2021 Bay East Annual Report

REALTOR®

BAYEAST ASSOCIATION OF REALTORS®

EQUAL HOUSING OPPORTUNITY

ABOUT BAY EAST

Bay East Association of REALTORS® provides support, advocacy, professional development, and resources designed to help our diverse community of real estate professionals grow their business, meet clients' expectations, and facilitate daily tasks. Throughout this report, we'll take a look back and see how Bay East continued to adapt to changes, both big and small, that took place in the real estate industry in 2021.

- *Mission* -

To help our members succeed as real estate professionals.

- *Vision* -

To set the industry standard in leadership, innovation, professionalism, and service.

- *Values* -

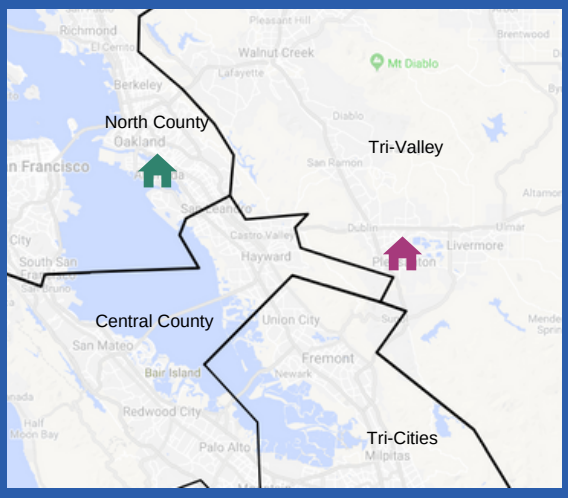
Collaboration, Integrity, Vision, Inclusion, Leadership

- *Culture* -

We love to delight. We promote compassion. We are transparent. We listen then we act. We value results.

MEMBERSHIP

6,508	MLS Users
6,312	REALTORS®
936	New Members
145	Platinum Affiliates
33	Staff
2	Member Centers



MEMBERSHIP DISTRICTS

Alameda Member Center

Pleasanton Member Center

GOALS AND STRATEGIES

Goals

- Bay East delivers services that elevate members' professionalism, productivity, and profitability.
- Our members are valued as the knowledgeable, ethical, professional, and trusted voice of real estate.
- Our members are the number one resource for buyers and sellers to achieve their real estate goals.
- Bay East leadership creates a positive impact in our profession and in our communities.
- Homeownership, housing and private property rights are a priority for elected officials and the communities they serve.

Indicators of Success

Strategies

1. Educate members on the appropriate standards of conduct and business protocol.
2. Develop a comprehensive professional standards program that best serves the members and the public.
3. Bay East leaders model and inspire the standard for professional behavior among leaders.
4. Identify and create collaborative opportunities that enhance members' ability to do business.
5. Highlight Bay East member contributions to the community and profession.
6. Create opportunities to groom current and new leadership.
7. Provide tools and information to our members to enable them to be real estate market experts.
8. Increase Bay East member and the public awareness of, and response to, government involvement in real estate transactions and home ownership.
9. Utilize communication channels to reach the diversity of our membership.
10. Develop education and training to improve core competencies.
11. Promote Bay East Association of REALTORS® and Bay East members as the primary sources of local real estate information.
12. Increase awareness of the impact of homeownership.
13. Influence media interpretation of the real estate market, consumer's perception of Bay East members and real estate-related public policies.
14. Identify and promote Bay East, C.A.R. and NAR services and demonstrate their relevance to our members' success.
15. Utilize Communication channels to reach the membership.
16. Stimulate pride and professionalism in our members.
17. Cultivate and leverage peer-to-peer networking, communication, interaction and collaboration.
18. Provide member to member communications.
19. Identify trending unethical or unprofessional business practices and develop best practice responses and communication channels.
20. Create solutions that give brokerage firms control of and access to their listing content with maximum efficiency.
21. Offer business technology products and services that brokers, and agents need to thrive.
22. Create and support an orderly and efficient marketplace for the transaction of real estate.
23. Provide MLS users with more efficient/accessible property-centric data than non-broker or agent property portals.
24. Give back to the community via charitable acts.
25. Increase awareness of community outreach to members and the public.

