

JANUARY 18
2010 Can Be a Great Year!

We've made it through 2009! Never forget, what doesn't kill you makes you stronger. We should continue to see a rise in 2010, so let's take advantage. This issue will showcase ways to make the most of 2010, including how to reach more buyers, make sellers happier, increase market share and get your business back on both rails. Both motivational and educational, this issue will offer readers predictions and lessons from those who have found great success in any market.

Subtopic: Office Organization – Our detailed checklist and resource guide will help agents get organized and plan for the entire year.

AD RESERVE DEADLINE: 1/7/10
AD MATERIALS DEADLINE: 1/12/10

FEBRUARY 1
Mortgage Issue

The ever-changing lending landscape hasn't gotten any less complicated, and we'd like to help you navigate through ins and outs of the industry. Each year brings dozens of new questions, and *CA* provides agents with the answers. How can you make sure your sales go through without letting financing get in the way? Which developers are offering financing solutions? All this and more!

Subtopic: Appraisal Madness – Has an appraisal killed your sale? We'll show you what you can do to keep this problem from affecting your business.

AD RESERVE DEADLINE: 1/21/10
AD MATERIALS DEADLINE: 1/26/10

FEBRUARY 15
The Joy of Real Estate

Realtors can be many things, but boring is definitely not one of them. This issue showcases all of the great things about being an agent in one of the best cities in the world. We highlight the fun and exciting part of the industry, including fashion, social groups, friendships and fascinating affiliates. We'll tell you about some of the crazy events that go into the wee hours of the night, along with an expanded version of our most popular section: The Scene.

Subtopic: Which Companies Have the Most Fun – What do brokerages and developers do to keep their staff happy? Company trips? Booze cruises? Parties? Awards? Show Chicagoland what makes your company a fun place to work.

AD RESERVE DEADLINE: 2/4/10
AD MATERIALS DEADLINE: 2/9/10

MARCH 1
Top Producers 2010

Though 2009 was a difficult year, some agents still continue to have fantastic sales and remain top producers. We want to recognize those that thrive in any market, and reveal the secrets on how they stay on top year after year. We'll provide tips on utilizing online leads, the best way to get referrals, the truth about social networking and proven methods of staying productive year after year.

Subtopic: Take Our Test – Good Agent vs Bad Agent – which one are you?

AD RESERVE DEADLINE: 2/18/10
AD MATERIALS DEADLINE: 2/23/10

MARCH 15
Spring New Construction

Agents kick off the spring selling season with the Spring New Construction Collection, our bi-annual special issue that showcases all of Chicagoland's new construction projects. One of our most-read issues of the year, this guide to new construction in the city and the suburbs has become a trusted reference tool that agents rely on and keep handy for months. Now available in digital form as well, this is the perfect issue for drawing special attention to developer inventory, grand openings and incentives.

AD RESERVE DEADLINE: 3/4/10
AD MATERIALS DEADLINE: 3/9/10

MARCH 29
Social Networking

Most agents know they need to be involved with social networking, but haven't figured out how to make their efforts lucrative. This isn't a fad that will disappear, and we are providing the definitive guide to social networking for agents. In this issue, *CA* will talk to agents who have social networked their way up the ladder. Learn what works and what is a waste of time. A must-read for agents searching for ways to turn blogs and Facebook pages into a lead-generating revenue source.

Subtopic: Companies reveal the exciting ways they are discovering to connect with buyers.

AD RESERVE DEADLINE: 3/18/10
AD MATERIALS DEADLINE: 3/23/10

APRIL 12
Second Homes

With hot summers and cold winters, homebuyers are always looking for a home away from home – and this year the opportunities are unbeatable. From great pricing and financing to new locations and amenities, there are more choices out there than ever. We feature dozens of out-of-town properties and show agents how to make these sales a reality. Agents use this annual issue as a guide to finding clients the best vacation home any time of the year.

Sub topic: Staying Put – From city buyers purchasing a weekend getaway in the suburbs to empty nesters moving into the city, second homes don't have to be outside the Chicagoland area.

AD RESERVE DEADLINE: 4/1/10
AD MATERIALS DEADLINE: 4/6/10

APRIL 26
Finding Your Clients the Best Deals

From the Loop to the suburbs, Chicagoland has a number of fantastic deals just waiting to be scooped up. We'll talk with Realtors from a variety of areas about how they find the best deals for their clients. A great deal isn't always a cheap price, and it can be anything from free parking to completely updated appliances in a quaint older home. From negotiating to finding remarkable financing, learn how to get your clients into the home of their dreams for a steal!

Sub topic: Special Advertising Section featuring the best deals in Chicagoland that are available right now!

