

# ADVERTISEMENTS • 2020 Editorial Calendar

## JANUARY

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- 06** **Treat Your Business like a Business**  
Reservation Deadline: Dec. 23  
Materials Deadline: Dec. 30
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- 20** **Mortgage Lending: The Future of Fannie and Freddie**  
Reservation Deadline: Jan. 8  
Materials Deadline: Jan. 13

## FEBRUARY

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- 03** **Managing Brokers: Policies for 2020**  
Reservation Deadline: Jan. 22  
Materials Deadline: Jan. 27
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- 17** **Real Data**  
Reservation Deadline: Feb. 5  
Materials Deadline: Feb. 10

## MARCH

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- 02** **Top Producers: Going Solo**  
Reservation Deadline: Feb. 19  
Materials Deadline: Feb. 24
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- 16** **New Construction: Resilience and Climate Change**  
Reservation Deadline: March 4  
Materials Deadline: March 9
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- 30** **Disruption in Real Estate**  
Reservation Deadline: March 18  
Materials Deadline: March 23

## APRIL

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- 13** **Agents' Survey**  
Reservation Deadline: April 1  
Materials Deadline: April 6
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- 27** **Opportunities You're Squandering With Open Houses**  
Reservation Deadline: April 15  
Materials Deadline: April 20

## MAY

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- 11** **Challenges of Selling Luxury Homes**  
Reservation Deadline: April 29  
Materials Deadline: May 4
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- 25** **Rethinking Gentrification**  
Reservation Deadline: May 13  
Materials Deadline: May 18

## JUNE

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- 01** **First-Time Buyers**  
Reservation Deadline: May 18  
Materials Deadline: May 25
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- 22** **Tools and Resource Checklist for Your Business**  
Reservation Deadline: June 10  
Materials Deadline: June 15

## JULY

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- 06** **Who's Who 2020**  
Reservation Deadline: June 15  
Materials Deadline: June 22
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- 20** **Tech: Build vs. Buy vs. Partner**  
Reservation Deadline: July 8  
Materials Deadline: July 13

## AUGUST

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- 03** **Cooler by the Lake**  
Reservation Deadline: July 22  
Materials Deadline: July 27
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- 17** **New Construction: The New Starter Home**  
Reservation Deadline: Aug. 5  
Materials Deadline: Aug. 10
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- 31** **Lending Update**  
Reservation Deadline: August 19  
Materials Deadline: August 24

## SEPTEMBER

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- 14** **Investing in Real Estate**  
Reservation Deadline: Aug. 2  
Materials Deadline: Aug. 7
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- 28** **Tech Issue**  
Reservation Deadline: Sept. 16  
Materials Deadline: Sept. 21

## OCTOBER

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- 12** **Good Agent/Bad Agent**  
Reservation Deadline: Oct. 30  
Materials Deadline: Oct. 5
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- 26** **The Rookie Journey**  
Reservation Deadline: Oct. 14  
Materials Deadline: Oct. 19

## NOVEMBER

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- 09** **Agents' Choice Awards**  
Reservation Deadline: Oct. 28  
Materials Deadline: Nov. 2
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- 23** **Giving Back**  
Reservation Deadline: Nov. 11  
Materials Deadline: Nov. 16

## DECEMBER

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- 07** **Managing Brokers: Three Approaches to Office Culture**  
Reservation Deadline: Nov. 25  
Materials Deadline: Nov. 30
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- 21** **2021 Predictions**  
Reservation Deadline: Dec. 9  
Materials Deadline: Dec. 14