

A photograph of a kangaroo sitting in a field of tall grass. In the background, there are rolling hills or mountains under a clear sky. The image is slightly dimmed to make the text stand out.

# Real Estate Today Australia

# THE BOOK

# 2025



# What's happening in 2025


Real Estate Today Australia (RETA) is poised to make 2025 a most impactful year, with a bold, dynamic, and expansive plan that will see RETA as a leading voice in the Australian real estate industry media.

Combining innovative features and comprehensive recognition programs, RETA aims to elevate the profiles of real estate professionals, support community initiatives, and set new standards for excellence across the sector.

At the heart of RETA's strategy for 2025 are monthly feature stories that dive into the hottest topics affecting the industry, from market predictions and sustainability to technology innovations, the role of women in real estate & mental health and wellbeing.

These in-depth stories will be complemented by monthly spotlights on top-performing agents, property managers, commercial agents, and administrative staff, ensuring the best talent in the industry is recognised and celebrated.

Community engagement is a cornerstone of RETA's 2025 approach. RETA will focus on fundraising and awareness campaigns. These efforts underscore the real estate industry's commitment to giving back and supporting local communities.



These programs will be coupled with exclusive features, interviews, and social media highlights to ensure these professionals receive the attention they deserve.

One of the flagship initiatives for 2025 is the "Top 25 Under 25 in 25" campaign, which will spotlight the brightest young talents in the Australian real estate market.

This campaign will celebrate our young agents & highlight their journeys to inspire others within the industry, or to join the industry. While success in the industry is of course a main point scorer, we will also be looking for those who are doing well on social media, within their community, growth (whether that be from property management to sales for example) or innovating the industry somehow.


RETA will also celebrate & inspire those within real estate in technology and innovation, with dedicated monthly features on the latest tech trends, tools, and strategies transforming the industry.

Keeping professionals informed and ahead of the curve is essential, which is why RETA will have leaders in the field regular market updates, mid-year reviews, and year-end analyses.

In addition to regular features, RETA will publish special themed issues throughout the year, focusing on topics like luxury real estate, first-time home buyers, and the future of commercial real estate.

Highlighting inspiring stories from the field, RETA will feature agents and agencies involved in significant community projects, sharing their journeys and successes.

These stories will not only inspire other professionals but will also showcase the positive impact real estate has on communities.



Engagement through social media and digital platforms will be a key focus, with ongoing campaigns, contests, and user-generated content initiatives.

By actively engaging with our audience through interactive content, hashtags, and giveaways, RETA will maintain a strong presence and drive conversations within the industry.

2025 promises to be a year of growth, recognition, and leadership for the Real Estate Today group internationally.

By focusing on industry excellence, community involvement, and cutting-edge innovation, RETA will not only elevate the profiles of real estate professionals but also strengthen the bond between the industry and the communities it serves.

Prepare for a year of groundbreaking content, unparalleled recognition, and a platform that truly champions the future of real estate in Australia.

We can't wait to see you in 2025.

Nic Fren  
Founder  
**Real Estate Today Group**



# REAL ESTATE TODAY - AUSTRALIA:

## COMPREHENSIVE CONTENT PLAN FOR 2025

### Vision & Mission

**Vision:** To become one of the authoritative sources for Australia's real estate professionals, providing impactful content, recognition, and community engagement that drives industry growth and innovation.

**Mission:** To deliver high-quality content that recognises industry excellence, promotes community involvement, and showcases cutting-edge trends and innovations across all real estate sectors in Australia.

### Strategic Objectives for 2025

1. **Expand Industry Influence:** Establish RETA as a primary platform for real estate insights and industry leadership.
2. **Enhance Professional Recognition:** Broaden recognition programs to spotlight diverse talent and achievements.
3. **Foster Community Engagement:** Increase participation in community support and charitable initiatives.
4. **Lead in Innovation:** Position RETA as a leader in discussions around real estate technology and innovation.
5. **Boost Digital & Social Media Presence:** Amplify our digital footprint through strategic social media and digital content initiatives.



