

THE INSIDER

BAYEAST

ASSOCIATION OF REALTORS®

Bay East will be closed November 23-24 for Thanksgiving.


Level Up: The Real Story from REALTORS®

This brand-new video series by NAR is all about learning what matters most to REALTORS®. You get firsthand insights from fellow professionals on how they're implementing real estate programs and making a genuine difference in their communities and businesses. [Watch](#) this series to level up your game!

Resources for Working with Buyers and Sellers

We've created a new web page filled with resources for working with Buyers, including upcoming education events, legal resources, NAR updates and more. View the page [here](#). NAR also created a webpage packed with essential information for both buyers and sellers. Learn more [here](#).

BUZZ



If you've been looking for a way to get more involved in the REALTOR® community, expand your network, and grow your business, leadership, and communication skills, let the Leadership Identification and Development Committee (LIDC) help guide you.

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

MLS Corner

Unlocking RPR's Potential: A Buyer Agent Daily Playbook


Sometimes in real estate, it seems like there's an emphasis on selling and the skills and tasks that go with it. Seller's agents are well-known for listing presentations, home pricing strategies, open houses, prospecting and marketing.

However, it's only half the story. Buyer's agents help clients find properties that meet their clients' demands and their budget, they show houses, and they help negotiate realistic offers. Explore the day-to-day of a proactive buyer's agent who knows how to make RPR work for them.

Learn more about RPR, a REALTOR®-Benefit for Bay East members, [here](#). If you have any questions, please contact our [Support Team](#) at 925.730.7100.

BAYEAST

TRAINING



Featured MLS Class:

[RPR AI Generated Content](#)

Nov. 22 | 3pm

Learn how to best use AI generated content for social media and email campaigns available to you through RPR.


Marketing Meetings

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

No Marketing Meetings the week of November 20-25.


Celebrate the holiday season with the Marketing Groups! Purchase your [Holiday Party tickets](#) today!

Bay East Bulletin




Website to Help Navigate the Current Market

[SmartZone](#) infographics communicate your value to your clients. It provides training, tips for new and experienced agents, and shareable market data infographics. They also have [wellness resources](#) such as mental health hotlines, psychological services, and more. Check out this C.A.R. benefit today.



2024 Inaugural Tickets on Sale Now

Plan to join us for Bay East's biggest annual networking event on January 20, 2024. Incoming President, Barbara Clemons, and the Bay East Board of Directors will be installed at Casa Real in Pleasanton. This event will sell out! [Purchase your tickets today](#). If you have questions about the [sponsorship packages](#), contact [Kelsey Paredes](#).



Elevation: Take Your Real Estate Journey Onward and Upward

Join us on December 5 at 10am for [Elevation 2023](#), our last member event of the year. Hear from a panel of experts as they share insights on buyer-broker representation, best practices from DRE officials, updates on MLS resources, and local real estate market conditions. [Register now](#) and take your real estate game to the next level.

Located at 7021 Koll Center Pkwy, Pleasanton, CA, 94566, 925.730.4060

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