

HOUSTON AGENT MAGAZINE

CONTENT OPPORTUNITIES 2022

Houston Agent magazine delivers local news and information to residential real estate professionals throughout Houston. We take a perspective that goes beyond daily news to offer in-depth reporting on the full range of topics that are important to our readers, the residential real estate professionals that make the Houston market move.

- **Multiple articles** published online **daily**
- Reaching a readership of **44,950 real estate professionals**

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SUBMIT PRESS RELEASES/MAKING MOVES

ONGOING

The editors at Houston Agent magazine are happy to receive your press releases. Press releases that are most likely to be used will provide information about new hires, brokerage mergers and acquisitions, personnel changes and promotions, new technology, and other news that would be interesting to our readers.

Just brought on a top producer? Acquiring a competitor? Make sure everyone in Houston real estate knows about the big news at your company.

Please note the difference between a press release and an ad: If the purpose of the release is strictly to promote a product or service, it will not be considered suitable for coverage.

Please send press releases to: editor@agentpublishing.com.

There is **no fee** to submit a press release.

If you have promotional news that you would like to submit, please see our advertising and premium content opportunities (pg 5).

WHO'S WHO IN HOUSTON RESIDENTIAL REAL ESTATE

PUBLISHES IN APRIL

Nominations begin in **December 2021**

Published in **print** and online **Monday, April 4, 2022**

Who's Who in Houston Residential Real Estate is a special annual issue where Houston Agent magazine recognizes influential people who make up the Houston residential community. All participants must be invited. Participants may include residential agents, managing brokers, broker-owners, developers, lenders and affiliates. Although there are many top producers who participate, the requirements to be invited to participate have more to do with quality of work, positive representation and consistent reliability than sales figures. The print issue is delivered to more than 500 offices around Houston.

Each participant will have a bio written by the Houston Agent team and a professional photo taken by our photographers, both of which they are free to use in personal branding and company marketing materials.

If you have a person or team you would like to nominate, please send their name, company information and email address (along with your own contact information) to: anne@agentpublishing.com.

Please note that there is a fee to participate in Who's Who.

No more than twelve people from any one lender can participate.

No more than five people can participate as a team, although they can participate individually.

All team members must be a bona fide team, working under one number.



AGENTS' CHOICE AWARDS

PUBLISHES IN OCTOBER

Nominations due: **Monday, Aug. 22, 2022**

Voting: **Monday, Aug. 29, 2022**

Finalists: **Monday, Sept. 12, 2022**

Award presentation event: **TBD** (generally a few days before the issue is published)

Issue published: **Monday, Sept. 26, 2022**

The categories include:

- Rookie of the Year
- Developer of the Year
- New Development of the Year
- Best Brokerage Website
- Best Agent Website
- Best Team
- Best Dressed
- Lender of the Year
- Loan Officer of the Year
- Charitable Service Award
- Association VIP
- Managing Broker of the Year
- Industry MVP

If you would like to nominate anyone for this award, please send your nominations to: editor@agentpublishing.com.

There is **no fee** to participate in Agents' Choice Awards.

EVENT COVERAGE IN 'THE SCENE'

ONGOING

Our event section, called 'The Scene,' is one of the most popular features of the website. To have your event considered for The Scene, send us the details of the event.

If your event is selected for coverage, our photographer will take photos and collect names. We may ask you to help confirm names, companies, spelling and other details. We publish some events we attend in print and nearly all events we attend online. Events that have been advertised with Houston Agent magazine will get priority coverage.

The events eligible for coverage are:

- New construction development grand openings
- Grand openings of new offices
- Company events, including parties, awards, golf outings etc.
- Charity events
- Association events

For scene coverage, contact: editor@agentpublishing.com.

There is **no fee** to be featured in The Scene.

ALL EVENTS MUST BE INDUSTRY FOCUSED AND HAVE ONLY INDUSTRY PERSONNEL AS ATTENDEES. Events that target consumers or clients and events that center around commercial real estate will not be photographed. For events that may have a mixed group, contact us to see if coverage is warranted.



While we generally do not cover open houses, there are a few exceptions to this rule. Please contact us if you feel yours may be eligible.

AGENT SNAPSHOT/LENDER SNAPSHOT

ONGOING

These features are a short Q&A with an agent, lender, developer or affiliate. We publish snapshots year-round. To be considered, the person highlighted should be an active industry professional.

AGENT SNAPSHOT

If you or someone you suggest would like to be featured in Agent Snapshot, please fill out the submission form here: <https://www.surveymonkey.com/r/AgentSnapHOU>. We will contact you if we decide to use your submission.

There is **no fee** to be featured in Agent Snapshot.

See on our website: <https://houstonagentmagazine.com/category/agent-snapshot/>

LENDER SNAPSHOT


If you or someone you suggest would like to be featured in **Lender Snapshot**, please fill out the submission form here: <https://www.surveymonkey.com/r/LenderSnapshotHoustonDirect>. We will contact you if we decide to use your submission.

There is **no fee** to be featured in Lender Snapshot.