# **REAL ESTATE TODAY - AUSTRALIA:**

## **COMPREHENSIVE CONTENT PLAN FOR 2025**

### **Content Focus Areas**

#### **1. Market Insights & Predictions**

What We Would Love to See:

1. **Market Outlooks for 2025:** In-depth analyses of expected trends in residential and commercial real estate.
2. **Impact of Economic Policies:** How changes in interest rates or government policies are affecting property prices and demand.
3. **Regional Market Comparisons:** Comparing growth and investment potential across different regions in Australia.
4. **Foreign Investment Trends:** The role of foreign buyers and international investment in the Australia real estate market.
5. **Buyer Behaviour Analysis:** Changes in buyer preferences and how they are shaping the market.
6. **Investment Opportunities in 2025:** Highlighting emerging hotspots for real estate investment.
7. **Affordable Housing Solutions:** Exploring innovative solutions to address housing affordability in Australia.
8. **Future of Property Development:** Predictions on how urbanisation and new technologies will influence property development in the next decade.

**Who to Engage:** Top agents, market analysts, economists, and industry experts.



# **REAL ESTATE TODAY - AUSTRALIA:**

## **COMPREHENSIVE CONTENT PLAN FOR 2025**

## **2. Sustainability & Innovation**

**What We Would Love to See:**

1. **Green Building Practices:** Case studies of sustainable developments and the benefits they offer.
2. **Eco-Friendly Home Designs:** Innovative design trends that are making homes more energy-efficient and sustainable.
3. **Technology in Property Management:** How smart home technologies are transforming property management and tenant experiences.
4. **Sustainable Investment Strategies:** How investors can incorporate sustainability into their property portfolios.
5. **Circular Economy in Real Estate:** Exploring the reuse and recycling of materials in property construction and renovation.
6. **Climate-Resilient Properties:** Innovations in building homes that withstand extreme weather conditions.
7. **Sustainable Urban Planning:** How cities can be designed to be more sustainable and efficient.
8. **Green Certifications:** The value of green certifications like Green Star and how they impact property value and marketability.

**Who to Engage: Agents, developers, tech innovators, and sustainability experts.**



# **REAL ESTATE TODAY - AUSTRALIA:**

## **COMPREHENSIVE CONTENT PLAN FOR 2025**

### **3. Community Engagement & Impact**

#### **What We Would Love to See:**

1. **Community-Driven Projects:** Profiles of agents leading impactful community projects and the outcomes achieved.
2. **Charity Initiatives in Real Estate:** Stories of how real estate professionals are giving back through charitable work.
3. **Agent-Community Partnerships:** Successful partnerships between agents and local organisations to support community initiatives.
4. **Social Impact Investing:** How agents and investors are making positive social impacts through their real estate activities.
5. **Affordable Housing Initiatives:** Real estate professionals contributing to affordable housing projects and initiatives.
6. **Youth Engagement in Real Estate:** Programs or initiatives that introduce young people to the real estate industry.
7. **Neighbourhood Revitalisation Stories:** Agents involved in revitalising and transforming neighbourhoods.
8. **Sustainable Community Development:** How real estate is contributing to the development of sustainable and vibrant communities.

**Who to Engage:** Agents with a community focus, local leaders, and charity organisations.





# **REAL ESTATE TODAY - AUSTRALIA:**

## **COMPREHENSIVE CONTENT PLAN FOR 2025**

### **4. Professional Spotlights & Recognition**

#### **What We Would Love to See:**

1. **Top 25 Under 25 Features:** Profiles on young professionals making waves in the real estate industry.
2. **Rising Stars Interviews:** Conversations with new talent who are showing exceptional promise and innovation.
3. **Agent of the Year Spotlights:** Detailed stories on top agents, their strategies, and their contributions to the industry.
4. **Innovative Property Managers:** Showcasing property managers who have implemented unique solutions to common challenges.
5. **Exemplary Admin Professionals:** Stories highlighting administrative professionals who go above and beyond in supporting their teams.
6. **Career Journeys:** Documenting the career paths of successful agents and property managers, focusing on key turning points and challenges.
7. **Agents Making a Difference:** Profiles on agents who are not just successful in sales but are also making a positive impact on their communities.
8. **Top Female Leaders:** Celebrating women who are leading the way in real estate and their unique contributions to the industry.

