

2022 ANNUAL REPORT



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ABOUT BAY EAST



The Bay East Association of REALTORS® provides support, advocacy, professional development, and resources designed to help our diverse group of members in expanding their business, fulfilling their clients' needs, and simplifying their daily operations. In this report, we will reflect on how Bay East adapted to various shifts, both major and minor, that occurred in the real estate industry during 2022.

GOALS

Leadership

Bay East creates a positive impact in our profession and in our communities.

Advocacy

Homeownership, real property rights, and housing opportunities for all are a priority for elected officials, and the communities they serve.

REALTOR® Brand

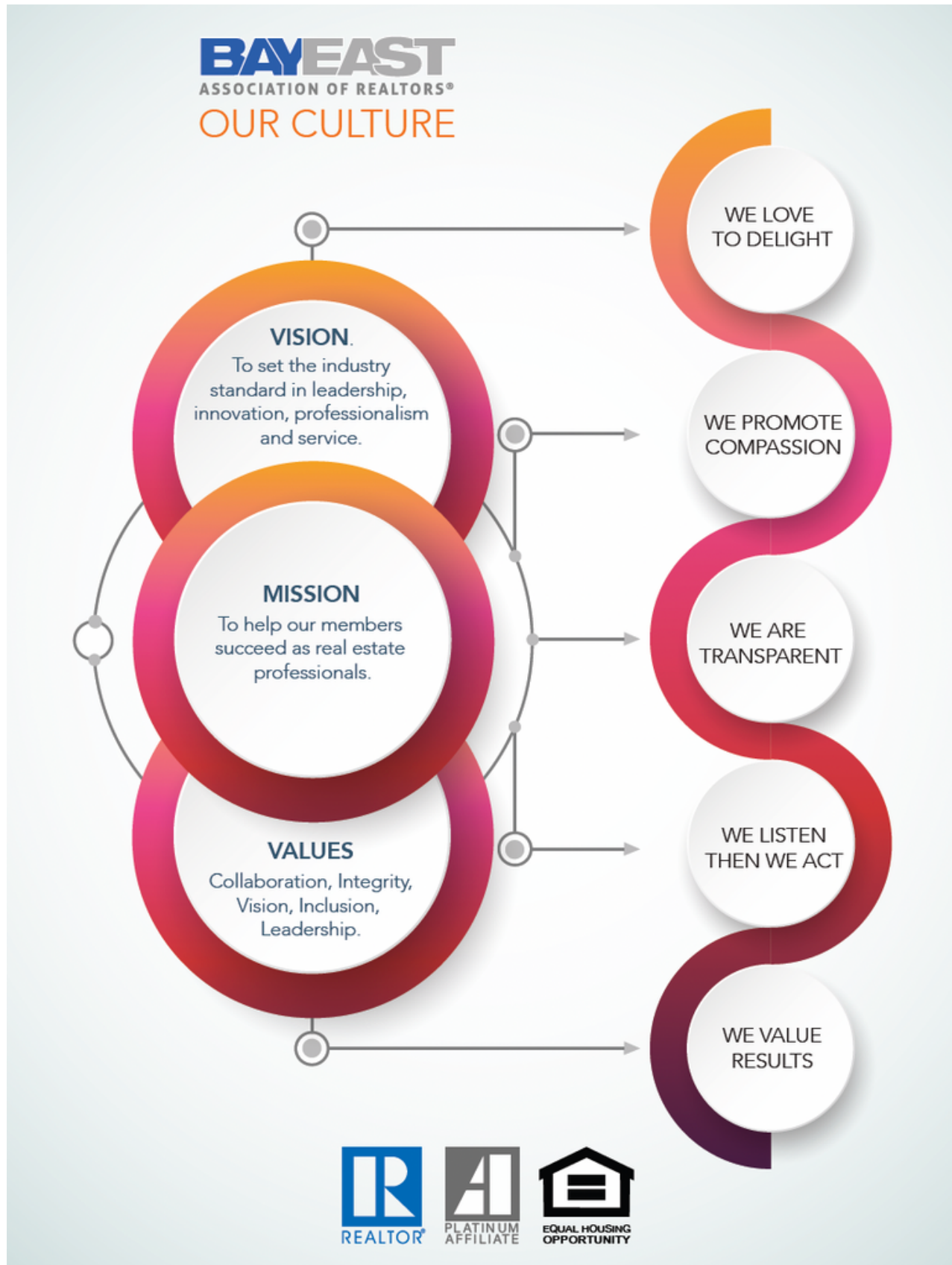
Bay East members are knowledgeable, ethical, professional, and valued as the trusted voice of real estate.

