# 2027 REAL ESTATE AGENT MARKETING CALENDAR

One campaign. Four coordinated touchpoints. One memorable promotional product.

JANUARY - JUNE



| MONTH | CAMPAIGN THEME | FEATURED PRODUCT | EMAIL CAMPAIGN | SOCIAL MEDIA | EVENT / OUTREACH | CLIENT GIFT |
|---|---|---|---|---|---|---|
| JAN | **Set home goals for 2027** | **Home-planning notepad** | Share a buyer and seller goal-setting checklist for the new year. | Post a simple home-goals worksheet with a call to plan ahead. | Homeownership Q&A / community mixer | Give planning pads at buyer or seller consultations. |
| FEB | **Love where you live** | **Home-contact magnet** | Share a neighborhood amenities and home-upkeep resource guide. | Spotlight local shops and public spaces; use inclusive language. | Neighborhood market / local business open house | Offer contact magnets with helpful local resources. |
| MAR | **Spring listing preparation** | **Microfiber cleaning cloth** | Email a step-by-step pre-listing and home staging checklist. | Share staging tips and owner-approved before-and-after photos. | Spring seller workshop / open house | Include cleaning cloths in listing-prep packets. |
| APR | **Energy-smart home tips** | **Reusable shopping tote** | Send practical ways to consider energy savings at home. | Post a carousel of energy-efficient features buyers may see. | Earth Month neighborhood cleanup / expo | Give totes with home-efficiency tip sheets. |
| MAY | **Make moving easier** | **Branded tape measure** | Share a moving timeline, room measurement guide and checklist. | Reel: measure furniture and plan space before moving. | First-time buyer workshop / community fair | Hand out tape measures with moving checklists. |
| JUN | **Celebrate homeownership** | **Home-maintenance magnet** | Email a seasonal home maintenance checklist for new owners. | Post quick maintenance tips and homeowner success stories. | Homeownership Month Q&A / open house | Provide useful fridge magnets after home tours. |

## A SIMPLE MONTHLY ROLLOUT

Week 1: helpful email | Week 2: social post | Week 3: local event | Week 4: useful gift

## WE PUT YOUR BRAND TO WORK

Check broker identity and license disclosures in advertising.
Follow fair housing, consent and RESPA rules; no gifts for referrals.

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**JULY - DECEMBER**



| MONTH | CAMPAIGN THEME | FEATURED PRODUCT | EMAIL CAMPAIGN | SOCIAL MEDIA | EVENT / OUTREACH | CLIENT GIFT |
|---|---|---|---|---|---|---|
| JUL | **Summer home tours** | **Insulated water bottle** | Invite clients to tour-ready home search and viewing tips. | Share how to prepare for summer tours and open houses. | Summer open house / neighborhood event | Offer water bottles at warm-weather events. |
| AUG | **Plan a smooth relocation** | **Pocket moving notebook** | Send a relocation checklist and public community resources. | Post packing tips and links to official local resources. | Community resource fair / donation drive | Give moving notebooks to relocating households. |
| SEP | **Fall buyer and seller plans** | **Home checklist clipboard** | Email a fall planning guide without market outcome promises. | Share dated local housing data with a clear source. | Buyer and seller seminar / fall expo | Give clipboards with tour and showing checklists. |
| OCT | **Home safety and upkeep** | **LED keychain flashlight** | Send an autumn safety and home-maintenance reminder. | Post exterior lighting, smoke alarm and storm prep tips. | Home safety fair / local fall festival | Pair flashlights with safety checklist handouts. |
| NOV | **Thank clients and community** | **Insulated travel mug** | Send a genuine thank-you and share a local giving opportunity. | Highlight community volunteers with permission. | Food drive / client appreciation gathering | Offer travel mugs to past clients as appropriate. |
| DEC | **Plan the next chapter** | **2028 home photo calendar** | Share a year-end home planning and maintenance checklist. | Post community highlights and realistic goals for 2028. | Holiday charity event / year-end open house | Send calendars with next-year planning space. |

## MAKE IT AFFORDABLE AND REPEATABLE

Choose 1-2 promotional products per quarter, not 12. Repeat each campaign across your channels.

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