

Social Media Holiday Calendar

for real estate & mortgage

January

- **Jan 1** – New Year's Day
- **Third Monday** – Martin Luther King Jr Day

Homeowner Tax Prep Season begins

February

- **Feb 14** – Valentine's Day
- **Third Monday** – Presidents' Day

Black History Month

National Mortgage Insurance Month

March

- **Mar 17** – St. Patrick's Day
- **Passover** (varies)
- **Easter Sunday** (varies)

Women's History Month

April

- **Apr 1** – April Fools Day
- **Apr 15** – Tax Day
- **Apr 22** – Earth Day
- Ramadan (varies)

Fair Housing Month

Spring Home Buying Season Begins

May

- **Second Sunday** – Mother's Day
- **Last Monday** – Memorial Day

Military Appreciation Month

AAPI Heritage Month

June

- **Third Sunday** – Father's Day
- **Jun 19** – Juneteenth
- **Eid al-Adha** (varies)

National Homeownership Month

Pride Month

July

- **Jul 4** – Independence Day

Mid-year market review

August

Back to school season

Prepare for Fall market

September

- **First Monday** – Labor Day
- **Rosh Hashanah** (varies)
- **Yom Kippur** (varies)

Hispanic Heritage Month

National Mortgage Professional Month

October

- **Second Monday** – Indigenous Peoples' Day/Columbus Day
- **Oct 31** – Halloween

National Financial Planning Month

November

- **Nov 1-2** – Dia de los Muertos
- **Nov 11** – Veterans Day
- **Fourth Thursday** – Thanksgiving
- **Black Friday**
- **Nov 30** – Small Business Saturday

National Native American Heritage Month

December

- **Dec 24** – Christmas Eve
- **Dec 25** – Christmas Day
- **Hannukkah** (varies)
- **Dec 26 – Jan 1** – Kwanza
- **Dec 31** – New Year's Eve

Year-end review & planning