A WORD FROM TINA HAND, 2021 PRESIDENT

Entering 2021, we had hopes of in-person meetings again after the vaccine became available. The Local Government Relations Committee held the first hybrid meeting in July, which was a huge success. Unfortunately, the Delta Variant raised its ugly head and we immediately went completely virtual again. In the fall of 2020, I formed a Task Force to look at Diversity, Equity and Inclusion. I am proud to let you know that the Task Force agreed that a DEI Committee would be a benefit for our members and would support the Mission Statement and the Goals of Bay East Association of REALTORS®. The Task Force named the committee I.D.E.A., Inclusion, Diversity, Equity, Action. The committee held its first meeting in February 2021. If you are interested in joining a committee at Bay East, this just may be the committee for you!

Bay East was one of the founding members of the NORCAL MLS ALLIANCE: a groundbreaking MLS Data integration project involving the seven leading MLSs in Northern California. It enables MLS users to access information from each of the collaborating MLS systems from the user's home MLS.

As 2021 drew to a close, we did have glimpses of some signs of normalcy. C.A.R. held their Fall Meetings virtually. This was a great way to sit in on a committee meeting without the cost of travel and hotel. NAR held their November meetings live in San Diego, where the 2022 President, Leslie Rouda Smith was sworn in.

2021 did not slow down the demand for homes. While there may have been more homes on the market some of the year, that trend did not last. By the end of the year, there were fewer homes on the market than in 2020, with more buyers looking to get into home ownership, which contributed to double-digit appreciation. While there was low inventory, that did not deter anyone who wanted to become a REALTOR® and Bay East Association of REALTORS® membership reached slightly over 6,300 by December 31, 2021.

It has been an honor and a privilege to have served as your 2020 and 2021 President. I am eternally grateful to the Officers, the Board of Directors, the staff at Bay East, and the membership! Thank you for your trust and support. This journey has been amazing!! This would not have been possible without you all!

Despite COVID-19, we are still here – and that's a WIN!

LEADERSHIP

2021 BAY EAST BOARD OF DIRECTORS

Tina Hand
President

Sheila Cunha
President-Elect

Steve Medeiros
Treasurer

Nancie Allen
Immediate Past President

Tricia Thomas
CEO

Angela McIntyre

Nicholas Solis

June Burckhardt

Sandi Gomes

Ed Gomes

Alison Hull

Joe Annunziato III

Troy Staten

Tracey Esling

Bill Espinola

Geraldine Ramirez

Sumii Jhingon

DeeDee French

Viviana Cherman

Tim Denbo

Ronald Lyster

C.A.R. LEADERSHIP

Otto Catrina, 2011 Bay East President, was installed as the California Association of REALTORS® 2021 President-Elect, and Jennifer Branchini, 2014 Bay East President, was installed as the C.A.R. 2021 Treasurer. We are proud and fortunate to have such hard-working members serving at the state level.

AWARD WINNERS

Each year, Bay East recognizes members with our most prestigious awards: REALTOR® of the Year, Rookie of the Year, Affiliate of the Year, and Good Neighbor of the Year. In addition, the Association awards the “Outstanding Leader Award” and the “John Deadrich Distinguished Service Award” to deserving recipients. All the award winners have contributed hundreds of hours to causes that benefit the association members and have dedicated time to community programs, and are considered ambassadors for the real estate profession.