Success

Bay East members are the primary resource for buyers and sellers to achieve their real estate needs.



MISSION, VISION, AND VALUES



A Word from Sheila Cunha, 2022 President



This letter was 100 years in the making. 100 is a big number and you may be expecting this report to be full of other numbers. Trust me, it is! This report is also full of stories about how the Bay East Association of REALTORS® helped its members succeed during 2022. It has stories about transitioning from purely virtual events, classes, meetings, and services to more in-person interactions.

One of my favorite stories was celebrating our 100th anniversary during a wonderful in-person gala event in April. We asked the participants to dress from their favorite decade and the result was an incredible display of fashions from flappers to the “new-wave” 80s.

Another story about us coming back together was the completion of the new Bay East Event Center which resulted in an even nicer space for our in-house events. We hosted mixers, a Strategic Thinking event, and our Past Presidents luncheon.

During our first 100 years, Bay East has produced many leaders in organized real estate at the local, regional, state, and national levels.

During 2022, Bay East changed how we elect our Board of Directors and Officers in order to make our leadership and Bay East stronger. We will now have a slate of directors and officers approved by a nominating committee similar to the system used by the California Association of REALTORS®. Our new system will allow more Bay East members to seek leadership positions and will help our leadership reflect the incredible and valuable diversity of membership.

Finally, in response to the changing real estate market and the economy in general, we tightened our belts and by being proactive in our financial planning we are doing well as we ended the year on a strong footing headed into 2023.

Serving as the Bay East President during 2022 was an incredible experience thanks to the commitment of my fellow officers, Board members, committee members, Bay East staff and every Bay East REALTOR® and Platinum Affiliate member.

2022 Bay East Board of Directors



Sheila Cunha
President



Steve Medeiros
President-Elect



Barbara Clemons
Treasurer



Tina Hand
Immediate Past
President



Tricia Thomas
CEO



Troy Staten



Joe Annunziato III



Bill Espinola



Viviana Cherman



June Burckhardt



Angela McIntyre



Alison Hull



Paul Wong



Sumii Jhingon



Frank Quismorio



Don Faught



Geraldine Ramirez



DeeDee French



Sandi Gomes



Ed Gomes



Tim Denbo

FIRST QUARTER OVERVIEW



**NEW REALTOR®
MEMBERS**

163



**TOTAL
MEMBERS**

6,521

We began the first quarter of 2022 by expanding our in-person services. Members once again had access to in-person computer repair services, professional headshots, lockbox and key support, as well access to shopping at the REALTOR® store. The regional marketing groups also began hybrid meetings. Members attended in-person or virtually, depending on their preference.

We also celebrated an incredible milestone as an Association, our 100th Year Anniversary. Over the past century, we have been dedicated to providing exceptional products and services while building strong relationships with our members, employees, and partners.

100 YEARS OF BAY EAST

March 6, 2022, was the 100th Year anniversary of Bay East Association of REALTORS® receiving its charter from the National Association of REALTORS® (NAR). The first 100 years of Bay East is a story of leadership, innovation, professionalism, and service.

Serving in **leadership** positions at the state and national levels of organized real estate has been part of the Bay East DNA for decades. In 2022, Otto Catrina became the President of the California Association of REALTORS® and Jennifer Branchini was the 2022 President-Elect.

For a century, **innovative** Bay East services and products have made homeownership possible for thousands of homebuyers and have made real estate transactions easier and more efficient.

Creating, maintaining, and improving **professionalism** among Bay East members is at the core of Bay East's culture.

Bay East has provided **services** designed to assist our members in growing their business, providing for their clients, and streamlining their daily tasks. These services encompass support, advocacy, educational resources, and practical tools.



EDUCATION

- Bay East was recognized by the National Association of REALTORS® with the 2022 Five-Star Commercial Service Accreditation. We continue to promote the commercial market through education courses, networking events, and many other resources.
- The Bay East Global Network was also recognized by the National Association of REALTORS® with the Silver Global Achievement Program Award for the fourth consecutive year for continuing to provide multicultural opportunities for its members.