**Who to Engage:** Young agents, property managers, top-performing professionals, and administrative staff.



# **REAL ESTATE TODAY - AUSTRALIA:**

## **COMPREHENSIVE CONTENT PLAN FOR 2025**

### **5. Technology & The Modern Agent**

#### **What We Would Love to See:**

1. **Digital Marketing Mastery:** How top agents use social media and digital marketing to drive their business.
2. **AI in Real Estate:** Exploring the use of artificial intelligence in property management and customer service.
3. **Virtual Reality Tours:** How agents are using VR to provide immersive property experiences.
4. **Blockchain for Real Estate:** The potential of blockchain technology for property transactions and smart contracts.
5. **PropTech Startups to Watch:** Profiles of startups that are revolutionising the real estate industry.
6. **The Modern Agent Toolkit:** A roundup of the most effective digital tools for real estate professionals.
7. **Cybersecurity Best Practices:** How agents and agencies can protect client data and maintain privacy.
8. **Data-Driven Decision Making:** How agents are using data analytics to refine their sales strategies and better understand market trends.

**Who to Engage:** Tech-driven agents, digital marketers, PropTech innovators, and cybersecurity experts.



# **REAL ESTATE TODAY - AUSTRALIA:**

## **COMPREHENSIVE CONTENT PLAN FOR 2025**

### **6. Health & Wellbeing in Real Estate**

#### **What We Would Love to See:**

1. **Managing Stress in Real Estate:** Strategies for dealing with the pressures of the industry.
2. **Work-Life Balance Tips:** Practical advice from agents who have successfully balanced demanding careers with personal time.
3. **Mental Health Resources:** Articles highlighting resources available to real estate professionals to support mental wellbeing.
4. **Overcoming Burnout:** Stories of agents who have navigated burnout and found sustainable ways to thrive.
5. **Creating Healthy Work Environments:** How agencies can create supportive and healthy workplaces.
6. **Mindfulness Practices for Agents:** Techniques for staying focused and reducing stress in a fast-paced environment.
7. **Physical Health Tips:** Exercise and nutrition advice tailored for busy real estate professionals.
8. **Support Networks:** The importance of peer support and mentorship in maintaining mental health and wellbeing.

**Who to Engage:** Wellness coaches, mental health professionals, HR leaders, and agents with personal stories to share.



# **REAL ESTATE TODAY - AUSTRALIA:**

## **COMPREHENSIVE CONTENT PLAN FOR 2025**

### **7. Commercial Real Estate Trends**

#### **What We Would Love to See:**

1. **Emerging Commercial Hotspots:** Analysis of the best locations for commercial investment in 2025.
2. **Office Space Trends Post-Pandemic:** How the demand for office space is evolving and what businesses are looking for.
3. **Commercial Real Estate Innovations:** New technologies and innovations shaping the commercial property sector.
4. **Retail Space Revitalisation:** Strategies for repurposing vacant retail spaces and adapting to changing consumer behaviour.
5. **Industrial Property Growth:** Trends and opportunities in industrial and logistics properties, including warehousing and distribution centres.
6. **Commercial Leasing Strategies:** Best practices for attracting and retaining tenants in a competitive market.
7. **Sustainability in Commercial Buildings:** The rise of green certifications and energy-efficient commercial developments.
8. **Investment Opportunities in Commercial Real Estate:** Identifying high-potential investment opportunities and trends in commercial real estate.

**Who to Engage:** Commercial agents, developers, business leaders, and commercial property investors.



# **REAL ESTATE TODAY - AUSTRALIA:**

## **COMPREHENSIVE CONTENT PLAN FOR 2025**

### **8. Strata & Property Management**

#### **What We Would Love to See:**

1. **Navigating Strata Law:** Understanding recent changes in strata law and how they impact property owners and managers.
2. **Best Practices in Property Management:** Innovative strategies for effective property management and tenant engagement.
3. **Technology in Strata Management:** How digital tools and platforms are revolutionising strata management.
4. **Community Building in Strata Living:** Encouraging a sense of community within strata developments through effective management and engagement.
5. **Strata Property Maintenance Challenges:** Common challenges in maintaining strata properties and solutions from top managers.
6. **Strata Dispute Resolution:** Best practices for resolving disputes between owners, tenants, and management committees.
7. **Sustainable Practices in Strata:** How strata properties can adopt green initiatives and improve sustainability.
8. **Future of Strata Developments:** Trends in strata developments, including mixed-use spaces and vertical communities.

