

2025

**RE/MAX<sup>®</sup>**

NATIONAL HOLIDAYS & COMMEMORATIVE MONTHS

# COMMEMORATIVE MONTHS 2025

# FEBRUARY: BLACK HISTORY MONTH

1. ***Celebrating Black Excellence in Real Estate***
  - Showcase current RE/MAX agents and highlight their contributions to the real estate community.
2. ***How RE/MAX Supports Diversity in Real Estate: Building a More Inclusive Industry***
  - Discuss RE/MAX's initiatives to foster diversity and inclusion within the company and the broader real estate market, including mentorship programs, diversity hiring efforts, and community involvement.
3. ***The Impact of Historical Housing Inequities on Today's Homebuyers***
  - Explore how past systemic practices like redlining have affected homeownership opportunities for Black communities and how RE/MAX is working to combat these inequalities through inclusive housing solutions and outreach.

# MARCH: WOMEN'S HISTORY MONTH

1. ***Breaking Barriers: How RE/MAX Supports Women's Success in Real Estate***
  - Profile influential women agents, brokers, or executives at RE/MAX who are breaking barriers in the real estate industry. Highlight their stories and offer career advice for women interested in joining real estate.
2. ***Empowering Women Through Real Estate Investment: A Guide for Homebuyers and Investors***
  - Provide actionable tips for women on how to build wealth through real estate. Include expert advice from RE/MAX agents on how to navigate the market and make sound investment decisions.
3. ***How RE/MAX Champions Gender Diversity in the Real Estate Industry***
  - Discuss RE/MAX's commitment to fostering gender equality and providing equal opportunities for all agents and professionals. Include interviews with female agents and team leaders who can share their journeys and tips for success.

# JUNE: PRIDE MONTH

1. ***Supporting LGBTQ+ Homebuyers: How RE/MAX Ensures Inclusive Real Estate Services***
  - Explore how RE/MAX works to create an inclusive and welcoming environment for LGBTQ+ clients, offering resources and services that cater to their unique needs in the home buying or selling process.
2. ***Pride in Real Estate: Celebrating LGBTQ+ Professionals at RE/MAX***
  - Highlight LGBTQ+ agents and brokers at RE/MAX, sharing their stories of success and how their identities have shaped their approach to real estate. Show how RE/MAX supports LGBTQ+ professionals through mentorship and community engagement.
3. ***Building Welcoming Communities: A Guide to LGBTQ+ Homeownership***
  - Discuss the importance of creating inclusive, welcoming neighborhoods for LGBTQ+ families and individuals. Share tips for homebuyers on finding communities that align with their values and foster inclusivity.
4. ***How RE/MAX is Supporting Pride Month: Events, Partnerships, and Community Outreach***
  - Share how RE/MAX celebrates Pride Month, from local events to partnerships with LGBTQ+ organizations. Highlight agents who are actively involved in supporting LGBTQ+ rights and creating inclusive spaces in their communities.

# OCTOBER: NATIONAL BREAST CANCER AWARENESS MONTH

1. ***How RE/MAX is Supporting Breast Cancer Awareness: Our Commitment to the Cause***
  - Discuss how RE/MAX offices and agents participate in breast cancer awareness initiatives, such as fundraising, charity walks, or donations from commissions. Highlight agents who are personally impacted by breast cancer and share their stories.
2. ***Designing Homes for Health: Creating a Healing Space During and After Breast Cancer Treatment***
  - Offer tips on designing homes to support health and wellness, from creating stress-free, peaceful environments to incorporating natural elements that promote healing. Include interviews with interior designers or RE/MAX agents who specialize in wellness-focused real estate.
3. ***Celebrating Breast Cancer Survivors: Inspiring Stories from RE/MAX Agents***
  - Share stories of RE/MAX agents who are breast cancer survivors, highlighting their journey, challenges, and triumphs.