RESET 2022 was our first large in-person education event of the year. This member-facing event provided an opportunity to reconnect with peers, refresh transaction skills, and renew technology, marketing, and lead generation strategies. The event also included a Platinum Affiliate Expo, offering a chance to connect with vendors and learn about new products and services.



C.A.R. Assistant General Counsel, Gov Hutchinson, returned to Bay East for his popular class, 'California Residential Purchase Agreement.' The class covered all of the RPA clauses step-by-step and provided members with detailed instructions on how to properly complete and use the RPA form in all their transactions.



The I.D.E.A. (Inclusion, Diversity, Equity, Action) Committee hosted their annual continuing education series, Becoming Aware of Blind Spots. Members had the opportunity to learn how to recognize their blind spots and become more aware of the unconscious biases and prejudices that can impact their personal and professional relationships.

MARKETING GROUPS

The Marketing Groups started hybrid meetings in 2022. With a virtual option still available, members were able to meet to network and present listings in-person. Throughout the year, they held charitable fundraisers and donated more than \$30,000 to organizations including Special Needs In My City, Girls Soccer Worldwide, Alameda County Community Food Bank, and the Livermore Valley Joint Unified School District.



FOUNDATION

The Bay East Foundation continued supporting local communities through programs, education, classes, and networking opportunities. They provided \$18,000 of financial assistance to college-bound students who applied for the Foundation Scholarship Program. The Members Helping Members™ program supported members who faced financial hardships, and during 2022 they provided \$11,000 in grants.



SECOND QUARTER OVERVIEW



**NEW REALTOR®
MEMBERS**

223



**TOTAL
MEMBERS**

6,691

The Bay East Advocacy program was busy all year and especially during the second quarter. The Local Government Relations (LGR) Committee conducted a “virtual” Real Estate Summit with elected officials and staff from almost all of the communities southern and eastern Alameda County. LGR members participated in several county rental housing policy meetings and expressed their concerns about the rights of housing providers. Committee members “starred” in new videos about the Bay East Housing and Public Policy Statement and how advocacy helps their business. Bay East members also took the REALTOR® voice to Sacramento via virtual and in-person Legislative Day events.

MEMBER ENGAGEMENT SYSTEM

We underwent a major change by transitioning from our decades-old membership system to iMIS (Integrated Management Information System), also known as our Member Engagement System. This upgrade has been instrumental in enhancing our operations, streamlining our processes, and improving our ability to serve our members. This change provided valuable data and analytics that can aid us in making strategic decisions and achieving our mission.



Member Portal

The member engagement system allows members to sign up, renew their memberships, and pay dues online.



Education and Training

The new system also helps monitor course registration, course materials, and provides access to committee information and documents.



Event Management

The new system helps us manage events and communication with attendees, speakers, and sponsors.



Centralized Database

A central platform allows us to track and analyze data related to membership, events, education programs, fundraising, and other activities.

PROFESSIONALISM

The 2022 Professional Standards Committee, chaired by REALTOR® Bill Espinola with its 33 members, conducted seven Disciplinary Hearings, and five Arbitration Hearings. Additionally, Bay East offers an Ombudsman Program, which provides voluntary assistance to members to help them understand if there are possible violations and recommends ways to resolve the situation before it becomes a more formal process. This program helped 69 members. Bay East also offers mediation services to members and their clients, holding 10 mediations in 2022.

ADVOCACY

Bay East advocacy activities influenced public policy and built relationships with regional and local elected officials. The Local Government Relations (LGR) Committee identified, developed, and oversaw programs that enhanced the connections between real estate professionals, the communities, governments, and other key stakeholders within the East Bay area. The LGR committee helped Bay East members stay updated on local market developments and changes, as well as issues that impacted their clients.



Leslie Faught, LGR Committee Past Chair

"Being involved in advocacy has increased my value proposition. By being involved in the communities that I serve, I get real time information that I can pass on to my clients that I serve in those areas."



Michael Godfrey, LGR Vice Chair

"Being involved in advocacy helps my business, it also helps my clients. I'm able to answer their questions. I'm able to give them a look behind the curtain on issues they may not even be aware of. "



Barbara Clemons, 2022 Bay East Treasurer and LGR Committee Member

"Being involved has helped my business by knowing the issues that affect real estate and I can bring that information back to my clients to help them be more successful. "

ADVOCACY

The Political Activities Committee

Interviewed more than 50 regional and local candidates leading up to the 2022 General Election. Bay East conducted 15 independent expenditures supporting candidates who support Bay East positions on housing and other public policies.