**Who to Engage:** Strata managers, property management experts, legal professionals, and strata committee members.



# **REAL ESTATE TODAY - AUSTRALIA:**

## **COMPREHENSIVE CONTENT PLAN FOR 2025**

### **9. Rural Real Estate**

#### **What We Would Love to See:**

1. **Investment in Rural Properties:** Trends in purchasing rural properties for investment or lifestyle changes.
2. **Agricultural Property Market:** Insights into the agricultural real estate market, including dairy, viticulture, and horticulture sectors.
3. **Challenges of Rural Property Management:** Managing large-scale properties and dealing with unique rural issues such as water rights and land use regulations.
4. **Sustainable Farming Practices:** How sustainable and regenerative farming practices are impacting rural property values.
5. **Rural Lifestyle Properties:** The appeal of rural lifestyle properties and their growing popularity among urban buyers.
6. **Rural Development and Infrastructure:** The impact of infrastructure projects like roads and internet connectivity on rural property values.
7. **Future of Rural Communities:** How changes in demographics and technology are reshaping rural communities and their real estate markets.
8. **Rural Property Financing:** Navigating the complexities of financing rural property purchases and developments.

**Who to Engage:** Rural agents, agricultural experts, property developers, and community leaders in rural areas.



# **REAL ESTATE TODAY - AUSTRALIA:**

## **COMPREHENSIVE CONTENT PLAN FOR 2025**

### **10. Regional Real Estate Market Insights**

#### **What We Would Love to See:**

1. **Regional Growth Areas:** Spotlight on regions experiencing significant growth and development.
2. **Regional Property Market Trends:** Detailed analysis of property market trends in key regional areas.
3. **Impact of Urban Migration:** How urban migration is affecting property demand and prices in regional towns.
4. **Investment Opportunities in Regional Markets:** Highlighting lucrative opportunities for investors in regional areas.
5. **Challenges of Selling Regional Properties:** Strategies for marketing and selling properties in smaller or remote communities.
6. **Regional Infrastructure Projects:** The role of infrastructure projects in driving regional property values and development.
7. **Building a Real Estate Business in Regional Areas:** Insights from successful agents and agencies operating in regional markets.
8. **Regional Tourism and Real Estate:** How tourism influences regional property markets, especially in areas with seasonal demand.

**Who to Engage:** Regional agents, property investors, local business owners, and regional development authorities.

# REAL ESTATE TODAY - AUSTRALIA:

## PODCAST YEARLY FLOW CHART - TBC

Month	Podcast Idea	Description
January	2025 Real Estate Predictions: What's on the Horizon?	A roundtable discussion with top market analysts and experienced agents exploring predictions for the year ahead. Topics include residential and commercial market trends, buyer behaviour, and investment hotspots.
January	Emerging Opportunities: Regional Growth Areas to Watch in 2025	An in-depth look at emerging regional markets in Australia. Discussion will focus on areas with high growth potential, investment opportunities, and the impact of infrastructure projects.
February	Agents Making a Difference: Community Impact Stories	Featuring interviews with agents who are leading community-driven projects, this episode will explore how real estate professionals are giving back and making a positive impact on their local communities.
February	Real Estate and Social Responsibility: The Role of Agents in Building Stronger Communities	A panel discussion on the social responsibilities of real estate professionals and how they can contribute to community development beyond their sales roles.
March	Women Leading the Way: Inspirational Journeys in Real Estate	A series of interviews with successful female agents and property managers discussing their career journeys, challenges, and the unique contributions they bring to the industry.
March	Breaking Barriers: How Women Are Shaping the Future of Real Estate	A discussion on the changing dynamics of the industry, the rise of women in leadership roles, and initiatives supporting gender diversity in real estate.
April	Green Real Estate: Innovations Shaping the Future	Exploring the latest trends in sustainable property development and green building practices. This episode will cover topics such as energy-efficient home designs and sustainable urban planning.
April	Tech-Driven Sustainability: How Technology is Transforming Real Estate	A discussion on the role of technology in promoting sustainability in real estate, including smart home technologies, data analytics for energy efficiency, and green PropTech innovations.
May	Digital Marketing Masterclass: Strategies for Real Estate Success	A deep dive into digital marketing strategies for agents, including social media, content marketing, and SEO techniques that drive business growth.
May	The Future is Now: Embracing PropTech in Real Estate	A discussion on the latest PropTech innovations and how they are changing the way real estate is bought, sold, and managed. Topics include AI, VR property tours, and blockchain technology.
June	Mid-Year Market Review: What's Happening in 2025?	A comprehensive review of the first half of the year, featuring market trends, investment highlights, and predictions for the second half of 2025.
June	Investment Insights: Where to Put Your Money in 2025	A discussion focused on investment opportunities in New Zealand's real estate market, including high-growth regions, commercial property investments, and emerging market sectors.