JAN - AUG

# 2025 NATIONAL HOLIDAYS

# JANUARY

**January 1: New Year's Day**

**January 2: National Science Fiction Day**

**January 3: International Mind-Body Wellness Day**

**January 6: National Cuddle Up Day**

**January 8: National Bubble Bath Day**

**January 10: National Houseplant Appreciation Day**

**January 11: National Clean Off Your Desk Day**

**January 19: National Popcorn Day**

**January 20: Martin Luther King Day**

**January 31: National Hot Chocolate Day**

# JANUARY 2025

## **January 1: New Year's Day**

### ***New Year, New Home: Setting Real Estate Goals for the Year Ahead***

- Help readers set real estate goals for the year—whether buying a home, saving for a down payment, or renovating. Offer practical tools like a homebuyer checklist or mortgage calculator.

## **January 2: National Science Fiction Day**

### ***Futuristic Homes: How Technology is Shaping the Real Estate Market***

- Explore how smart homes and eco-friendly tech are changing real estate. Discuss current innovations (smart thermostats, AI security) and future possibilities (self-cleaning homes, AI assistants).

## **January 3: International Mind-Body Wellness Day**

### ***Mindful Living: How to Create a Wellness-Focused Home***

- Share tips for creating a home that promotes well-being. Focus on calming spaces, home gyms, or incorporating natural elements like plants and sunlight.

# JANUARY 2025

## **January 6: National Cuddle Up Day**

### ***Creating the Coziest Home: Tips for Cuddle-Worthy Spaces***

- Offer ideas for making living spaces cozy—think soft throws, comfy pillows, and warm lighting. For sellers, include tips on staging a welcoming, winter-friendly home.

## **January 8: National Bubble Bath Day**

### ***Relax and Unwind: Transforming Your Bathroom Into a Spa Retreat***

- Provide tips for turning bathrooms into relaxing spaces with upgrades like freestanding tubs, soothing colors, and spa-like features.

## **January 10: National Houseplant Appreciation Day**

### ***The Power of Green: How Houseplants Can Enhance Your Home's Appeal***

- Show how houseplants improve air quality and mood. Offer plant care tips for homebuyers and suggest using plants to stage a home for sale.

# JANUARY 2025

## **January 11: National Clean Off Your Desk Day**

### ***Declutter Your Life: How to Get Your Home Ready for Sale***

- Discuss the importance of decluttering when selling a home. Offer tips on minimizing personal items and organizing spaces to make the home more appealing.

## **January 19: National Popcorn Day**

### ***Movie Nights Made Easy: Tips for Building the Perfect Home Theater***

- Share tips on how to create a cozy, functional home theater. Discuss essentials like comfortable seating, sound systems, and the perfect lighting. Include ideas for a snack station with popcorn and other treats. For sellers, offer staging tips for creating a media-friendly room that will attract buyers looking for entertainment spaces.

## **January 20: Martin Luther King Day**

### ***Honoring Diversity in Homeownership: Building Inclusive Communities***

- Highlight the importance of diversity in homeownership and fair housing. Discuss how inclusive real estate practices empower communities and promote equal opportunities.

## **January 31: National Hot Chocolate Day**

### ***Chalet Chic: Design Your Home to Feel Like a Cozy Ski Retreat***

# FEBRUARY

- February 3: National Golden Retriever Day**
- February 4: National Thank Your Mailman Day**
- February 9: Super Bowl Sunday**
- February 14: Valentine's Day**
- February 17: President's Day**
- February 20: National Love Your Pet Day**
- February 22: National Margarita Day**

# FEBRUARY 2025

## **February 3: National Golden Retriever Day**

### ***Golden Retriever-Friendly Homes: Creating a Space Your Pup Will Love***

- Share tips on creating a pet-friendly home with features like large yards, pet-safe flooring, and cozy resting spots for dogs. For buyers, highlight homes with pet-friendly amenities, and for sellers, suggest staging tips that appeal to pet owners.