Issues Mobilization and Fundraising

Bay East members and staff testified at more than 10 public hearings about rental housing policies that would harm smaller rental housing providers. Bay East, using NAR resources, conducted seven member and public-facing mobilization campaigns to encourage participation at rental housing policy public hearings. These efforts, along with generous member support for the REALTOR® Action Fund resulted in Bay East earning NAR's "Triple Crown" award for exceeding our fundraising and member mobilization goals.

10

Public hearings about rental housing policies

15

Independent expenditure campaigns

50

Candidate interviews

50

Bay East members at Legislative Day in Sacramento



THIRD QUARTER OVERVIEW



**NEW REALTOR®
MEMBERS
137**



**TOTAL
MEMBERS
6,130**

As we entered the third quarter of 2022, we continued building on the momentum of in-person events and education classes from the first half of the year. Despite ongoing challenges, we remained focused on providing our members with the tools, resources, and support they needed to succeed in today's market. We had several exciting events, including the Bay East Foundation Golf Tournament and lots of in-person networking opportunities. We also introduced new MLS tools and resources to help our members achieve their goals and drive success.

EVENTS

📍 TPC Stonebrae

Foundation Golf Tournament

The Bay East Foundation Golf Tournament raised over \$22,000 which helped support Foundation programs and was a great opportunity to network with fellow real estate professionals.



📍 Sacramento

Legislative Day

Bay East members took the REALTOR® voice to Sacramento to make sure local perspectives were included in state housing policies.

📍 Bay East Member Center

VREN Blood Drive

VREN marketing group hosted a blood drive at Bay East where 18 productive units were donated. That's a potential of 54 lives impacted by this event.



📍 Darcie Kent Estate Winery

Hot Summer Nights

The Platinum Affiliates and Young Professionals Network hosted the first networking mixer of the year. Members enjoyed an evening of food, music, wine, and networking.

MLS

We offered a wide array of benefits, business tools, and educational opportunities to promote member success. We added new products such as Homesnap Showings, the one-stop showing management tool where you can easily customize your listing to meet client needs.

Bay East members with a Supra eKEY can now open Supra lockboxes on thousands of listings in the California Regional MLS (CRMLS) area without having to join CRMLS.

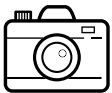
MLS enhancements were implemented throughout the year, such as:

Co-listings

An option for co-listing agents to edit listings became available.

Paragon Enhancements

Improvements were made to contacts, search, and listing maintenance sections on Paragon Connect.



Number of Listing Pictures

The number of listing photos increased to 60. This gave agents the ability to highlight more of their listing and allowed for additional photos from another MLS within Paragon.



Coming Soon Listings

This change provided clarity if a Coming Soon listing was available for showing by adding a required field named “Available to Show” when a listing was added under that status.



Associated Documents and Public Remarks

The number of associated documents increased from 12 to 20 for each listing. Public Remarks Character limit increased from 1,000 to 1,300 characters.

FOURTH QUARTER OVERVIEW



**NEW REALTOR®
MEMBERS**

149



**TOTAL
MEMBERS**

6,176

The end of the year was all about recognizing members' accomplishments. Through the MLS Achievement Club Awards, REALTOR®, Rookie, Affiliate, and Good Neighbor of the Year, Outstanding Leadership Award, and the John Deadrich Distinguished Service Award, we celebrated those who have demonstrated outstanding skills and achievements in their profession. We were proud to recognize and honor our members who have made a significant impact in their fields and the community.

ACHIEVEMENT AWARDS

The Achievement Club is an awards program designed to recognize and celebrate the achievements of REALTOR® members who have demonstrated excellence during the year. There were several award levels based on the number of transactions and sales achieved. Members must be in good standing and have closed the minimum number of transactions or sales volume required. During 2022 more than 1,400 awards were presented.

AWARDS FOR SALES ACTIVITY

Platinum	70
Gold	275
Silver	414
Bronze	573

AWARDS FOR LEASE ACTIVITY

Platinum	8
Gold	9
Silver	25
Bronze	38



MEMBER AWARDS

Every year we recognize Bay East members who have excelled in their profession, in their contributions to the Association and in their efforts in the community. We had many outstanding candidates in 2022 and we recognized the following members at the 2023 Inaugural.



REALTOR® OF THE YEAR

Bill Espinola won REALTOR® of the Year award for demonstrating the highest level of integrity and commitment to Bay East and the real estate profession.