Tracey Esling

REALTOR® of the Year

Jessica Manrique

Rookie of the Year

Dorothy Jackson

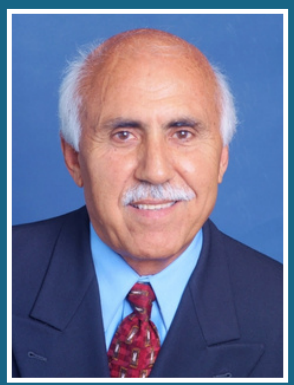
Outstanding Leader

Tony Alvino

Platinum Affiliate of the Year

Leslie Faught

John Deadrich Distinguished Award

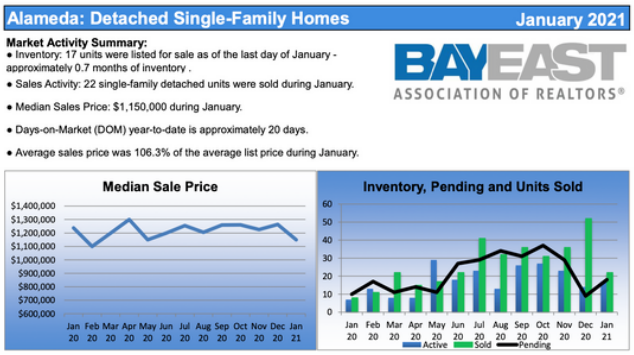


Masoud Dehdari

Good Neighbor of the Year

INNOVATION

One of the most valuable member benefits Bay East offered are resources to help understand real estate market conditions and trends. During 2021, Bay East provided detailed monthly updates on the status of real estate markets in every East Bay community and produced the “East Bay Real Estate Weather Report” video. Bay East staff helped tell the story behind the numbers by making more than 30 virtual presentations to a variety of audiences.



FOUNDATION

The Bay East Foundation offers scholarships to college-bound East Bay students, supports community programs, and provides financial help to members who have experienced a catastrophic event. The Foundation divided $18,000 among 12 scholarship recipients and hosted an outdoor ceremony for scholarship winners. The Foundation’s Members Helping Members™ program supported Bay East REALTORS® and Platinum Affiliates who faced financial hardship in 2021 by awarding $8,000 in grants.

BAYEAST FOUNDATION

MLS TECHNOLOGY

The innovative NORCAL MLS ALLIANCE involving seven leading Northern California MLSs launched on January 20, 2021. MLS reciprocal access expanded, enabling users to access listing information for Bay East, BAREIS, bridgeMLS, Contra Costa, MetroList, MLSListings, and San Francisco, all from within their “home” MLS.

Enhancements were implemented throughout the year, such as:

- Brought in associated documents
- Increased number of listing photos
- Added Areas and School info from MLSListings
- Added Districts and Sub-districts from San Francisco Association of REALTORS® (SFAR)
- Added “Total # of Garage and Parking Spaces” to assist in searching for listings in SF areas
- Added “Primary Showing Contact” field

NORCAL MLS® ALLIANCE

Bay East offered a wide array of benefits, business tools, educational opportunities, and discount programs to promote member success. We added five new MLS tools in 2021.

rentspree

RentSpree® simplifies the rental process, collects online rental applications, and screens tenants in one step.

LionDesk® Connect. Communicate. Close.

LionDesk CRM automates texting, video messaging, and emails on an easy-to-use platform.

remine

Remine is a real estate platform that connects agents, lenders, and consumers on a digital transaction journey.

listtrac

ListTrac provides online activity reporting for real estate brokers and agents, offering unbiased, actionable marketing intelligence in one place to help guide listing campaigns.

TopHap

TopHap helps to visualize residential real estate market trends and neighborhood characteristics, empowering real estate agents to help their clients make intelligent, data-driven buying and selling decisions.

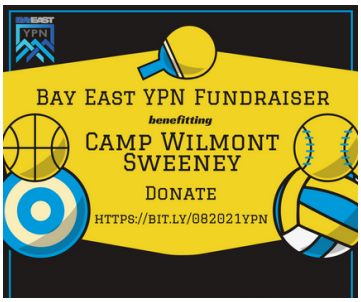
PROFESSIONALISM

The Bay East Media Relations Program ensured the REALTOR® voice was heard in print, broadcast, and online media coverage of housing and real estate issues. Bay East issued monthly press releases about the status of the East Bay real estate market and other breaking news. Our strong relationship with local reporters meant we were a first-call source for their stories. Bay East leaders and staff participated in 20 interviews and were quoted in 30 articles.

COMMITTEES

The **Leadership Evaluation Selection (LES) Committee** is a standing committee of appointed leaders that are committed to identifying new leadership for Bay East. LES is also charged with qualifying candidates to run for the Board of Directors, maintaining requirements for C.A.R. and NAR Directors, and recognizing the outstanding members in our association.