# REAL ESTATE TODAY - AUSTRALIA:

## PODCAST YEARLY FLOW CHART - TBC

July	The Unsung Heroes: Celebrating Admin Professionals in Real Estate	Highlighting the crucial role of administrative staff in the success of real estate operations, this episode will feature interviews with top admin professionals sharing their tips and experiences.
July	Behind the Scenes: How Great Admin Teams Drive Real Estate Success	A discussion on best practices for managing administrative tasks, enhancing office efficiency, and supporting sales teams.
August	Commercial Real Estate Trends: What's Driving the Market in 2025?	An in-depth discussion on the current trends in the commercial property market, including office space, retail, and industrial sectors.
August	Unlocking Value in Commercial Real Estate: Strategies for Success	Insights into strategies for success in the commercial real estate market, including investment tips, leasing strategies, and property management best practices.
September	Spring Market Trends: What to Expect This Season	A discussion on the key trends and opportunities in the spring property market, including buyer behaviour, pricing strategies, and home staging tips.
September	Maximising Property Value: Spring Home Improvement Tips	Practical advice on home improvements that can boost property value and appeal during the spring market, with insights from renovation experts and top agents.
October	Innovations in Real Estate: What's Changing the Game?	A look at the latest innovations in real estate, from digital tools to new business models, and how they are transforming the industry.
October	Planning for the Future: Setting Your Real Estate Business Up for 2026	Strategies for agents and agencies to future-proof their business, including goal-setting, market predictions, and planning for growth.
November	Building Lasting Client Relationships: Stories of Success	Interviews with agents who have built strong, lasting relationships with their clients, sharing their tips for customer service and client retention.
November	Giving Back: How Real Estate Agents Can Support Their Communities	A discussion on the importance of community engagement and how agents can contribute to their local communities through various initiatives.
December	2025 in Review: Highlights, Challenges, and Successes	A review of the key events and trends that shaped the real estate market in 2025, featuring insights from industry leaders.
December	Looking Ahead: Real Estate Trends and Predictions for 2026	Predictions and insights into what to expect in the real estate market in 2026, including emerging trends, market challenges, and growth opportunities.



# 12-MONTH MARKETING CALENDAR FOR REAL ESTATE TODAY

(Seasonally Appropriate with Significant Days)

## January (Summer)

- **Spotlight: Top 25 under 25 in 25 - sole story**
- **Community Engagement: Real Estate Agents Giving Back During School Holidays**
- **Feature Story: Real Estate Predictions for the Year**
- Spotlight: Top Property Managers to Watch
- Charity Event: Summer Charity BBQ to Support Local Homeless Shelters
- Market Update: Early Year Market Trends and Forecasts
- Home Focus: Outdoor Living Space Enhancements for Summer
- Industry Insight: The Impact of Tourism on Coastal Real Estate Markets
- Success Stories: Case Studies of Agents Thriving in Holiday Home Markets
- Legislation Update: New Rental Regulations Affecting Beachfront Properties
- Health and Wellbeing: Tips for Balancing Work and Summer Holidays
- Community Engagement: Agents Organising Summer Community Events

## February (Summer)

- Feature Story: Building Long-Lasting Client Relationships
- **Tech Focus: Using AI to Enhance Property Listings**
- Spotlight: Top Female Property Managers and Sales Agents
- Market Update: Summer Sales Trends in Urban and Suburban Areas
- Home Focus: Curb Appeal Tips for Hot Weather Conditions
- Success Tips: Best Practices for Customer Retention
- Industry Insight: Vacation Rental Market Trends
- **Health and Wellbeing: Staying Hydrated and Energised During Summer Showings**
- Success Stories: Real Estate Agents Who Excel in Summer Markets
- Significant Day: World Cancer Day (4 February) - Supporting health initiatives in real estate.



