<table>
<thead>
<tr>
<th><strong>Special Features</strong></th>
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<tr>
<td><strong>Entrepreneurial Leader</strong></td>
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<tr>
<td>2008 NAR President Dick Gaylord of Long Beach, Calif., talks about staying on top—even in a down market—and his vision for the association.</td>
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<td><strong>The Forecast: 2008</strong></td>
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<tr>
<td>Is real estate on the road to recovery? Top housing-industry economists forecast the coming year. Plus, how to use economic data to build your business.</td>
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<td><strong>Real Estate 2.0</strong></td>
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<td>Cutting-edge brokers and salespeople are using a full spectrum of online tools to generate leads—from personal Web sites to social media. Plus: Growth of wireless enables anytime access to listings, leads.</td>
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<tr>
<td><strong>Tutorial</strong></td>
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<td>Web sites that work.</td>
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<tr>
<td><strong>Selling Foreclosures</strong></td>
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<tr>
<td>A look inside top foreclosure sales operations. What it takes to succeed in the world of REO. Extra: RX for the financially stressed.</td>
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<th><strong>NEW! Work Smart Series</strong></th>
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<tr>
<td><strong>Back to Basics</strong></td>
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<td><strong>Budget for Success</strong></td>
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<tr>
<td>Worksheet</td>
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<tr>
<td>Take the guesswork out of budgeting.</td>
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<td><strong>Prospecting</strong></td>
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<td>Scripts</td>
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<td>Make the most of prospecting moments.</td>
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<th><strong>For Brokers</strong></th>
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<tr>
<td><strong>Exclusively for company owners and managers</strong></td>
</tr>
<tr>
<td><strong>Teach Financial Wisdom</strong></td>
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<tr>
<td>Help associates gain long-term financial stability.</td>
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<td><strong>Broker as Builder</strong></td>
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<tr>
<td>How to successfully combine building and brokerage.</td>
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<td><strong>Exclusive Survey!</strong></td>
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<td>Should salespeople be employees or independent contractors?</td>
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<th><strong>REALTOR® Magazine Online</strong></th>
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<tr>
<td><strong>Interactive Buyers Guides</strong></td>
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<tr>
<td><strong>Office Management Solutions</strong></td>
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<tr>
<td>Financial, accounting, and centralized lead management options for brokerages of all sizes.</td>
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<td><strong>Smarter Phones</strong></td>
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<td>Do you iPhone? What’s next for Apple® and its competitors as they roll out the next generation of all-in-one marvels?</td>
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<tr>
<td><strong>Transaction Management</strong></td>
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<tr>
<td>Integrate components for a seamless workflow. Plus, one company’s migration to the nearly paperless transaction.</td>
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<th><strong>Marketing Opportunities and Bonus Distribution</strong></th>
<th><strong>JANUARY</strong></th>
<th><strong>FEBRUARY</strong></th>
<th><strong>MARCH</strong></th>
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<tr>
<td><strong>Closing Dates</strong></td>
<td>Editorial: 8/31/07</td>
<td>Editorial: 9/28/07</td>
<td>Editorial: 10/26/07</td>
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<tr>
<td>Ad Space: 11/1/07</td>
<td>Ad Space: 12/5/07</td>
<td>Ad Space: 1/2/08</td>
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<tr>
<td>Materials: 11/14/07</td>
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<td>Materials: 1/16/08</td>
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Squeezing profits.

Keeping a Lid On Office Costs

Materials: 2/20/08
Ad Space: 2/6/08
Editorial: 11/23/07

All You Need T o Succeed!

Great sales ideas!

Bargecourage
What make believers, actors, and brand consultants can teach real estate practitioners about publi g Hercules and creating a distinctive personal brand that wins business.

Greatness

Candidate Forum

What will real estate professionals be driving in the new year?

Candidate
Forum

We ask leading U.S. presidential candidates for their views on creating a distinctive personal style that wins business.

What media trainers, actors, and brand consultants can teach real estate practitioners about public speaking and creating a distinctive personal brand that wins business.

Greatness

Candidates for their views on creating a distinctive personal style that wins business.

What is the national association, the role of the REALTOR®

All You Need To Succeed!

Book Blog

Behind the Scenes with 30 real estate pros.

Making predictions for the next 100 years. A keeper!

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How to get rid of waste that’s squeezing profits.

Keeping a Lid On Office Costs

Getting There: Never Easier

Getting There: Never Easier

Materials: 3/19/08
Ad Space: 3/5/08
Editorial: 12/21/07

New navigation systems technology, customer service, latest developments in law, profitable selling season. The industry’s rising stars make predictions for the next fast-start careers.

Getting There: Never Easier

Materials: 4/2/08
Ad Space: 1/25/08
Editorial: 1/25/08

Different approaches and technologies for making great postcards, e-mail and direct mail campaigns work.

Getting There: Never Easier

Materials: 5/1/08
Ad Space: 4/2/08
Editorial: 5/30/08

You, Too, Can YouT ube

Materials: 6/18/08
Ad Space: 6/4/08
Editorial: 7/2/08

Solve inventory buildups and add income with a rental program.

Getting There: Never Easier

Materials: 8/20/08
Ad Space: 8/6/08
Editorial: 5/30/08

The best way to take on the big guys.

Getting There: Never Easier

Materials: 10/15/08
Ad Space: 10/1/08
Editorial: 7/25/08

NAR Turns 100!

Materials: 9/3/08
Ad Space: 6/27/08
Editorial: 6/27/08

Great new gift ideas for your associates and staff.

Getting There: Never Easier

Materials: 12/5/08
Ad Space: 12/1/08
Editorial: 12/1/08

How the nation’s oldest real estate companies, where tradition meets versatility, quality.

Getting There: Never Easier

Materials: 1/3/08
Ad Space: 1/1/08
Editorial: 1/1/08

How to choose wisely, act ethically, and negotiate great investment deals for a personal real estate portfolio.

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Materials: 2/6/08
Ad Space: 1/31/08
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Creating educational opportunities for your associates that won’t break the bank.

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Technology ranked by transaction sides and sales volume.

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Trade Expo & Expo

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