AD RESERVE DEADLINE: 4/15/10
AD MATERIALS DEADLINE: 4/20/10

MAY 10
Luxury Home

Higher price points mean a higher commission, making this is one of our most popular issues of the year. Every agent is interested in listing and selling homes in the upper end of the market, and this issue shows you how to make it happen. The best agents give advice about how to move into this category, and how to meet the expectations of luxury homebuyers. We'll display the most beautiful homes and reveal what buyers and sellers in this market are looking for in an agent. A great place to have your luxury properties showcased!

Subtopic: Beautiful luxe properties around the country! We'll show you how far \$10,000,000 goes in other major cities.

AD RESERVE DEADLINE: 4/29/10
AD MATERIALS DEADLINE: 5/4/10

MAY 24
Neighborhoods to Watch

A great agent should know everything they can about as many neighborhoods as possible. In our Neighborhoods to Watch cover story, we focus on specific up-and-coming locations that are experiencing redevelopment, population growth and other changes. Find out which neighborhoods are going to be hot soon, and why your buyers need to know about them.

Subtopic: Developers reveal how their new projects could potentially launch a neighborhood onto next year's list.

AD RESERVE DEADLINE: 5/13/10
AD MATERIALS DEADLINE: 5/18/10

JUNE 7
Who's Who: The Powerhouse Issue

In our only full-color issue of the year, the Powerhouse Issue showcases the people that make our local industry special. We choose the most interesting, dynamic and forward-thinking figures in our industry, and recognize their accomplishments with full-page photos and profiles. This exclusive issue is a grand salute to those who continue to make a positive impact and set an example of innovation, staying power and solid business practices. Inspirational and informative, this issue is a favorite with the readers!

AD RESERVE DEADLINE: 5/27/10
AD MATERIALS DEADLINE: 6/1/10

JUNE 21
The Agent's Little Black Book

When a client lists a home, they need more from a Realtor than just marketing and pricing. Your task is to help them get that home sold, and provide them with all of the names in your little black book. Whether it be a junk removal company, stager, mold removal specialist, kitchen repair company, etc., Realtors should be in the know about who to contact about what. With appraisers extra picky about pricing, condition and curb appeal can make all the difference. If you recommend your favorite landscape artist every time, then they will look to you when they need to sell their own home, or refer your services to friends.

Subtopic: Buyers needs affiliates, too! For your buyers, you should have in your hip pocket the names of the best moving company, home inspector, lender, lawyer and everything in between.

AD RESERVE DEADLINE: 6/10/10
AD MATERIALS DEADLINE: 6/15/10

JULY 5
Building for Boomers

From fitness centers to clubhouses, these adult communities make sure that mature adults are having the time of their lives. We'll show you what makes each of these communities unique, and what agents need to know about working with these special buyers. Tap into a whole new group of clients and become an expert on working with boomers.

Subtopic: Aging in Place - This new trend has boomers anxious to remain in the neighborhood they've grown to love. How do you find them a home that will accommodate the needs of maturing adults?

AD RESERVE DEADLINE: 6/24/10
AD MATERIALS DEADLINE: 6/29/10

JULY 19
Green Issue

More and more agents are becoming Eco-brokers in order to work with a growing population of eco-savvy buyers. Is this designation a must-have, and what will it bring to your business? We'll also navigate the new green projects and explain how people can "green up" their existing home. Don't let your green-friendly buyer get away because they can't find the perfect eco-home, show them how to make any home green and make that sale.

Subtopic: What's it all mean? - From LEED to photovoltaic, we'll make sure you're aware of all the relevant eco-terms so that you can always look like a pro.

AD RESERVE DEADLINE: 7/8/10
AD MATERIALS DEADLINE: 7/13/10

AUGUST 2
The Recovery Issue

The downward spiral has come to a halt, and agents are brushing off the dust and getting ready to move toward happier market days. We'll tell you what agents did to make it through the difficult times, and how they stayed strong in a down market. We'll also give you an overview of what to expect in the coming months, and how to handle the sudden resurgence of business.

Subtopic: How I Made it Through - Realtors who have remained strong from the start report what they did to make sure their business never wavered.

AD RESERVE DEADLINE: 7/22/10
AD MATERIALS DEADLINE: 7/27/10

AUGUST 16
Franchise or Go it Alone?

The choice between a large franchise office and a small boutique firm is one that comes down to the individual. We will look at the pros and cons and financial stakes of working in a larger brokerage or a boutique office. To make things easier, we'll let you know what the large firms have to offer, and why your choice completely depends on the way you do business.

Subtopic: Truly Going it Alone - In this swirling market, some brave souls have still decided to start fresh and open their own franchise or boutique firm. They'll walk us through their first year and let us know if this was the best - or worst - decision of their lives.

