# AGENT / 2020 EDITORIAL CALENDAR

## **JANUARY**

Treat Your Business like a Business

Reservation Deadline: Dec. 23 Materials Deadline: Dec. 30

Mortgage Lending: The Future of Fannie and Freddie

Reservation Deadline: Jan. 8 Materials Deadline: Jan. 13

## **APRIL**

13 Agents' Survey
Reservation Deadline: April 1
Materials Deadline: April 6

27 Opportunities You're
Squandering With Open Houses
Reservation Deadline: April 15
Materials Deadline: April 20

#### **JULY**

O6 The city report card: How Chicago is fairing in today's economy, and a closer look at new construction, brokerages and lending data

Reservation Deadline: June 24 Materials Deadline: June 29

**Tech: Build vs. Buy vs. Partner**Reservation Deadline: July 8
Materials Deadline: July 13

# **OCTOBER**

12 Good Agent/Bad Agent Reservation Deadline: Sept. 30 Materials Deadline: Oct. 5

The Rookie Journey
Reservation Deadline: Oct. 14
Materials Deadline: Oct. 19

#### **FEBRUARY**

Managing Brokers:
Policies for 2020

Reservation Deadline: Jan. 22 Materials Deadline: Jan. 27

17 Real Data
Reservation Deadline: Feb. 5
Materials Deadline: Feb. 10

#### **MAY**

11 Challenges of Selling Luxury Homes

Reservation Deadline: April 29 Materials Deadline: May 4

25 Rethinking Gentrification Reservation Deadline: May 13 Materials Deadline: May 18

### **AUGUST**

03 Investing in Real Estate
Reservation Deadline: July 22
Materials Deadline: July 27

17 Lending Update
Reservation Deadline: Aug. 5
Materials Deadline: Aug. 10

31 Who's Who 2020 Reservation Deadline: July 22 Materials Deadline: Aug. 7

# **NOVEMBER**

79 Agents' Choice Awards Reservation Deadline: Oct. 28 Materials Deadline: Nov. 2

Giving Back
Reservation Deadline: Nov. 11
Materials Deadline: Nov. 16

# **MARCH**

**Top Producers: Going Solo**Reservation Deadline: Feb. 19
Materials Deadline: Feb. 24

New Construction:
Resilience and Climate Change
Reservation Deadline: March 4
Materials Deadline: March 9

# **JUNE**

08 First-Time Buyers Reservation Deadline: May 18 Materials Deadline: May 25

Tools and Resource Checklist for Your Business Reservation Deadline: June 10 Materials Deadline: June 15

### **SEPTEMBER**

New Construction:
The New Starter Home
Reservation Deadline: Sept. 2
Materials Deadline: Sept. 7

Tech Issue
Reservation Deadline: Sept. 16
Materials Deadline: Sept. 21

## **DECEMBER**

Managing Brokers: Three
Approaches to Office Culture
Reservation Deadline: Nov. 25
Materials Deadline: Nov. 30

1 2021 Predictions Reservation Deadline: Dec. 9 Materials Deadline: Dec. 14

### Disruption in Real Estate

Reservation Deadline: March 18 Materials Deadline: March 23