



News Updates

Bay East Inaugural - Join us for the highly anticipated Bay East Inaugural Gala, on February 1, 2025 from 5-10pm at the Palm Event Center, where we will proudly install the 2025 Board of Directors and Officers. This in-person event will feature a cocktail reception, networking opportunities, a seated dinner, dessert station, music, and dancing. Admission is \$140 and it's the perfect way to celebrate the accomplishments of the past year while looking ahead to an exciting year ahead. Reserve your spot today and [purchase admission](#) before we sell out! Sponsorship opportunities available [here](#).

Code of Ethics Renewal - Only three months before the deadline - Complete the National Association of REALTORS® (NAR) mandated Code of Ethics training requirement. The required course in the Code of Ethics is to be completed every three (3) years with the current three-year cycle (2022/2023/2024) deadline to complete December 31, 2024. Remember, NAR mandates any member not completing the required training by the deadline of December 31, must be suspended until they complete the requirement. Please contact Member Services at 925.730.4074 or memberservices@bayeast.org to get a list of your agents that still need to complete the training.

Jumpstart Your Success - Do you have agents that are ready to take their real estate career to the next level? Whether a new agent or a current member looking to refresh their skills, our Roadmap to Success program is designed to equip your agents with the essential tools and knowledge needed to expand their skills. [Register here \(login required\)](#)

Upcoming Events



Masterclass: Foundations of Your Real Estate Business: This event, co-hosted by YPN and LIDC on October 17, will offer practical strategies on open houses, networking, and marketing/branding, helping you unlock your real estate career's potential through collaboration and growth. [Register here](#).



All Broker Meeting/Networking Event: Tailored for Bay East Brokers and Managers, this event covers key topics like Association and legal updates, member benefits, and more. Join us on Thursday November 14 at the Bay East Event Center, 7021 Koll Center Parkway, Pleasanton.

Member Benefit: Professional Headshots

A high-quality headshot is just one step in building a brand that clients can trust. Professional headshots are available as part of your Bay East membership. [Sign up here](#).



PROFESSIONAL HEADSHOTS

Investing in professional photography for yourself is just one step in building a brand that clients can trust.

Professional headshots are available at no additional cost for Bay East members.

925.730.4060 www.bayeast.org



[Bay East Broker Resources →](#)

[New Rules for Working with Buyers and Sellers →](#)