long plan are free at the [REALTOR® Content Resource](#), and building them into your communications is quick and easy.

Build Your Business in Just 15 Minutes a Week

Each week:

1. Pull out this calendar.
2. Pick one of the seasonally relevant themes we've highlighted for the month.
3. Visit [HouseLogic.com/members](#) and choose how you want to share one or all of the articles in that theme: Facebook, Twitter, Email, Website, Blog, E-newsletter, Handout.



In just 15 minutes a week, you'll have provided consumers with helpful information and reminded them that you've got their back when it comes to their home.

Share as many [REALTOR® Content Resource](#) articles with consumers per week as you'd like. Besides the topics highlighted in this plan, there are hundreds of other consumer articles, covering all aspects of home ownership as well as home buying and selling.

Find these topics and hundreds of others at
[HouseLogic.com/members](#)



1. Home Owners' New Year's Resolutions

Help home owners resolve to make smart home ownership decisions in 2012.

- Preventative home maintenance that saves money
- A financial plan for your home

2. How I Spent My Winter: Remodeling!

Put cabin fever to good use this winter to plan a remodel.

- Value-adding bathroom, kitchen remodeling
- Flooring, countertop, and cabinet options



1. 'Love' Your Home

If home is where the heart is, give it the TLC treatment.

- 99-cent home repairs: problem solved!
- Quick home fixes from walls and trim to wood floors

2. Don't-Miss Tax Breaks

Give home owners info on tax incentives that can keep money in their pocket.

- Projects that could pay off at tax time
- Property tax tips



1. Selling? Here's What You Need to Do First

Give your sellers the info to ensure a fast, profitable sale.

- What to expect from a REALTOR®
- Tips for preparing your home for sale

2. Appliance Spectacular

Anticipate home owner questions about buying and caring for appliances.

- Appliance buying guides
- Knowing when to repair or replace



1. Gear Up for the Spring Buying Season

An educated buyer = a quicker sale.

Help first-time buyers:

- Understand financing
- Keep the home purchase on track

2. Celebrate Earth Day at Home

Help home owners save energy, water, and money.

- Compost, vegetable gardens, and trees
- Reuse, recycle, and share



1. Outdoor Space Upgrades

Make summer sunnier: Help home owners expand their living space.

- Outdoor grill and appliance guides
- Deck and patio projects

2. Home Owners: Rev Up Your Gardens

Ensure a lush and fruitful yard and garden.

- Harvest big in a small garden
- Lawn maintenance tips



Suggested themes for

JUNE

1. Great Projects for the Weekend Warrior

Long weekends, staycations, and good weather are ideal conditions for home maintenance projects.

- Projects under \$500
- Must-know repairs

2. Protect Your Vacation Home

Make sure home owners' vacation home remains a relaxing getaway.

- Keep tabs on your second home when you're away
- Renting out your house: taxes, insurance, and costs



Suggested themes for

JULY

1. Be Cool and Spend Less

Home owners don't have to pay a fortune to remain cool this summer.

- When to repair or replace your air conditioning system
- Whole-house fans, roof vents, ceiling fans

2. Curb Appeal Investments

Ideas to help consumers landscape their way to improved home value.

- Smart options for patio pavers
- Value-adding deck additions



Suggested themes for

AUGUST

1. Protect Your Home While You're Away

Leave for a getaway without a worry about your home.

- Light up your yard for safety
- Do-it-yourself home security

2. Batten Down the Hatches: Wild Weather Prep

Stay safe by getting the jump on severe weather.

- Tornadoes and hurricanes: Fall storm survival guide
- Hurricane-proof your home



Suggested themes for

SEPTEMBER

1. Window Replacement Guide

Fall is the perfect reminder to replace old, drafty windows. Give home owners tips on getting the best window buy.

- Understand window-efficiency ratings
- Can't replace windows now? Tips for sealing air leaks

2. 'Home' Schooling

Teach home owners how to protect and improve their home's value.

- Maintenance 101
- How maintenance saves you money



Suggested themes for

OCTOBER

1. Save Money on Energy

Dozens of tips help home owners trim costs.

- Energy audits pinpoint money-wasting leaks
- Hold the line on energy bills

2. Home Horrors!

Share fun content just in time for Halloween.

- Diagnose mysterious sounds and smells
- Can remodeling rouse ghosts?



Suggested themes for

NOVEMBER

1. Organizing Extravaganza

Smart storage strategies keep homes from bursting at the seams.

- Uncover new storage space
- Low-cost storage tips

2. Get Ready for Winter's Nip

Show home owners the way to turn up the heat.

- HVAC guide
- Chimney and fireplace maintenance



Suggested themes for

DECEMBER

1. Home for the Holidays

Spruce up for the season and entertain with confidence.

- Front door facelift
- Hosting disasters and how to avoid them

2. Home Owners' Year End Projects

Got some time off at the holidays? It's a great time for:

- Tax planning
- Cold-weather home maintenance

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