ROOKIE OF THE YEAR

Glen Riggs received the Rookie of the Year which is given to a newly licensed, full-time REALTOR® who became a Bay East member within the previous 22 months.



AFFILIATE OF THE YEAR

Christian Carr, Affiliate of the Year, was passionate about helping others and volunteering in the community in 2022.

MEMBER AWARDS



OUTSTANDING LEADERSHIP

Nancie Allen promotes the local, State, and National Professional Standards programs and provides valuable meeting management training and support to Bay East leaders and committee members.



JOHN DEADRICH DISTINGUISHED SERVICE AWARD

Sandi Gomes was honored for her consistent advocacy for home ownership at the local level and leadership contributions to Bay East and organized real estate.



GOOD NEIGHBOR OF THE YEAR

Diane Johansen, received the Good Neighbor of the Year award. This award recognizes a Bay East member making a positive contribution to their communities.

LEADERSHIP

In 2022, a Bay East member task force was implemented to create a new nomination and election process to attract an inclusive, diverse, and large pool of qualified candidates to serve as Officers and on our Board of Directors. The Bylaws were submitted to the entire Bay East membership and were approved by a margin of 81.5%. As a result of the new process, Bay East had more Board of Director candidates this year than any of the previous 10 years.

The two Bylaw Amendments were:

- Bylaws Amendment Motion 1: Added a Nominating Committee and dissolving District Directors and moving to an all At-Large Director Board
- Bylaws Amendment Motion 2: Allowed the Board of Directors to approve amendments to the Bylaws

The new nomination process permits other qualified candidates to petition to be added to the slate. If no petitions are received, the candidate slate is considered elected.



THE NUMBERS

MEMBERSHIP

40	152	6,321	672	6,176
NEW AFFILIATES	TOTAL AFFILIATES	TOTAL MLS SUBSCRIBERS	NEW REALTORS®	TOTAL REALTORS®

EDUCATION/MLS TRAINING

298	11,805	152	17
EDUCATION CLASSES	TECH SUPPORT CASES	ONE-ON-ONE MLS TRAININGS	MLS TRAINING VIDEOS

PUBLIC AFFAIRS

16	27	24
PRESS RELEASES	PUBLISHED STORIES	MEDIA INTERVIEWS

ADVOCACY

10	50
PUBLIC HEARINGS	CANDIDATE INTERVIEWS

MARKETING

204	33%	11,363	61,200	107
EMAIL CAMPAIGNS	E-MAIL OPEN RATE	SOCIAL MEDIA FOLLOWERS	BUZZ VIDEO VIEWS	VIDEOS PRODUCED

MEET THE TEAM



Tricia Thomas



Pam Barnes



Francoise Jordan



David Stark



Marjorie Afalla



Rochelle Hatala



Jessie Wong



Julie van Westerlaak



Tori Byers



Linda Alcocer



Quinn Vo



Amber Carnahan



Pamela Thompson



Roya Chaudhry



Shirley Davis



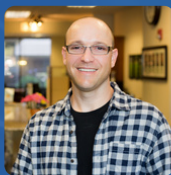
Alan Thomson



Aniston Breslin



Jessica Arnold



John Soula



Jennifer Soriano



Jill Engen



Megan McDonald



Sarah Minton



Brian De Castro



Kelsey Murphree



Chandra Sievers



Fay Yassini



Nicole Shivers



Justin Ramos



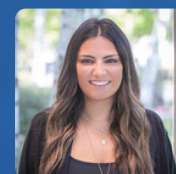
Sabrita Rattan



Elizabeth Russell



Woody Reyes



Sona Rawat



FINANCE*

\$7,681,480

Total Revenue

=

\$7,593,339

Total Expenses
(Including corporate taxes)

≡ \$88,141

2022 Net Income

unaudited numbers

LOOKING TO THE FUTURE

As we conclude our 2022 annual report, we want to express our gratitude to our members for their continued support and dedication to the Association. Despite the challenges of the past year, we have remained resilient and united, and are honored to help you succeed in the real estate industry.

Looking to the future, we are committed to providing our members with the tools, resources, and education necessary to thrive in an ever-changing market. We will continue to listen to your needs and invest in innovative solutions to ensure that Bay East remains at the forefront of the industry.

Thank you again for your ongoing support and commitment to excellence. We are excited to continue working together to achieve our shared vision of helping our members succeed in the real estate industry.