# 12-MONTH MARKETING CALENDAR FOR REAL ESTATE TODAY

## March (End of Summer/Start of Autumn)

- **Women in real estate - sole story**
- Feature Story: The Evolution of Commercial Real Estate
- Charity Event: Back-to-School Supply Drive for Local Schools
- Market Update: First Quarter Market Analysis and Predictions
- Home Focus: Preparing Properties for the Autumn Market
- Legislation Update: Compliance and Regulatory Changes in Commercial Real Estate
- Tech Focus: Top 5 Tech Tools for Real Estate Agents
- Success Stories: Inspirational Journeys of Top Commercial Agents
- Community Spotlight: Agents Supporting Local Education Initiatives
- Industry Insight: Preparing for the Seasonal Market Shift
- Significant Day: International Women's Day (8 March) - Feature on women leaders in real estate

## April (Autumn)

- **Significant Day: World Health Day (7 April) - Feature on maintaining health in the real estate profession**
- Charity Event: Earth Day Initiative (Plant a Tree for Every House Sold)
- Market Update: Sustainable Real Estate Practices and Trends
- Home Focus: Seasonal Maintenance Tips for Autumn
- Industry Insight: The Growing Demand for Energy-Efficient Homes
- Success Tips: Strategies for Boosting Home Sales in Autumn
- Tech Focus: Innovations in Home Security Systems
- Health and Wellbeing: Managing Stress as the Market Cools Down
- Community Engagement: Supporting Environmental Initiatives



# 12-MONTH MARKETING CALENDAR FOR REAL ESTATE TODAY

## May (Autumn)

- **Feature Story: Overcoming Setbacks in Real Estate**
- **Spotlight: Top Innovators in Real Estate**
- Charity Event: Autumn Clean Charity Drive
- Market Update: Mid-Year Market Trends and Forecasts
- Home Focus: Preparing Homes for Colder Weather
- Industry Insight: Understanding Market Fluctuations in Autumn
- Success Stories: Agents Who Overcame Adversity
- Legislation Update: Key Legal Changes Impacting Property Sales
- Community Engagement: Partnering with Local Businesses for Autumn Events
- Health and Wellbeing: Tips for Maintaining Energy Levels
- Significant Day: International Day of Families (15 May) - Feature on family-friendly real estate markets

## June (Winter)

- Feature Story: Green Real Estate: The Future is Now
- Spotlight: Health and Wellbeing for Real Estate Agents
- **Charity Event: Winter campaigns (homeless etc)**
- Market Update: Mid-Year Market Review Insights
- Home Focus: Preparing Homes for Winter Sales
- Success Tips: Effective Networking Strategies for the Winter Market
- **Tech Focus: Using AI to Enhance Property Listings**
- Legislation Update: New Zoning Laws and Their Impact
- Industry Insight: Trends in Luxury Real Estate Markets
- Community Spotlight: Agents Supporting Local Homeless Shelters
- Significant Day: World Environment Day (5 June) - Focus on sustainable practices in real estate



# 12-MONTH MARKETING CALENDAR FOR REAL ESTATE TODAY

## July (Winter)

- **Feature Story: Top Commercial Real Estate Trends**
- **Spotlight:** Highlighting New Teams and Office Openings
- **Charity Event:** Planning for Holiday Charity Events
- **Market Update:** Commercial Real Estate Market Analysis
- **Home Focus:** Best Practices for Virtual Home Tours in Winter
- **Success Stories:** Entrepreneurs Making Waves in Real Estate
- **Industry Insight:** The Impact of Economic Changes on Real Estate
- **Health and Wellbeing:** Managing Work Pressure During Busy Seasons
- **Community Engagement:** Building Strong Relationships with Local Communities
- **Legislation Update:** Recent Changes in Commercial Property Laws
- **Significant Day:** International Property Managers Day (25 July) - Celebrate and feature top property managers

