



## 2025 Real Estate Marketing Calendar

Keeping in touch with your clients is a year-round job, and planning ahead can make all the difference.

Use this calendar to generate ideas and keep track of key holidays, events, and marketing opportunities throughout the year.



# 01 2025 January

### **Monthly Themes**

New Year

Building healthy habits

National Mentoring Month

#### **Content Ideas**

How to create a new year, new home budget

Protecting your home through the winter months

January 10 is Houseplant Appreciation Day! Share a staging idea with live plants

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 New Year's Day	2	3	4
5	6	7	8	9	10 Houseplant Appreciation Day	11
12	13	14 National Dress Up Your Pet Day	15	16	17	18
		,				
19	Martin Luther 20 King, Jr. Day	21	22	23	24 National Compliment Day	25
1	3. ,				Соттритент Вау	
			Federal			
			Reserve Interest Announcement			
			National			
26	27	28	Puzzle Day	30	31	
26	<i>∠1</i>	20	29 Lunar New Year	30	31	



# O2 2025 February

### **Monthly Themes**

Black History Month

National Cancer Prevention Month

National Women Inventors Month

#### **Content Ideas**

How to find the right lawn service vendor before spring starts

Couples' housebuying guide

Tips for hosting a great Super Bowl party


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
			N			
2 Groundhog Day	3	4	5 National Chocolate Fondue Day	6	7	8
		National Inventors'				Singles
9	10	11 Day	12	13 Galentine's Day	14 Valentine's Day	Singles 15 Awareness Day
16	17 Presidents' Day	18	19	20	21	22
23	24	25	26	27	28 Ramadan	



Women's History Month

Employee Spirit Month

#### **Content Ideas**

Spring maintenance checklist

The importance of curb appeal

How to create an eco-friendly landscape

#### Notes


# 03 2025 March

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1
			Notice of Occur		International
3	4 Mardi Gras	5 Ash Wednesday	6 Cookie Day	7	8 Women's Day
				D: D	
10	11	12	13 Purim	14 Holi	15
		Federal Reserve Interest			
		Announcement			
17 St. Patrick's Day	18	Client's Day 19 Let's Laugh Day	20 Spring Equinox	21	22
24					
					National Mom
31	25	26	27	28	& Pop Business 29 Owners Day
1	7 St. Patrick's Day 24	3 4 Mardi Gras  10 11  7 St. Patrick's Day 18  24	4 Mardi Gras 5 Ash Wednesday  10 11 12  Federal Reserve Interest Announcement Client's Day 19 Let's Laugh Day  24	4 Mardi Gras 5 Ash Wednesday 6 Cookie Day  11 12 13 Purim  Federal Reserve Interest Announcement Client's Day  18 19 Let's Laugh Day 20 Spring Equinox	3 4 Mardi Gras 5 Ash Wednesday 6 Cookie Day 7  10 11 12 13 Purim 14 Holi  7 St. Potrick's Day 18 19 Let's Laugh Day 20 Spring Equinox 21



Autism Awareness Month

Celebrate Diversity Month

Earth Month

Start planning for summer sales

#### **Content Ideas**

Tax tips for home buyers and sellers

Spring cleaning and home organization tips and tricks

Home buyer "Easter eggs" (fun features to look out for while house shopping)

#### **Notes**


# 04 2025 **April**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 April Fool's Day	World Autism 2 Awareness Day	3	4	5
6	7	8	9	10 Siblings Day	11	12
13 Palm Sunday	14	15 Tax Day	16	17	18	19
20 Easter	21	22 Earth Day	23	24	25	Get Organized 26 Day
27	28	29	30			



Asian American and Pacific Islander Heritage Month

Jewish American Heritage Month

Mental Health Awareness Month

#### **Content Ideas**

Spotlight and celebrate agents and employees who are mothers

Spring gardening tips

May "Mayday" — Answer subscriber questions about buying, selling, and owning a home

#### **Notes**

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# 05 2025 **May**





# 06 2025 **June**

### **Monthly Themes**

LGBTQ+ Pride Month

Great Outdoors Month

National Safety Month

Children's Awareness Month

#### **Content Ideas**

How to secure your home while you're on summer vacation

Spotlight and celebrate the employees and agents who are fathers

How to attract buyers during the slow summer months

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6 Drive-In Movie Day	7
National Best 8 Friends Day	9	10	11	12	13	14 Flag Day
15 Father's Day	16	17	Federal Reserve Interest 18 Announcement	19 Juneteenth	20 Summer Solstice	21
22	23	24	25	26	27	28
29	30 Social Media Day					