See on our website: <https://houstonagentmagazine.com/category/lender-snapshot/>

HOUSTONAGENT NEWS ▾ FEATURES ▾ REAL DATA ▾ BEST PRACTICES ▾ EVENTS CALENDAR ▾ CITIES ▾ ABOUT US ▾ SUBSCRIBE Q

Janelle Williams
Broker Associate, REMAX Cinco Ranch
March 10, 2021



What is the most difficult aspect of your job?
Keeping transaction timelines on schedule when we are at the mercy of lenders, appraisers, inspectors, contractors, HOAs, etc., doing their part but we can't control them.

What's your best advice for generating new leads?
Staying relevant and top of mind with your SOI, farm and past clients, so that they continue to refer you business.

What are you binge-watching/reading/listening to?
Currently binge-watching "Behind Her Eyes" (was a great book) and reading "My Dear Hamilton".

What's your favorite meal in Houston?
The Carbonara at Coppa Osteria

Architecturally speaking, what is your favorite building in Houston?
First United Methodist Church in Downtown

What's the weirdest thing that's ever happened to you on the job?
I was showing a property and someone was asleep in bed in one of the bedrooms! Yikes!

What's one thing people might be surprised to learn about you?

Most Popular


- AGENT NEWS**
Top 10 most expensive Houston homes sold in July
- CURRENT MARKET DATA**
Houston bidding wars dip in July
- ASSOCIATION NEWS**
Houston real estate slowing as summer ends?
- LOCAL NEWS**
Serenity at Meridiana starts construction of amenity center, models and move-in ready homes
- LOCAL NEWS**
M/I Homes to double presence in Houston area

Resource Guide

LEAD CONVERSION
A perfected to do list for successful real estate lead follow up.

HOUSTONAGENT NEWS ▾ FEATURES ▾ REAL DATA ▾ BEST PRACTICES ▾ EVENTS CALENDAR ▾ CITIES ▾ ABOUT US ▾ SUBSCRIBE Q

Jay Bustos, Commercial Lender and Realtor, Exceed Realty
January 11, 2021



What do you do to relax when you're stressed?
I do absolutely nothing. I take my dog to the dog park, go workout and spend time with family.

If you could meet any well-known figure (living or not), who would it be and why?
I would want to meet Jeff Bezos and tell him I am his son.

What is Houston's best kept secret?
The Dungeon Room at Hotel ZaZa.

What do you love most about the industry?
I get to create jobs for people, fund projects for my community and help others while making a living.

What is the most difficult aspect of your job?
Always wanting more and more. I'm never satisfied.

What's your best advice for generating new leads?
Don't give up when something doesn't work. Keep trying. Keep going.

What's your favorite meal in Houston?
The seafood tower at Mastro's Steakhouse.

Architecturally speaking, what is your favorite

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Morad Fiki
Realtor, Fiki Properties, Memorial Villages
September 01, 2021



What is the most difficult aspect of your job?
Giving clients bad news...

What's your best advice for generating new leads?
Get known, and do it fast!

What are you binge-watching/reading/listening to?
Crushing it on YouTube, Becoming Supernatural

What's your favorite meal in Houston?
Beef Fajitas from Lupe Tortilla

Architecturally speaking, what is your favorite building in Houston?
Arabella in the Galleria

What's the weirdest thing that's ever happened to you on the job?
I was showing a home, and we bumped into a marijuana plant in the front yard.

What's one thing people might be surprised to learn about you?

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OTHER PITCHES, IDEAS, TIPS AND SUGGESTIONS

ONGOING

Photoshoot locations

The editorial team at Houston Agent magazine likes to photograph covers and features in local properties. We are able to bring top producers and industry influencers to locations throughout the city and suburbs and then promote the shoots on social media. If you would like to offer your new construction building's amenity floors, lobbies or extraordinary properties for sale or rent to be used as a photoshoot location for Who's Who, My Style or events, please contact: kit@agentpublishing.com.

Pitches for cover stories and sidebars, tips and suggestions

You may send pitches and ideas for articles at any time. We are happy to hear from readers and company representatives anytime! If you have any interesting ideas, stories, suggestions or tips, please send them to: editor@agentpublishing.com.

PREMIUM CONTENT

ONGOING

Houston Agent magazine offers paid content to help amplify messages and make information easily available in online search. These opportunities include:

Sponsored Posts

Position your story to drive additional exposure for your brand and promote your business.

Developing Houston

A multichannel feature, this option includes an article on Houston Agent's website that showcases a new development, with photos and information on its special amenities, affordability or luxury features, community impact and more.

Listing of the Week

This feature offers the perfect opportunity to highlight a home for sale that deserves a greater spotlight, including full-color images and listing information for potential buyers.

Real Influencers

Share your individual real estate success story, including your most noteworthy career experiences, accomplishments and what inspires you to create a positive impact on the industry.

Team/Company Profile

A creative and compelling way to showcase your brand, this profile allows companies to demonstrate expertise and gain exposure for products, solutions and industry achievements.

Tech Watch

Present your real estate tech solution — CRM software, mobile app, data analytics platform and more — and share how and why agents use it to grow their businesses.

For information about these and other advertising opportunities, contact: anne@agentpublishing.com.