

# SEATTLE AGENT MAGAZINE

## CONTENT OPPORTUNITIES 2022

**Seattle 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 **12,500 real estate professionals**

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## SUBMIT PRESS RELEASES/MAKING MOVES

ONGOING

The editors at Seattle 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 in 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](mailto: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 SEATTLE RESIDENTIAL REAL ESTATE

PUBLISHES IN APRIL

Nominations begin in **December 2022**

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

Who's Who in Seattle 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 Seattle 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: [editor@agentpublishing.com](mailto:editor@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](mailto: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 Seattle 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](mailto: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://seattleagentmagazine.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://seattleagentmagazine.com/category/lender-snapshot/>

**SEATTLEAGENT** MAGAZINE


NEWS ▾ FEATURES ▾ BEST PRACTICES ▾ CITIES ▾ ABOUT ▾ SUBSCRIBE

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### Eddie Chang

Senior Global Real Estate Advisor  
Realogics Sotheby's International Realty

June 24, 2021



I care about my clients, and I always strive to learn as much as possible to help them in their lives.

**What is the most difficult aspect of your job?**  
All the paperwork. That's why we have a team.

**What's your best advice for generating new leads?**  
Help other people in their lives, and be there for people.

**What has been your greatest accomplishment?**  
Life is full of small accomplishments, and that's what matters.

**What are you binge-watching/reading/listening to lately?**  
Just read "Think Again" by Adam Grant.

**What's your favorite meal in Seattle?**  
Pasta from Harvest Vine.

**Architecturally speaking, what is your favorite**

**MOST POPULAR**

- NEW CONSTRUCTION**  
Apartment production slows to a 5-year low in Seattle metro
- TRENDS**  
Tacoma and Spokane rank among top ten 'Zoom cities'
- IMPROVING YOUR BUSINESS**  
Top Seattle agents give 4 tips on how to win a bidding war
- CURRENT MARKET DATA**  
Forecast sunny for interest rates, partly cloudy for first-time homebuyers
- LOCAL NEWS**  
New Western opens first Washington state office in Seattle

**Resource Guide**  
TOOLS TO ELEVATE YOUR CAREER

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

**LEAD GENERATION**  
Use these proven call scripts to help

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### Heather Maddox

Real Estate Broker  
Windermere GH LLC

August 17, 2021



I care about my clients, and I always strive to learn as much as possible to help them in their lives.

**What is the most difficult aspect of your job?**  
All the paperwork. That's why we have a team.

**What's your best advice for generating new leads?**  
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### Rachael Podolsky

Real Estate Agent  
Coldwell Banker Bain, Bellevue WA

July 27, 2021



I consistently follow up, keeping great notes in my CRM, making calls and farming regularly—the results follow.

**What has been your greatest accomplishment?**  
I was ranked No. 4 in my office last year in less than five years in the business. It was pretty exciting to see my hard work pay off in such a momentous way. Now I need to do it again! My personal greatest accomplishment is raising three really awesome kids. Jack 21, Nate 19, and Lily 17. They are my everything.

**What are you binge-watching/reading/listening to lately?**  
When I watch TV, it is background noise to marketing and I have a penchant for Bravo. My reading has mostly been industry books, and I listen to some podcasts usually from Jim Kwik, Tom Ferry and I love Tom Rilyeu's Impact Theory too.

**What's your favorite meal in Seattle?**

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## OTHER PITCHES, IDEAS, TIPS AND SUGGESTIONS

ONGOING

### Photoshoot locations

The editorial team at Seattle 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: [editor@agentpublishing.com](mailto:editor@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](mailto:editor@agentpublishing.com).

## PREMIUM CONTENT

ONGOING

Seattle 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 Seattle

A multichannel feature, this option includes an article on Seattle 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: [editor@agentpublishing.com](mailto:editor@agentpublishing.com).