

Bay East will be closed Monday, September 18.

Acknowledging Your Blind Spots

Join the I.D.E.A. Committee on September 14 at the Bay East Event Center from 11am to 1pm and learn how to increase your business and gain new clients by identifying unconscious biases or blind spots. Register [here](#).

MLS "AREA" Field Changing November 6 - Action Required

Effective November 6, the "AREA" field lookup values will be updated to a single lookup value called "Listing".

Please update all your Active Saved Searches that currently use the "AREA" field. You can use the "Map Search," "City," or "Zip Code" fields instead. Doing this update will prevent your clients from being bombarded with emails when the change occurs on November 6.

Visit our [website](#) for more details. For questions, contact our Support Team at 925.730.7100.

BUZZ



The summer slowdown brought fewer choices and fewer sales, though real estate markets are still moving.

[Learn more in this week's Weather Report.](#)

MLS Corner

Now available - Mobile ApplyLinks from RentSpree!

RentSpree now has Mobile ApplyLinks available, making it easier than ever to streamline your rental process. Simply opt-in for RentSpree's online rental application on Paragon and receive a personalized ApplyLink via email, text message, or through the listing itself (within Paragon: Listings/Maintain Listings, select an action, choose Add/Edit Virtual Tour). You can then share/post this link with your clients through email, text, or on your social media.

Add/Edit Virtual Tour		Save	Cancel
Quick Action			
(148) Unbranded Media Link	<input type="text"/>		?
(56) Branded Media Link	<input type="text"/>		?
(21) Disclosures Link	<input type="text"/>		?
(14) Branded Media Link 2	<input type="text"/>		?
(13) Unbranded Media Link 2	<input type="text"/>		?
(11) Showing Schedule Link	<input type="text"/>		?
(9) ApplyNOW	<input type="text" value="https://apply.link/3TtWQ8a"/>		?

If you have any questions, please contact our [Support Team](#) at 925.730.7100.



Featured MLS Class:

[Basics of Paragon](#)

Sep. 14 | 3pm

Get an overview of the Paragon MLS system with emphasis on Search features.

Marketing Meetings

AIMM - Tue. Sep. 12 | Pasquale Scuderi, Alameda School Superintendent

CCMG - Wed. Sep. 13 | Jessica Manrique, Social Media

REAL - Thurs. Sep. 14 | David Stark, Market Update

VREN - Fri. Sep. 15 | Bay East Marketing, AI

TCMC - Thurs. Sep. 21 | Lenders Panel

In-person locations can be found [here](#). Weekly toursheets available [here](#) (login required).

Bay East Bulletin



Market Statistics Available Now

August 2023 market statistics data is now available. The data includes an overview of inventory, sales, days-on-market, and pricing. Stay up-to-date with the latest sales and trends in your local real estate market by visiting the [community page](#) on our website.



Bay East Member Event Innovation 2023

Join us on September 28 at the Bay East Event Center and step into the future of real estate to discover the power of technology and cutting-edge resources. This one-day event will equip you with the tools and insights to excel in the ever-evolving real estate market. Register [here](#).



September Safety Month: Mental Health

The Holman Group is available to assist you with any mental and physical problems including depression, legal issues, financial challenges, and more. The Holman Group is completely confidential and available 24/7. You can access the online [member portal](#) using the username: BayEast and password: BEAR2015.

