About *Texas REALTOR*® magazine

- Printed 10x a year
- Circulation approximately 115,000
- Brokers, agents, and ancillary services providers
- Texas real estate law, business advice, consumer handouts
The Content We Compete With

• Texas REALTOR® magazine readers also receive:
  • REALTOR® Magazine
  • Local board of REALTORS® publications
  • Designation-specific communications
  • Tierra Grande magazine, published by the Real Estate Center at Texas A&M University
  • Brokerage communications
  • Websites/magazines like Inman, Real Trends, Top Producer

And all the other content that has nothing to do with real estate ...
It’s Easy for Our Audience to Get Confused

"GIGABYTES."
WAIT -- THIS ISN'T WEIRD.
Our Loyal Audience

Happy 2018 Everyone!!! This picture is from Texas REALTOR Magazine from November 2017. Hopefully this will help each and every one of you remember what conveys with a property here in Texas and what does not. I will update a PDF in the... See More
Our Loyal Audience

**Just Helpful Info** In case anyone is confused about Earnest -money deadlines on weekends.

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Legal & Ethics

How to Meet the New Earnest-Money Deadline

Example 1: No weekends or holidays fall on the third day

Example 2: Weekend and legal holiday fall on third day

Example 3: Legal holidays and weekend days not on Days 1 and 2 do not extend the deadline

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April 7, 2016 - Austin

If you haven't read your April edition of TEXAS REALTOR then you need to.
And, if you are on a mac w/ an iPhone, turn on your iMessage. It might just save you!
Our Loyal Audience

THE FALLOUT OF BAD ADVICE
by Chad Wenzelspratt and Lee Santos

Do you read your Texas REALTOR® magazine? Here is a good article in this month’s edition about only giving advice where you are licensed. This thing is PACKED full of great articles, you should be reading it every month... You get it free as part of your NAR dues.

There are risks associated with giving advice beyond what you are licensed to do. Here is a real-life case study of a real estate agent who experienced the legal consequences of practicing outside of his specialty.

Agent sued for providing legal advice without a license
A real estate agent was working with buyers in the market for a home in a wooded, suburban setting. The buyers visited numerous properties and eventually entered into a purchase agreement in a subdivision subject to restrictive covenants, conditions, covenants, and limitations. The property closed two months later.

While reviewing the restrictive covenants with his clients prior to the sale, the agent misunderstood the covenants and determined it would be okay to remove the trees. After the buyers moved in, they immediately cut down a buffer of trees near the rear of the property to improve their view of the nearby mountain.

The mistake
The Homeowners Association had restrictive covenants requiring written approval by the board for the removal of certain vegetation. The Homeowners Association had restrictive covenants requiring written approval by the board for the removal of certain vegetation. After the Homeowners Association had restrictive covenants requiring written approval by the board for the removal of certain vegetation.

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They also alleged that the agent failed to recommend a consultation with a real estate attorney. When the agent admitted to his broker that he committed an error in judgment, the lawsuit was resolved for the cost of replanting saw trees and a payment to both his clients and neighbors who later claimed diminution of property value.

Avoid the same trouble
Real estate agents or brokers who give legal advice may be sued for their actions. While you can complete the blanks of a prepared sales agreement, you may never draft your own documents nor give legal advice.

Chad Wenzelspratt, AIA, is a senior account executive for Agent, a Texas REALTOR®-directed land services firm. He has served as an account manager for the firm since 2019.
It’s not about you.
Put your audience first.

“What’s in it for me?” - Your Readers
Delta Launches Alumni Magazine For

“This is a great way for our alums to find out what their fellow passengers have been up to since disembarking from their flight with Delta,” editor-in-chief Sean Ericson said while showing off the inaugural issue, which he confirmed will be mailed this week to every person who has flown with the airline since its founding in 1928. “You can also keep up with our Delta family by checking out the passenger obituaries and birth announcements in our ‘Departures And Arrivals’ section.”

“We’re pleased to report that approximately 250,000 of our alumni got married this summer,” he continued. “We encourage all of our former fliers to make sure we have their current mailing address on file so they can read all about it.”
Get to Know Your Audience

Association publishers should be the envy of all others because our audience is already invested in our offerings and we have easy ways to get to know them.
Get to Know Your Audience

W.W. Clements: Right-Minded

In the late 1930s and early 1940s, Foots drove soda delivery routes in Alabama. He worked long and hard, calling on as many as 100 accounts each day. He talked with his customers and the store managers, picking up tips for better sales. As part of his daily routine—the “Daily Half Dozen”—Foots refilled the soda coolers in the stores on his delivery route. Foots observed that right-handed people opened the coolers with their left hands, and picked out the drink with their right. Knowing that human nature would seek convenience, Foots strategically placed the Dr Pepper bottles on the right-hand side of the cooler, making it easy to select those bottles. It was a simple practice that increased sales and illustrated Foots’ natural sense of product placement.

“Naturally.”
Get to Know Your Audience
Talk to your coworkers

Your colleagues have a wealth of information and can give you different perspectives about your audience.
Get to Know Your Audience
Lurk online

Are you listening to your members on social media, blog comments, or in private member networks?
Get to Know Your Audience
Conduct surveys

Depending on your budget, you can hire a firm or conduct your own reader survey.
Get to Know Your Audience

Conduct surveys

Don’t get too caught up in formalities. There are other survey methods to try.
Get to Know Your Audience
Make in-person connections

You might need to get out of your comfort zone to attend events and mingle with members.
Define Your Value and Refine Your Mission

What can you provide your audience that they can’t find anywhere else?

• Unique information or perspective
• Unique way of delivering information or perspective
Define Your Value and Refine Your Mission
Review Your Mission Statement

Your association is the only place you can find Texas-specific legal information, industry trends and research, and actionable tips for building your real estate business. We deliver it all to you through your preferred media, including daily blog posts, social media feeds, video, weekly and monthly e-newsletters, and the 10 print issues of *Texas REALTOR®* magazine mailed to your home.
Define Your Value and Refine Your Mission
Review Your Mission Statement

*Texas REALTOR®* magazine is your best source for clear, trustworthy, and practical information that helps you succeed in your business.
Build Trust

Your content doesn’t matter if your audience doesn’t trust you.
Many factors come into play into this complex mechanic, but four dimensions are particularly powerful in shaping this judgment:

**Ability:** The perception the organization is good at what it does

**Integrity:** The conviction that it is honest

**Dependability:** The expectation that it will keep its promises

**Purpose:** The sentiment that the organization is trying hard to have a positive impact on society
WHAT IS THE TRUST EQUATION?
Build Trust

• We listen to our audience.
• We solicit all feedback.
• We provide good customer service when they need us.
• We deliver the content they request.
4 Ways to Develop Audience Loyalty

• Put your audience first.
  • Can you answer “What’s in it for me?” if your readers asked you?

• Get to know your audience.
  • Use your access to talk to coworkers, observe, listen, and ask for feedback.

• Refine your value proposition and your mission.
  • Create a mission statement that speaks to what your audience has said they want from you.

• Build trust with your audience.
  • Deliver what you promise. Be reliable and consistent.
THANKS, Y’ALL!

linkedin.com/in/summermandell

QUESTION from Houston, TX on Jan. 11, 2018
Hi there, I’ve got a burning question whose answer might go into a Houston Chronicle blog post.

What is the proper possessive form of y’all? Is it y’all’s house or yall’s house or something else?

(I know y’all would not be used in a news story outside of a quote. And I foresee a response recommending I write around the issue. But for the sake of settling an argument: Is there a correct answer? Thanks.)

☆

ANSWER
We appreciate y’all’s question! And therein lies our answer.