

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
MOTTO MORTGAGE	New Franchise Openings	FEB 26-MAR 1: Motto @ R4 (45 th Anniversary) New Franchise Openings	New Franchise Openings	New Franchise Openings	New Franchise Openings	New Franchise Openings
GENERAL	JAN 1: New Year JAN 1: The Bachelor Premiere JAN 7: 75 th Golden Globe Awards JAN 9-12: CES - BLOG JAN 11: Critic's Choice Awards JAN 14: Organize Your Home Day JAN 15: MLK, JR. birthday JAN 18-28: Sundance Film Festival JAN 21: Screen Actors Guild Awards	FEB 2 Groundhog Day FEB 4 Superbowl FEB 9 Start of Winter Olympics FEB 13 Mardi Gras FEB 14 Valentine's Day FEB 16: "Black Panther" released FEB 19 Presidents Day	MAR 3: Golden Raspberry Awards MAR 4: 90 th Academy Awards MAR 10: Kids' Choice Awards MAR 8: Anniversary of the NYSE MAR 11: Daylight Saving Time begins MAR 17: St. Patrick's Day MAR 20 First Day of Spring MAR 23: "Pacific Rim Uprising" released	APR 1: April Fool's Day APR 1: Easter APR 20: "Super Troopers 2" released APR 17: Tax Day	MAY 4: "Avengers: Infinity Wars" released MAY 6: MTV Movie and TV Awards MAY 9-20: Cannes Film Festival MAY 13: Mother's Day MAY 15-JUNE 14: Ramadan MAY 25: "Solo: A Star Wars Story" released MAY 28: Memorial Day	JUN 1: "Deadpool" sequel released JUN 8: "Ocean's Eight" released JUN 15: "Incredibles 2" released JUN 17: Father's Day JUN 22: "Jurassic World: Fallen Kingdom" released
INDUSTRY	RE/MAX National Housing Report Franchise 500 ranking results Mortgage Rate Watch	RE/MAX National Housing Report Mortgage Rate Watch Entrepreneur Top Fastest growing franchises ranking (late-Feb) FEB 6-9: National Mortgage Servicing Conference & Expo Feb. 15-17: NAMB Sales & Marketing Conf. FEB 26-28 NAHREP Conference	RE/MAX National Housing Report Mortgage Rate Watch MAR 27-29: NAHREP Lending Conf.	RE/MAX National Housing Report Mortgage Rate Watch APR 24-25: NII Advocacy Conf. Top 250 Latino Agents	RE/MAX National Housing Report Mortgage Rate Watch	RE/MAX National Housing Report Mortgage Rate Watch NAHREP Top Latino Agents ranking

EDITORIAL	Housing & Finance Outlook 2018 National Get Organized Month – BLOG What's Bitcoin? - BLOG New Year's Resolutions Dieting & Exercise -BLOG Art Appreciation Financial Wellness Month - BLOG 2018 Home Design Trends - BLOG 2018 Housing Market Trends - BLOG	Prepare for summer home buying & selling - Responsible Pet Owner Month - BLOG - Black History Month - Dental Health Month - Inventors and Inventions - Cold Weather Home Tips - BLOG	Prepare for summer home buying & selling - Spring Break - March Madness - Women's History Month	Housing market warms up - Spring Cleaning - BLOG - Planning for Summer Vacation - April Showers - Green Real Estate/Home Improvement Trends – BLOG - APR 29-MAY 5: National Small Business Week	Begin of Peak Buying Season - BLOG - Graduation - National BBQ Month - BLOG - Begin Gardening Season - BLOG - Asian Pacific American Heritage Month - Wedding Season Begins	Peak Selling Season - BLOG - Summer Vacations - Natl Safety Month – BLOG - Natl Homeownership Month - BLOG - Gay Lesbian Pride Month - Vacation Homes - BLOG
DIGITAL & SOCIAL	JAN 1: New Year's Day - C&K JAN 10: Houseplant Apprec. Day JAN 14: Organize Your Home Day JAN 24: National Compliment Day Winter Social Media Covers	FEB 2: Groundhog Day FEB 4: Super Bowl Sunday FEB 9: Winter Olympics begin FEB 13: Mardi Gras FEB 14: Valentine's Day FEB 15: Singles Awareness Day – BLOG FEB 19: Presidents Day	MAR 4: Oscars Night MARCH 8 – Intl Women's Day MAR 11: Daylight Savings Mar 14: Pi Day MAR 17: St. Patrick's Day MAR 20: First Day of Spring March 23: National Puppy Day Spring Social Media Covers	APR 1: April Fool's Day APR 7: National Beer Day APR 6: Walk to Work Day APR: 11: National Pet Day APR 13: Friday the 13th APR 14: Equal Pay Day APR 17: Tax Day APR 20: Spring Equinox APR 22: Earth Day APR 27: Arbor Day	MAY 4: Star Wars Day MAY 5: Cinco De Mayo MAY 13: Mother's Day MAY 25: Natl Wine Day MAY 27: Indy 500 May 28: Memorial Day	JUN 1: National Donut Day JUN 4: Hug your Cat Day JUN 5: Hot Air Balloon Day JUN 14: Flag Day JUN 17: Father's Day JUN 21: National Selfie Day JUN 21: First Day of Summer JUN 24-25: Natl Homeownership Day Summer Social Media Covers
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
MOTTO MORTGAGE	New Franchise Openings	AUG 19-21: BOC (Washington, DC) New Franchise Openings	New Franchise Openings	Motto Mortgage 2-year anniversary New Franchise Openings	New Franchise Openings NOV 2-5: Motto @ NAR Conf & Expo	New Franchise Openings DEC 8-10: Motto @ NAMB
GENERAL	JUL 1: Canada Day JUL 4: Independence Day JUL 6: "Ant-Man and the Wasp" released JUL 1: Canada Independence Day JUL 13: Friday the 13th JUL 20: "Mamma Mia! Here We Go Again" released JUL 27: "Mission Impossible 6" released	AUG 3: "The Predator" released AUG 10: "Barbie" released AUG 26: Women's Equality Day	SEP 3: Labor Day SEPT 4: 20th Anniversary of Google's Founding	OCT 6-13 ALB Balloon Fiesta OCT 15-19: National School Bus Safety Week OCT 19: "Halloween" released OCT 19: "The Jungle Book" released OCT 31: Halloween	NOV 2: "X-Men: Dark Phoenix" is released NOV 4: Daylight Saving Time ends NOV 9: "How the Grinch Stole Christmas" released NOV 11: Veterans Day (observed on Monday, Nov. 12) NOV 11-17 International Fraud Awareness Week NOV 16: "Fantastic Beasts " released NOV 22: Thanksgiving NOV 28: Rockefeller Christmas Tree Lighting	DEC 2-10: Hanukkah DEC 4: National Cookie Day DEC 21: "Aquaman" released DEC 24: Christmas Eve DEC 25: Christmas Day DEC 28: "Mary Poppins Returns" released