The **Platinum Affiliate Committee** helps build the bridge between REALTORS® and the service providers who work with them. The committee held multiple virtual events throughout the year, including a partnership with C.A.R. and local associations to host an event with *The Color of Law* author Richard Rothstein.



The **Young Professionals Network (YPN)** participated in a month-long fundraiser for Camp Wilmont Sweeney. Camp Wilmont Sweeney is a compulsory minimum-security residential program for adolescent males, ages 15-19, detained in Alameda County's Juvenile Justice Center. YPN was able to donate $945 in sports supplies to Camp Wilmont Sweeney.

The **Multiple Listing Service (MLS)** Committee created multiple videos about MLS updates, new rules and featured products. They also updated several MLS rule changes including Public Remarks Restrictions and Requirements stating that all listing information, including all remarks, submitted to the MLS must be in compliance with fair housing laws.

Professional Standards Committee continued to provide virtual assistance to members with arbitrations, mediations, and ethics cases. They also administer San Francisco Association of REALTORS® (SFAOR) professional standards programs as well as administer Central Valley Association of REALTORS® (CVAOR) cases.

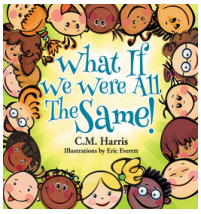
COMMITTEES

The **Leadership Development Committee (LDC)** created a new committee purpose: to mentor and create awareness about volunteer and leadership opportunities by collaborating with the LES committee. Inspire the current and next generation of leaders by engaging, elevating, and empowering them in the areas of personal and business leadership growth, so they can make a lasting impact on the real estate industry and the communities they serve.

The **Inclusion, Diversity, Equity, and Action (I.D.E.A) Committee** was founded in March with the goal to raise awareness of explicit and implicit bias, promote fair housing, lending initiatives and policies, foster diversity within association leadership, provide education opportunities, and provide a forum for due process in the enforcement of DEI issues/code of ethics violations within our industry.

With the help of a local book organization, Marcus Book Stores, I.D.E.A raised over $1,000 for children's books to be donated to local non-profit organizations to support diversity and inclusion.

MARCUS BOOK STORES



In 2021 Bay East Commercial Education program was recognized by the National Association of REALTORS® with a Commercial Services 5-Star accreditation. During the last four years, the Bay East Association of REALTORS® has worked closely with the Commercial Brokers Association and its Board of Governors.

The partnership resulted in helping commercial and residential real estate professionals expand their business opportunities through education and networking.

While the Commercial Brokers Association was dissolved, and the commercial classes and network events previously offered by CBA have a new home with Bay East under the purview of the Commercial Brokers Alliance Work Group.

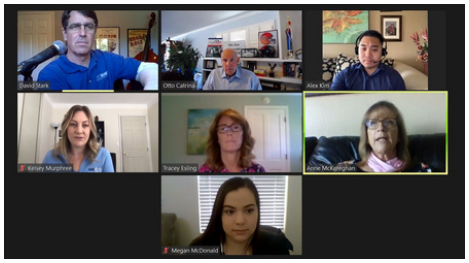
In 2021 Bay East Global Network was recognized by The National Association of REALTORS® with the Silver Global Achievement Program Award for the third consecutive year for continuing our global network to provide multicultural opportunities for members.

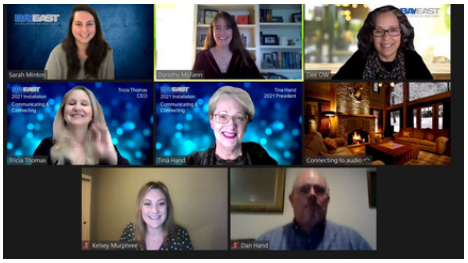
COMMITTEES

The Bay East **Local Government Relations (LGR)** committee and the Political Activities Committee ensured the REALTOR® voice was heard loud and clear at city halls throughout southern and eastern Alameda County.

