Constant Contact

2026 Real Estate Marketing Calendar

Keeping in touch with your clients, prospects, and colleagues 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.

Constant Contact

01 2026

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

Notes

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 King, Jr. Day	20	21	22	23	24 National Compliment Day
25	26	27 Federal Reserve Interest Announcement	28	29 National Puzzle Day	30	31

Constant Contact

02 2026

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

Notes

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Groundhog Day	3	4	5	6	7
8 Super Bowl Sunday	9	10	11 National Inventors' Day	12	13 Galentine's Day	14 Valentine's Day
15 Singles Awareness Day	16 Presidents' Day	Mardi Gras Ramadan Begins 17 Lunar New Year	18 Ash Wednesday	19	20	21
22	23	24	25	26	27	28

Constant Contact

03 2026

March

Monthly Themes

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Purim	3	4 Holi	5	6	7
8 International Women's Day Daylight Savings Day	9	10	11	12	13	14 Pi Day
15	16	Federal Reserve Interest Announcement 17 St. Patrick's Day	18	19 Client's Day	20 Spring Equinox	21
22	23	24	25	26	27	28
National Mom & Pop Business Owners Day 29 Palm Sunday	30	31				

Constant Contact

04 2026

April

Monthly Themes

Autism Awareness Month

Celebrate Diversity Month

Earth Month

Start planning for summer sales

Content Ideas

Tax tips for homebuyers and sellers

Spring cleaning and home organization tips and tricks

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

Notes

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

Constant Contact

05 2026

May

Monthly Themes

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					Vesak 1 Beltane	2
3	Star Wars Day *May the fourth be with you!* 4 May Day	Teacher Appreciation Day 5 Cinco de Mayo	6	7	8	9
National Small Business Day 10 Mother’s Day	11	12	13	14	15 Bike to Work Day	National River Cleanup Day 16
17	18	19	20	21	22	23
24 31	25 Memorial Day	26	27	28	29	30

Constant Contact

06 2026

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

Notes

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

Constant Contact

07 2026

July

Monthly Themes

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

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

Constant Contact

08 2026

August

Monthly Themes

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

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

Constant Contact

09 2026

September

Monthly Themes

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

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

Constant Contact

10 2026

October

Monthly Themes

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

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

Constant Contact

11 2026

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

Notes

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

Constant Contact

12 2026

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

Notes

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