## **February 4: National Thank Your Mailman Day**

### ***How to Show Appreciation for Your Mailman (and Other Community Helpers)***

- Celebrate local community helpers with tips on enhancing curb appeal, like clear mailboxes and welcoming entryways. Include ideas for connecting with neighbors and showing appreciation.

## **February 9: Super Bowl Sunday**

### ***Super Bowl Sunday at Home: Tips for Hosting the Ultimate Viewing Party***

- Offer tips for creating the perfect game-day setup—comfortable seating, home theater setups, and snack stations. For sellers, advise on staging entertainment-friendly spaces.

# FEBRUARY 2025

## **February 14: Valentine's Day**

### ***Find Your Perfect Match: How to Spot a Home with Heart and Personality***

- Sharing tips for homebuyers on how to spot a property that feels like love at first sight.

### ***Home is Where the Heart Is: How to Make Your Space Feel More Loving***

- Discuss small changes that can make a home feel more loving and intimate—like adding sentimental decor, using warm tones, or creating personalized spaces.

### ***Love at First Sight: How to Make Your Home Irresistible to Buyers***

- Focus on staging tips—like curb appeal, clean spaces, and creating an inviting atmosphere that makes buyers feel like they've found "the one."

## **February 17: President's Day**

### ***Presidential Homes: How to Add Classic Charm to Your Home's Style***

- Highlight classic design features like grand staircases and stately fireplaces. For buyers, focus on homes with historical charm. For sellers, provide staging tips to emphasize timeless architectural details.

# FEBRUARY 2025

## **February 20: National Love Your Pet Day**

### ***Pamper Your Pet: Luxury Home Features Every Pet Owner Will Love***

- Explore high-end features for pet lovers, like custom pet spaces (luxury pet beds, built-in pet washing stations), pet-friendly home amenities (pet spas or indoor dog runs), or even pet-friendly outdoor spaces (dog-friendly landscaping).

## **February 22: National Margarita Day**

### ***Margaritas and Modern Homes: How to Design the Perfect Home Bar***

- Share tips for creating a stylish home bar, from bar carts to cocktail stations. For sellers, highlight homes with great entertainment spaces. For buyers, suggest looking for homes with a wet bar or outdoor entertaining area.

# MARCH

**March 1: World Candle Day**

**March 4: Mardi Gras**

**March 8: International Womens Day**

**March 10: National Napping Day**

**March 12: National Plant a Flower Day**

**March 14: Pi Day**

**March 17: St. Patrick's Day**

**March 20: National Day of Happiness**

**March 23: National Puppy Day**

# MARCH 2025

## **March 1: World Candle Day**

### ***The Power of Scent: Best Candle Scents to Use When Showing Your Home***

- Share tips on selecting the right candle scents to create a welcoming atmosphere during home showings. Explain how scent can impact buyer perception and emotional connection.

## **March 4: Mardi Gras**

### ***Celebrate Mardi Gras at Home: Decorating Tips for a Festive Atmosphere***

- Offer ideas for creating a Mardi Gras-inspired home celebration, including colorful décor, a fun drink station, and festive food.

## **March 8: International Women's Day**

### ***Empowered Women, Empowered Homes: Celebrating Women in Real Estate***

- Celebrate the achievements of women in real estate, especially at RE/MAX. Share how women are breaking barriers in the market, from buying and selling homes with confidence to leading successful real estate careers.

## **March 10: National Napping Day**

### ***Nap Like a Pro: How to Design a Bedroom for Ultimate Comfort***

- Offer tips for creating a relaxing bedroom with cozy bedding and soothing colors.

# MARCH 2025

## **March 12: National Plant a Flower Day**

### ***Spring into Style: How to Use Flowers to Beautify Your Home***

- Share ideas for adding flowers to your home décor, both inside and outside. For buyers, suggest looking for homes with great gardens or landscaping potential.