Bay East Policy Positions:
The Pleasanton and Alameda LGR Committee members completed their review and update of the Housing and Public Policy Statement, and a video based on the updated document was produced. The updated statement includes an expanded list of policies and issues that impact home ownership, housing, and quality of life.

Advocacy:
Consistent advocacy by Committee members and staff stopped ordinances that would mandate upgrading electrical systems when a home is sold. The Alameda Local Government Relations Committee requested changes to the Alameda Capital Improvement Program and voiced support for the Encinal Terminals project.





Bay East **Political Activities Committee** (PAC) members had virtual meetings with the following elected officials who were elected during November 2020. The Local Key Contact Program focused on building relationships with newly-elected, and experienced city council members.

Dublin council members Sherry Hu and Michael McCorriston, Fremont council member Teresa Cox, Livermore council member Brittni Kiick, and Livermore council member Gina Bonano who was appointed during December 2020, and San Leandro council member Fred Simon.

The Committee also met with previously elected officials including, Dublin council members Jean Josey and Shawn Kumagai, Fremont Mayor Lily Mei and council member Yang Shao, Hayward council members Angela Andrews and Elisa Marquez, Pleasanton Mayor Karla Brown and council member Julie Testa, and Union City council member Emily Duncan.

SERVICE

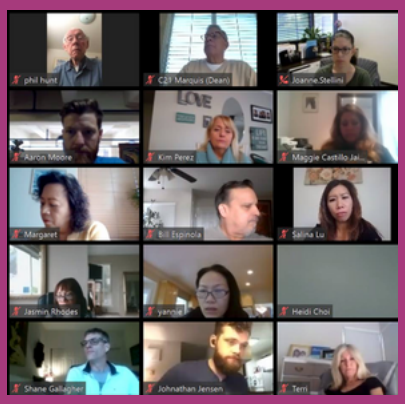
Bay East partnered with four local associations (Bridge, Contra Costa, Sacramento, and Santa Clara) to provide a robust virtual education program with a large variety of topics and presenters. We held over 95 classes with 1,600 attendees. We grew our programs in our on-demand platform while making changes to make the experience even easier for our members:

- Allow classes to appear on a member's dashboard immediately after registration
- More classes are available on-demand via recording for seven days after the class ends
- Trainings became available through self-paced on-demand education

The REALTOR® Success Program continued to help our new members as they started their real estate careers. In addition to the REALTOR® Success section of the Bay East website dedicated to resources specifically geared to help new agents, we sent over 50 emails as part of our two-year REALTOR® Success program with over 39% engagement.

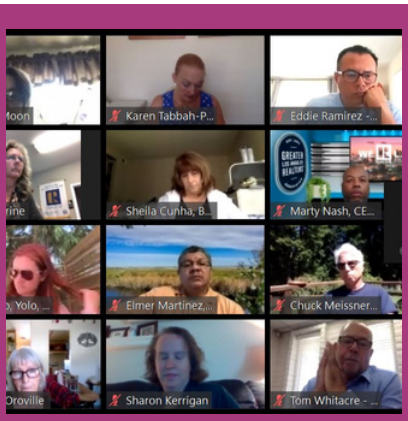
MARKETING GROUPS

The Marketing Groups continued virtual meetings in 2021. Throughout the year, they held charitable fundraisers and raised over $20,000 for organizations such as Room Redux, Brighter Days, Adopt an Angel, and more. They also held virtual and in-person events such as comedy night, a drive-thru breakfast, and organized a diaper donation.

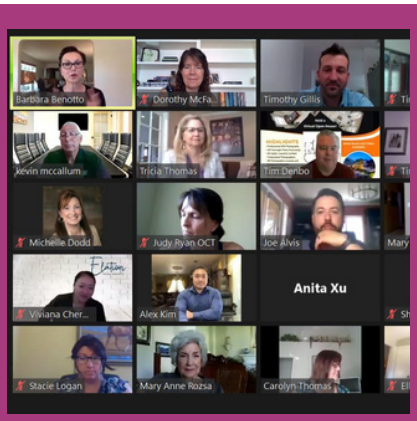


Alameda INFORUM & Marketing Meeting

Central County Marketing Group



Tri-Cities Marketing Council



Real Estate Alliance of Livermore

Valley Real Estate Network

COMMUNICATION

During 2021, Bay East communicated and connected through engaging videos, email campaigns, website posts, social media content, a podcast, an active relationship with local and regional media, technical support, classes, events and welcoming new and returning members. We're excited to continue to evolve within the digital world and find new ways to engage with our members, allied organizations, the government and the public.