AD RESERVE DEADLINE: 8/5/10
AD MATERIALS DEADLINE: 8/10/10

AUGUST 30
All About You

Finally, we're devoting an issue entirely to our readers. With all the information coming straight from our readers, this is a must-have collection of what makes agents tick. In our all-encompassing survey, we'll get to the heart of what happens in the life of a Chicagoland Realtor. From the most useful books and classes to the best place to have a business lunch, we'll find out the most interesting details of the industry.

Subtopic: What's Important to Agents - This smaller survey will highlight what agents want in an office. Find out if your office is doing the things agents want to see.

AD RESERVE DEADLINE: 8/19/10
AD MATERIALS DEADLINE: 8/24/10

SEPTEMBER 13
Fall New Construction

As the summer comes to a close, that doesn't mean that the buying season is over. We'll highlight a fresh selection of new construction properties all over the Chicagoland so that our readers are in the know about everything being built. This bi-annual issue will be used as a reference piece well into 2011, only made easier by a new, easy-to-access digital version.

AD RESERVE DEADLINE: 9/2/10
AD MATERIALS DEADLINE: 9/7/10

SEPTEMBER 27
Rules and Regulations

This must-read issue will break down the important licensing rules and regulations that keep Realtors honest and legal. Every year new restrictions are enforced, and agents cannot do business if they are not aware of the latest rules that must be followed. We'll help you navigate these laws to ensure that you are following the rules properly and will avoid any trouble.

Subtopic: Ethics - While real estate ethics might not be set in stone, it's necessary to follow the unwritten rules that shape this industry. We'll show you how to properly react in sticky situations.

AD RESERVE DEADLINE: 9/16/10
AD MATERIALS DEADLINE: 9/21/10

OCTOBER 11
Make Your Web site Work For You

Would you believe there are agents out there that don't have Web sites? There are just as many agents that have sites that haven't been touched in years and remain dormant and useless. With the Internet often serving as the first step for homebuyers, your Web site must impress! We'll show you how to get the most of your site, without breaking the bank or sucking up all of your free time. In this Internet-run world, the first step for any agent is to make sure they have a remarkable, and useful, Web site.

Subtopic: Tech Update - From iPhone apps to the latest online tools, find out the must-have tech toys for agents in 2010.

AD RESERVE DEADLINE: 9/30/10
AD MATERIALS DEADLINE: 10/5/10

OCTOBER 25
A Lending Update

A few years ago, one Mortgage Issue was plenty to get a Realtor through the year. In our current market, information is changing on a daily basis, and new products and information are constantly popping up. We will explore what has changed since we covered the topic at the beginning of the year, and explore what the landscape will look like in 2011.

Subtopic: Creative Financing - What are some creative ways lenders are getting buyers into new homes?

AD RESERVE DEADLINE: 10/14/10
AD MATERIALS DEADLINE: 10/19/10

NOVEMBER 8
Agents' Choice Awards

This is the fifth anniversary of our annual Agents' Choice Awards, where we recognize Chicagoland's most talented agents and companies - all selected by their peers! Through our online reader survey, industry members pick their favorites in a variety of categories, from best developers to Web sites. This coveted industry award showcases winners in a cover feature with photos and descriptions of their business, and all of our readers eagerly wait to see who is chosen as the best of the best in this issue.

AD RESERVE DEADLINE: 10/28/10
AD MATERIALS DEADLINE: 11/2/10

NOVEMBER 22
TBD

Every year we like to keep one or two dates open on the *Chicago Agent* editorial calendar for our To Be Determined issues. With so many things changing in the real estate industry on a daily basis, we keep a few spaces open to ensure that we cover the most up-to-date topics that are affecting the industry right now. If you have any suggestions for what you think agents want to hear about, let us know! Otherwise, stay tuned...

AD RESERVE DEADLINE: 11/11/10
AD MATERIALS DEADLINE: 11/16/10

DECEMBER 6
Best Offices

In this annual issue, we highlight the managing brokers who make their offices a fabulous place to work. These brokers offer mentorship, technology, a positive environment and much more to make their offices among the most productive and well-respected in Chicagoland. Agents use this issue as a guide to see what offices are the best match for them, and managing brokers use it to see how they can improve the way they do business and nab more agents.

AD RESERVE DEADLINE: 11/24/10
AD MATERIALS DEADLINE: 11/30/10

DECEMBER 20
Industry Roundup

In our second-annual Industry Roundup issue, we again scour the city and suburbs to find out where everyone has landed as the dust settles on a whirlwind year. With the market picking up, agents are reminded that they don't have to stay put and can explore the options available to them. We'll nail down the location of those you thought were missing, and report who is making waves and who is drowning. This guide will provide you with all the information necessary to venture into a new year in 2011. **AD RESERVE DEADLINE: 12/9/10 | AD MATERIALS DEADLINE: 12/14/10**