## **March 14: Pi Day**

### ***Pi Day and Home Math: Calculating the True Cost of Buying a Home***

- Use Pi Day to talk about the importance of understanding the numbers when buying a home. Break down key financial factors like mortgage rates, down payments, and closing costs.

## **March 17: St. Patrick's Day**

### ***Lucky Finds: How to Spot a Home with Real Potential***

- Tie the “luck” theme to real estate by offering tips on spotting a home that has great investment potential. Discuss key factors to look for—like location, condition, and future growth potential.

## **March 20: National Day of Happiness**

### ***Creating a Happy Home: How to Design a Space That Brings Joy***

- Offer design tips to create a joyful home with natural light, comfortable furniture, and calming colors. For sellers, stage a home to feel uplifting.

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## **March 23: National Puppy Day**

### ***New Home, New Pup: Essential Tips for First-Time Homebuyers and Pet Owners***

- Offer practical advice for first-time homebuyers who are getting their first puppy.

# APRIL

**April 1: April Fools Day**

**April 2: National Walking Day, National DIY Day**

**April 5: National Love Our Children Day**

**April 7: World Health Day**

**April 11: National Pet Day**

**April 15: World Art Day**

**April 22: Earth Day**

# APRIL 2025

## **April 1: April Fools' Day**

### ***Don't Let These Real Estate Myths Fool You***

- Debunk common real estate myths like "You need a perfect credit score". Provide factual insights to help buyers, sellers, and homeowners avoid being misled.

## **April 2: National Walking Day**

### ***Walkability Matters: How to Choose the Right Neighborhood for Easy Access***

- Discuss the importance of walkability when buying a home. Highlight factors like proximity to schools, parks, shops, and public transportation that can make a neighborhood more desirable for walking.

## **April 2: National DIY Day**

### ***DIY Home Improvements That Add Value***

- Share simple DIY projects that can increase a home's value, such as updating kitchen cabinets, repainting walls, or adding curb appeal with landscaping.

# APRIL 2025

## **April 5: National Love Our Children Day**

### ***Family-Friendly Features: What to Look for in a Home for Your Kids***

- Highlight important family-friendly features when buying a home, such as safe yards, proximity to schools, and kid-friendly neighborhoods. For sellers, suggest ways to stage your home for families with young children.

## **April 7: World Health Day**

### ***Healthy Homes: How to Create a Wellness-Focused Living Space***

- Share tips for designing a home that promotes physical and mental well-being—like choosing non-toxic materials, maximizing natural light, and creating spaces for exercise or meditation.

## **April 11: National Pet Day**

### ***Staging a Pet-Friendly Home: Tips to Attract Pet Owners and Their Paws***

- Staging tips for making your home appealing to pet owners.

## **April 15: World Art Day**

### ***Bring Art Into Your Home: How to Make Your Space More Creative***

- Discuss ways to incorporate art into your home design, from gallery walls to local artists' works.

# APRIL 2025

## **April 22: Earth Day**

### ***Eco-Friendly Staging: How to Make Your Home Stand Out to Green Buyers***

- Share eco-friendly staging ideas that can attract buyers interested in sustainable living, such as using natural cleaning products, showcasing energy-efficient appliances, and using recycled or upcycled décor. Highlight how small green touches can add value to a home and appeal to environmentally-conscious buyers.

### ***Green Homes for Green Living: How to Choose an Eco-Friendly Home***

- Offer tips for homebuyers on finding energy-efficient homes with eco-friendly features like solar panels, energy-efficient appliances, and sustainable materials. Highlight the growing importance of environmental sustainability in home buying decisions and how these features can save money in the long term.

### ***Easy Ways to Make Your Space More Eco-Friendly***

- Provide homeowners with practical, cost-effective ways to make their homes more sustainable, like installing low-flow faucets, adding energy-efficient lighting, or starting a composting system.