MEMBERSHIP

35	936	6,312	145	6,508
NEW AFFILIATES	NEW REALTORS®	REALTORS®	AFFILIATES	MLS ONLYS

EDUCATION/MLS TRAINING

298	3,753	152	24
CLASSES	ATTENDEES	ONE-ON-ONE MLS TRAININGS	MLS TRAINING VIDEOS

PUBLIC AFFAIRS

17	30	20
PRESS RELEASES	PUBLISHED STORIES	MEDIA INTERVIEWS

HELP DESK

2,217	21,812	85
EMAIL CASES	PHONE CASES	CHAT CASES

MARKETING

391
EMAIL CAMPAIGNS

12,209
SOCIAL MEDIA FOLLOWERS

56,300
BUZZ VIDEO VIEWS

105
VIDEOS PRODUCED

976
PODCAST VIEWS

TESTIMONALS

> Brian as always was phenomenal. As is your whole team. The knowledge that they have is so helpful to us agents. I know I speak for many agents but we are so grateful to have the service and to have competent people who work in it. Thank you. Stay safe. - Selma M

> Just wanted to tell you how grateful I am for outstanding service Woody extended to me this morning. He is so knowledgeable, professional and patient with me I really appreciate that I made it on time to attend the webinar. Everybody is so helpful. - Virginia F

> There is a real trust that exists for me with Bay East. When I reach out for assistance--my call is always answered...successfully! Alan was amazing helping me get back online and then minutes later calling to check that his "fix" worked. Who would be that conscientious? Most techs would assume that it was fixed or they would be getting a future call from me. Alan has always gone that extra step...fix it...fix it right! - Linda M

> Jessie was wonderful! She explained the situation and cleared things up for me and the client. As a very long time agent (42 years in Alameda) I cannot emphasize enough the value of a live one-on-one conversation with a knowledgeable representative. - Denise B

MEET THE TEAM

Bay East staff continued working remotely in 2021. Staff provided the same high level of service that is a hallmark of Bay East by providing online tech support, membership payments through the website, constant MLS access, and fun uplifting virtual events.

New to the team!

Julie van Westerlaak, Senior Financial Accountant

Nasa Jackson, Member Services Representative

Justin Ramos, IT Specialist

Rochelle Hatala, Meetings & Events Specialist

Sabrita Rattan, Member Services Representative

Chandra Sievers, Operations Coordinator

FINANCE*

$7,886,030
TOTAL REVENUE

−

$7,303,113
TOTAL EXPENSES
(INCLUDING CORPORATE TAXES)

=

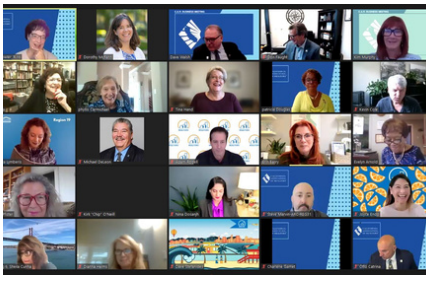
$582,917
2021 NET INCOME

UNAUDITED NUMBERS

LOOKING TO THE FUTURE

Looking ahead, the 2021 Bay East member survey respondents were confident about the future. More than 80 percent plan to remain in the real estate profession during the next two years.

To make sure that can happen, Bay East will use information from the 2021 member survey to tailor services, products, and events to help its members succeed as the world and the real estate profession continues to change.

The 2022 Bay East to-do list includes:
- Expanded MLS coverage and lockbox access are top priorities.
- More resources to help understand real estate markets.
- Safe and reliable in-person and virtual access to services, products, classes, and events.

2021 was full of stories about adapting to a changing and challenging world. We can't wait to share stories from 2022!