

# 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](http://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](http://HouseLogic.com/members)

### Suggested themes for **JANUARY**

#### 1. Home Owners' New Year's Resolutions

Help home owners resolve to make smart home ownership decisions in 2011.

- Reevaluate an ARM and cancel PMI
- Home owners' insurance checkup

#### 2. How I Spent My Winter: Remodeling!

Nobody wants to spend summer remodeling. Help home owners plan a bathroom remodel now.

- Strategies for a smart bathroom remodel
- Think ahead with universal design

### Suggested themes for **MARCH**

#### 1. Great Appliances

Help home owners buy and maintain their home appliances.

- Appliance buying guides
- Keep your heating and cooling system in tip-top shape

#### 2. Hire the Best Contracting Help

Luck o' the Irish comes from good planning. Save home owners headaches and money with tips on hiring and working with contractors.

- Get the best work from contractors
- Avoid contracting scams

### Suggested themes for **MAY**

#### 1. Home Owners: Rev Up Your Gardens

Lay groundwork for a beautiful yard and garden.

- Tips for getting a garden off the ground
- Save water in the garden

#### 2. Upgrades that Make Summer Sunnier

Help home owners take advantage of outdoor living space.

- Outdoor grill guides
- Pool maintenance and upgrades

### Suggested themes for **FEBRUARY**

#### 1. "Heart" Your Home

Help home owners show their home how much they care.

- Use low-VOC paints
- Protect from home fire dangers

#### 2. Don't-miss Tax Breaks

Give home owners the skinny on tax breaks.

- Property tax tips
- Green tax credits

### Suggested themes for **APRIL**

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

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

- Tips for prepping your home
- Use comps to price it right

#### 2. Celebrate Earth Day at Home

Help home owners reduce their and their home's carbon footprint.

- Start a compost pile
- Create a bartering or tool co-op

Suggested themes for

## JUNE

### 1. Protect Your Vacation Home

Make sure your vacation home remains a relaxing getaway.

- Insurance tips for your vacation home
- Keep tabs on your second home when you're away

### 2. Home Safety 101

Truer words were never spoken during National Safety Month: It's better to be safe than sorry.

- Exterior safety lighting
- Little-known but important insurance coverage

Suggested themes for

## JULY

### 1. Backyard Investments

Give home owners tips on backyard investments that improve their home's value and will make them smile.

- Create a secluded hideaway with a privacy fence
- Smart options for patio pavers

### 2. Be Cool and Spend Less

Home owners don't have to pay a fortune to remain cool during heat waves.

- When to replace your air conditioning system
- Insulation to help cool your home

Suggested themes for

## AUGUST

### 1. Home-Protection Strategies

Leave for vacation without a worry about your home.

- Whole-house security systems
- Light up your yard for safety

### 2. Long Live Your Garage

Keep your garage in drive-in condition.

- Inspect and maintain your garage
- Garage door options

Suggested themes for

## SEPTEMBER

### 1. Back to School!

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

- Understand the dollar value of maintenance
- Set up a financial plan for your home

### 2. Window Replacement Guide

Fall is the perfect time to replace old, drafty windows.

Give home owners tips on getting the best window buy.

- Understand energy-efficiency ratings
- Where you live affects your window choices

Suggested themes for

## OCTOBER

### 1. Save Money on Energy Costs

Help home owners stay cozy inside their home without spending money like it's falling off trees.

- Dozens of tips to help consumers save energy
- Should you do a DIY audit or go pro?

### 2. Warm Your Home

Show home owners how to turn up the heat with wise upgrades.

- Add a wood-burning or ventless fireplace or a wood stove
- What to know about chimney maintenance

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. Spruce Up Your Home

Maintenance tips help home owners show off their home at the holidays.

- Give your front door a face lift
- Upgrade to the most efficient interior lighting

Suggested themes for

## DECEMBER

### 1. Holiday Entertaining Made Simple

Get the most out of neighborhood celebrations.

- Holiday events that better your community
- Holiday fire safety tips

### 2. Be Happy in a Home Owners Association

Help home owners win friends and influence people in their HOA.

- Is it time for professional management?
- Collect delinquent association fees

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