# MAY

**May 3: Kentucky Derby**

**May 5: Cinco de Mayo**

**May 10: National Clean Your Room Day**

**May 11: Mother's Day**

**May 18: World Baking Day**

**May 20: National Rescue Dog Day**

**May 26: Memorial Day**

**May 30: National Creativity Day**

# MAY 2025

## **May 3: Kentucky Derby**

### ***Kentucky Derby-Inspired Homes: How to Add Southern Charm to Your Space***

- Provide ideas on incorporating Southern charm into a home, from classic décor to outdoor spaces perfect for hosting gatherings.

## **May 5: Cinco de Mayo**

### ***Host a Fiesta at Home: Cinco de Mayo Decorating Tips for Hosting***

- Share fun and festive ideas for decorating and hosting a Cinco de Mayo celebration at home. Focus on vibrant colors and DIY décor.

## **May 10: National Clean Your Room Day**

### ***Spring Cleaning for Sellers: How to Tidy Up and Boost Your Home's Value***

- Offer quick home-cleaning tips to help sellers prepare their homes for sale, focusing on decluttering, deep cleaning, and organizing.

## **May 11: Mother's Day**

### ***5 Home Updates Mom Will Approve Of***

- Offer simple, stylish home upgrades that moms will appreciate—like a cozy reading nook, a spa-inspired bathroom upgrade, or a calming color palette for the living room.

# MAY 2025

## **May 18: World Baking Day**

### ***Whisk It into Shape: How to Design the Ultimate Kitchen for Baking***

- Talk about the importance of a functional kitchen when buying a home. Offer tips for both buyers and sellers on creating a kitchen that is both beautiful and practical for cooking, with ideas like updated appliances or spacious countertops.

## **May 20: National Rescue Dog Day**

### ***Rescue Your Home (and Your Pup): Tips for Pet-Friendly Homes***

- Share advice for first-time dog owners looking for homes that are ideal for their rescue pups. Discuss features like fenced yards, pet-safe flooring, and nearby parks.

## **May 26: Memorial Day**

### ***Memorial Day Weekend at Home: Creating the Perfect Outdoor Space***

- Offer tips for creating an inviting outdoor living area for Memorial Day weekend. Discuss patio décor, grilling setups, and creating a space to entertain guests.

## **May 30: National Creativity Day**

### ***Unleash Your Creativity: Fun Home DIY Projects to Try***

- Share simple, creative DIY projects that homeowners can do to personalize their space.

# JUNE

**June 4: National Hug Your Cat Day**

**June 6: D-Day Anniversary**

**June 15: Father's Day**

**June 19: Juneteenth**

**June 20: Summer Solstice**

**June 21: International Yoga Day**

**June 26: National Work From Home Day**

**June 30: World Social Media Day**

# JUNE 2025

## **June 4: National Hug Your Cat Day**

### ***Hug Your Cat, Love Your Home: How to Keep Your Space Clean with Pets***

- Share cleaning and organization tips for cat owners. Discuss strategies for keeping a home clean and free of fur, managing litter boxes, and maintaining pet-friendly décor.

## **June 6: D-Day Anniversary**

### ***Honoring History: How Real Estate Shapes Communities and Legacy***

- Reflect on the importance of community and the role of real estate in preserving historical significance. Discuss how historical neighborhoods and landmarks add value to homes.

## **June 15: Father's Day**

### ***Designing the Perfect Man Cave: Father's Day Home Upgrades***

- Provide ideas for creating a "man cave" or home office that dads will love. Focus on comfortable furniture, smart tech, and creating a personalized space.

## **June 19: Juneteenth**

### ***Honoring Juneteenth: Celebrating Diversity in Real Estate***

- Discuss the importance of inclusive homeownership and the role it plays in empowering communities. Share resources and advice for first-time homebuyers from historically marginalized groups and how real estate can promote equality.

# JUNE 2025

## **June 20: Summer Solstice**

### ***Embrace the Sun: How to Maximize Natural Light in Your Home***

- Provide tips for homeowners on how to bring more natural light into their homes—using light-colored walls, bigger windows, and mirrors to reflect light.