## August (End of Winter/Start of Spring Prep)

- **Feature Story: Innovations Transforming Real Estate**
- **Spotlight: Tech-Savvy Agents Making a Difference**
- **Charity Event:** Planning for a Spring Garden Initiative
- **Market Update:** Winter Market Wrap-Up and Spring Outlook
- **Home Focus:** Maintenance and Upgrades Before Spring
- **Tech Focus:** Smart Home Technologies and Their Benefits
- **Success Tips:** Mastering Negotiation Techniques
- **Community Spotlight:** Agents Supporting Local Schools and Education
- **Legislation Update:** Recent Changes in Rental Laws
- **Industry Insight: Preparing for the Spring Market Surge**
- **Significant Day:** International Youth Day (12 August) - Feature on young rising stars in real estate



# 12-MONTH MARKETING CALENDAR FOR REAL ESTATE TODAY

## September (Spring)

- **Feature Story: Preparing Homes for the Spring Market**
- Spotlight: Community Champions in Real Estate
- Charity Event: Spring Garden Planting with Local Communities
- Market Update: Spring Market Trends and Projections
- Home Focus: Tips for Freshening Up Homes After Winter
- **Success Stories: First-Time Home Sellers' Success Strategies**
- Tech Focus: Virtual Open Houses: Do's and Don'ts
- **Health and Wellbeing: Coping with Market Stress During Spring Surge**
- Community Engagement: Encouraging Volunteer Work among Agents
- Industry Insight: Capitalising on Spring Market Opportunities
- Significant Day: World Green Building Week (last week of September) - Focus on sustainable building practices

## October (Spring)

- Feature Story: Trends and Predictions for the End of Year
- Spotlight: Successful Real Estate Agents to Watch
- **Charity Event: Breast Cancer Awareness Fundraiser**
- Market Update: Spring Market Insights and Analysis
- Home Focus: Best Practices for Home Showings in Spring
- Industry Insight: The Role of Real Estate in Economic Recovery
- **Success Stories: Innovative Marketing Campaigns that Worked**
- Tech Focus: Cybersecurity Measures Every Agent Should Know
- Legislation Update: Overview of Recent Real Estate Regulations
- Community Engagement: Real Estate Agents Supporting Health Initiatives
- Significant Day: World Habitat Day (first Monday in October) - Feature on affordable housing initiatives



# 12-MONTH MARKETING CALENDAR FOR REAL ESTATE TODAY

## November (End of Spring/Start of Summer Prep)

- Feature Story: Top Real Estate Achievements of the Year
- **Spotlight: Innovative Approaches in Property Management**
- **Charity Event: Movember Fundraiser for Men's Health**
- Market Update: End-of-Year Market Analysis and Predictions
- Home Focus: Preparing Homes for Summer Sales
- Community Engagement: Agents Making a Positive Impact
- Success Tips: Effective Lead Generation Strategies
- Industry Insight: Trends in Property Management Technology
- Health and Wellbeing: Preparing for a Productive End-of-Year
- **Success Stories: Agents Who Achieved Milestones This Year**
- Significant Day: International Men's Day (19 November) - Feature on male leaders in real estate

## December (Summer)

- Feature Story: Legislative Updates Affecting the Real Estate Industry
- **Spotlight: Real Estate Leaders Reflecting on the Year**
- Charity Event: Holiday Charity Fundraiser and Celebration
- Market Update: Year-End Market Review and Forecast for 2025
- Home Focus: Planning Home Renovations for the New Year
- Success Stories: Real Estate Achievements and Milestones
- Community Spotlight: Year in Review of Community Service Projects
- **Tech Focus: Top Tech Predictions for the Real Estate Industry**
- Health and Wellbeing: Reflecting on Personal Growth and Professional Development
- Industry Insight: Preparing for the New Year in Real Estate
- Significant Day: International Volunteer Day (5 December) - Feature on agents involved in volunteer work