INDUSTRY	RE/MAX National Housing Report Mortgage Rate Watch Top Global Franchises (Franchise 500 spin off) (late July)	RE/MAX National Housing Report Mortgage Rate Watch Entrepreneur 2017's Top Franchise Brands	RE/MAX National Housing Report Mortgage Rate Watch Franchise Times Top 200+ (late Sept/early Oct)	RE/MAX National Housing Report Mortgage Rate Watch Mortgage Rate Watch RE/MAX National Housing Report OCT. 14-17: MBA Annual Conv & Expo	RE/MAX National Housing Report Mortgage Rate Watch NOV 2-5: NAR Conference & Expo	RE/MAX National Housing Report Mortgage Rate Watch
EDITORIAL	- National Pet Month - Backyard BBQs - Hot Weather Home Tips - BLOG	- Back to School - BLOG - End of Summer - Travel	- Weather Proofing - BLOG - Football - National Hispanic-Latino Heritage Month	Housing market slows down - Selling in the Fall – BLOG - Buying in the Fall - BLOG - Breast Cancer Awareness Month - National Bake & Decorate Month – BLOG - Adopt A Shelter Dog Month	- Selling during the holidays – BLOG - Buying during the holidays - BLOG Preparing for Holiday Guests - National Vet. & Mil. Families Month - Aviation History Month - National Adoption Month - Being Thankful - National Sleep Comfort Month	- Holiday Decorating - Spending Time with Family
DIGITAL	JUL 1: Canada Day JUL 4: Independence Day JUL 13: French Fry Day JUL 16: National Ice Cream Day JUL 17: World Emoji Day JUL 23: Parents Day JUL 23: Hot Dog Day	AUG 5: International Day of Friendship AUG 8: Intl Cat Day AUG 10: National S'more's Day AUG 19: Honey Bee Day AUG 26: Women's Equality Day Fall Social Media Covers	SEPT 3: Labor Day SEPT 9: Grandparents Day SEPT 18: Natl Cheeseburger Day SEPT 22: First Day of Fall SEPT 28: National Good Neighbor Day	OCT 1: CMN Child Health Day OCT 1: Intl Day for the Elderly OCT 1: Coffee Day OCT 6: Start of ALB Balloon Fiesta OCT 8: Columbus Day OCT 12: National Savings Day OCT 14: National Dessert Day OCT 25: Motto 2yr Anniversary OCT 31: Halloween	NOV 1: Day of the Dead NOV 4: Daylight Savings NOV 11: Veterans Day NOV 11-18: Fraud Awareness Week - BLOG NOV 21: Entrepreneurs Day NOV 22: Thanksgiving NOV 23: Black Friday NOV 26: Cyber Monday NOV 27: Giving Tuesday Holiday Social Media Covers	DEC 2: Start of Hanukkah DEC 4: National Cookie Day DEC 9: National Wreaths Across America Day DEC 21: First Day of Winter DEC 25: Christmas' DEC 26: Boxing Day DEC 31: New Year's Eve