## **June 21: International Yoga Day**

### ***Creating a Zen Space: How to Design the Perfect Home Yoga Studio***

- Share ideas for creating a peaceful, functional space for yoga practice at home. Discuss the benefits of natural lighting, minimalistic décor, and comfortable flooring.

## **June 26: National Work From Home Day**

### ***Designing Your Ideal Home Office: Tips for Remote Work Success***

- Offer design tips for creating a productive and comfortable home office. Focus on ergonomics, lighting, and storage solutions.

## **June 30: World Social Media Day**

### ***Leveraging Social Media in Real Estate: How to Market Your Home Online***

- Share tips for sellers on how to effectively use social media to market their homes, from virtual tours to staging photos.

# JULY

**July 4: Independence Day**

**July 24: International Self Care Day**

# JULY 2025

## **July 4: Independence Day**

### ***Freedom to Own: How Homeownership Empowers You***

- Explore the freedom and empowerment that comes with homeownership, drawing parallels to the values celebrated on Independence Day. Discuss the benefits of owning a home—building equity, stability, and the ability to personalize your space. Offer tips for first-time homebuyers on taking the steps toward owning their own property.

## **July 24: International Self-Care Day**

### ***Self-Care at Home: Creating a Space That Feeds Your Soul***

- Offer tips for homeowners on how to create a home environment that promotes relaxation and self-care. Discuss creating calming spaces like cozy reading nooks, meditation corners, or spa-like bathrooms. For buyers, offer advice on looking for homes with features that align with their self-care routines, like quiet spaces or natural light.

# AUGUST

**August 7: Purple Heart Day**

**August 9: National Book Lover's Day, International Day  
of the World's Indigenous People**

**August 19: World Photography Day**

**August 21: Senior Citizens Day**

**August 26: National Dog Day**

# AUGUST 2025

## **August 7: Purple Heart Day**

### ***Honoring Heroes: How RE/MAX Supports Veterans and Their Families***

- Recognize the sacrifices of Purple Heart recipients and other veterans by discussing the various benefits and resources available to them in the homebuying process, like VA loans and veteran-focused housing programs. Offer tips for veterans looking to buy, sell, or refinance their homes.

## **August 9: National Book Lover's Day**

### ***Creating the Perfect Reading Nook: Design Tips for Book Lovers***

- Offer ideas on creating reading spaces within the home. Discuss how to incorporate shelves, comfy seating, and proper lighting.

## **August 9: International Day of the World's Indigenous People**

### ***Celebrating Diversity in Real Estate: Supporting Indigenous Communities***

- Highlight how RE/MAX supports and empowers Indigenous communities through equitable access to homeownership, education, and financial resources. Discuss current efforts in Indigenous land rights and offer tips for buyers interested in learning about Indigenous culture and community engagement in real estate.

# AUGUST 2025

## **August 19: World Photography Day**

### ***How to Spot a Great Listing: Photography Tips for Homebuyers***

- Offer homebuyers tips on how to evaluate listing photos when searching for a home. Highlight what makes a good photo (lighting, angles, and key details), how to spot red flags in low-quality images, and how to use photography to narrow down potential homes before scheduling a visit.

## **August 21: Senior Citizens Day**

### ***Creating Accessible Homes: Design Tips for Seniors***

- Discuss ways to make a home more accessible for seniors. Offer design and remodeling tips like installing ramps, wider doorways, and grab bars. For sellers, suggest highlighting these features in a listing to appeal to older buyers.

## **August 26: National Dog Day**

### ***Paw-Safe Flooring: Top Picks for Dog Owners***

- Share the best types of flooring for homes with dogs, such as pet-friendly options like luxury vinyl, tile, and hardwood. Discuss the pros and cons of each material in terms of scratch resistance, ease of cleaning, and comfort for pets.