Independent Retailer Month

Start back-to-school planning

#### **Content Ideas**

Independence Day — reasons to declare independence from your landlord

Tips to turn your backyard into a relaxation destination

Fire and fireworks safety must-haves for your home

#### **Notes**

# 07 2025 **July**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		International 1 Joke Day	2 Made in the USA Day	International Plastic 3 Bag Free Day	4 Independence Day	5
6	7	8	9	10	11	12
13 Embrace Your 13 Geekness Day	14	15	National 16 Hot Dog Day	17 World Emoji Day	18	19
20 Ice Cream Day	21	22	23	24	25	26
27	28	29	Federal Reserve Interest Announcement International Day of 30 Friendship	31		



Black Business Month

American Artists Appreciation Month

National Wellness Month

#### **Content Ideas**

Organizing and downsizing when the kids go off to college

Home buying negotiation tips

Tips for keeping your home cool without breaking the bank

#### **Notes**


# 08 2025 August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					International 1 Beer Day	2
3	4	5 Blogger Day	6	7	8	9 Book Lovers Day
10	11	12	13 Left Handers Day	14	15	16
17	18	19	20	Senior 21 Citizens Day	22	23
24						
						National Toasted
31	National Banana 25 Split Day	26	27	28	29	Marshmallow 30 Day



National Latino/Hispanic Heritage Month (runs from September 15 to Oct 15)

#### **Content Ideas**

Labor Day recognition

Fall home preparation tips

Reasons why buyers should "fall for" a specific city or neighborhood

#### **Notes**


# 09 2025 September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Labor Day	2	3	4	5	6
7			10	44	10	10
7 Grandparents' Day	8	9	10	11	12	13
14	15	16	Federal Reserve Interest 17 Announcement	18	Talk Like a 19 Pirate Day	20 Oktoberfest
21 International Day of Peace	Rosh Hashanah 22 Fall Equinox	23	24	25 World Dream Day	26	27
Z1 of Peace	ZZ Fall Equinox	23	24	23 World Dream Day	20	21
28	29	30 International Podcast Day				



Start planning for the holidays

**Emotional Wellness Month** 

Fair Trade Month

#### **Content Ideas**

"Trick or treat" — The best and worst open house decisions sellers make

How and why to re-seed your lawn this fall

**HVAC** maintenance reminder

#### **Notes**


# 10 2025 October

1 Yom Kippur 2 3 4  5 6 7 8 9 10 World Mental Health Day 11  12 13 Indigenous 14 15 16 17 18  19 20 Diwali 21 22 23 24 25 Artist Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5 6 7 8 9 10 World Mental 11  12 13 Indigenous 14 15 16 17 18  19 20 Diwali 21 22 23 24 25 Artist Day  Federal Reserve Interest							
5 6 7 8 9 10 World Mental 11  12 13 Indigenous 14 15 16 17 18  19 20 Diwali 21 22 23 24 25 Artist Day  Federal Reserve Interest							
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5       6       7       8       9       10 Health Day       11         12       13 Peoples' Day       14       15       16       17       18         19       20 Diwali       21       22       23       24       25 Artist Day				1 Yom Kippur	2	3	4
5       6       7       8       9       10 Health Day       11         12       13 Peoples' Day       14       15       16       17       18         19       20 Diwali       21       22       23       24       25 Artist Day							
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12 13 Peoples' Day 14 15 16 17 18  19 20 Diwali 21 22 23 24 25 Artist Day							
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19 20 Diwali 21 22 23 24 25 Artist Day  Federal Reserve Interest							
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19 20 Diwali 21 22 23 24 25 Artist Day  Federal Reserve Interest							
Reserve Interest	19	20 Diwali	21	22	23	24	International 25 Artist Day
Reserve Interest							
Reserve Interest							
26 27 28 29 National Cat Day 30 Checklist Day 31 Halloween	26	27	28	Announcement	30 Checklist Day	31 Halloween	



## 11 2025

## November

#### **Monthly Themes**

Start planning for the new year

Height of holiday preparations and shopping

#### **Content Ideas**

How to sell around the holidays

Maximizing the natural light in your home

Black Friday and Small Business Saturday open houses


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 All Saints' Day
2 Daylight Savings	3	4	5	6	7	8
9	10	11 Veterans Day	12	13	14	15
16	17	18	19	20	21	22
Espresso 23						
30 Artists Sunday	24	25	26	27 Thanksgiving Day	28 Black Friday	Small Business 29 Saturday
JO Artists Suriddy	<b>4</b>	25	20	Z7 Manksgiving Day	20 Black Friday	Z / Saturday



## **12** 2025

## December

#### **Monthly Themes**

Height of the holiday season

End-of-year fundraising

#### **Content Ideas**

Why the gift wrap matters: staging your home for sale

Year-end thank you to buyers, sellers, and subscribers

Real estate trends for the upcoming year


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Cyber Monday	2 Giving Tuesday	3	4	5	6
7	8	9	Federal Reserve Interest 10 Announcement	11	12	13
Energy Conservation Day 14 Hanukkah Begins	15	16	17	18	19	20
21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas	Kwanzaa Begins 26 Boxing Day	27
28	29	30	Federal Reserve Interest Announcement 31 New Year's Eve			