



Bay East Office Holiday Closures

The Bay East Member Center will be closed until Wednesday, December 27. We will also close at 1pm on December 29, and will be closed on January 1. If you need immediate assistance, please email, info@bayeast.org.

Free On Demand Buyer Broker Agreement Training

Learn to integrate the Buyer Representation form into your business. The class will be made available to REALTOR® members for free through the end of 2023. [Sign up here](#) (C.A.R. login required) and use the code, FREE25, to take advantage of this offer. Get ahead of the curve and learn how this form will benefit your business.

Professional Headshots

Ready to refresh your professional image for the new year? Kick off 2024 with a brand new headshot. Your journey to building a trustworthy brand begins with a high-quality headshot, and as a Bay East member, you have access to professional headshot services at not additional cost. Don't miss out – schedule your [appointment](#) today.

BUZZ



We hope this holiday season you have time to reflect on all the hard work of the past year and look forward to all the opportunities of the coming year. We're excited to support your continued success!

[Happy Holidays from Bay East.](#)

MLS Corner

CRS Tax Data Benefit

Offering powerful features, intuitive tools, browser compatibility and mobile device optimization, CRS tax data allows users to easily find the information they need anytime, anywhere.

- Property tax data for the entire state of California
- Interactive map search for prospecting and market statistics
- Quick or customizable CMA
- Mailing labels for lead generation and marketing
- One-click access within Paragon's Agent Report

Access CRS Tax through Paragon by selecting the tax module button on the top of the screen. Watch these [training videos](#) and learn how to get the best use of this benefit.

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



Featured MLS Class:

[Basics of Paragon](#)

Dec. 27 | 10am

This is a mandatory class for all new members and a class for experienced members who would like to revisit the basics.

Bay East Bulletin



Education Advantage

The Bay East [Education Advantage](#) program will save you money and help you gain the necessary skills to increase your business. Education Advantage is \$20 for the 2023-2024 billing year. Members receive no cost or reduced pricing on Bay East classes as well as special pricing on designation and certification seminars. Call 925.730.4060 to sign up and save today!



Free Google Audit

C.A.R.'s Partnership with Real Grader Instacard allows REALTOR® members to [get a free Google audit](#) of your online presence which shares the top websites prospects are using to search for agents, assigns a rating based on how your digital identity performs on each site, then gives suggestions from digital brand experts on how to boost your online presence.



Bay East Mobile App

Enhance your real estate journey with the Bay East Mobile App. Access information anytime, anywhere. The app provides the latest updates, member info, and educational resources. Download the app today from the [Apple Store](#) or [Google Play](#). Review the [FAQ here](#).

Marketing Meetings

In-person marketing meetings will resume in January 2024. Make sure you have the addresses saved:

AIMM - Tue. Jan 9 | Windermere Bay Area - 2212-C South Shore Center - Suite C, Alameda
CCMG - Wed. Jan. 10 | **NEW:** Moose Lodge in Castro Valley - 20835 Rutledge Rd, Castro Valley
REAL - Thurs. Jan. 11 | First Street Ale House - 2106 First St, Livermore
TCMC - Thurs. Jan. 11 | Centerville Community Center - 3355 Country Drive, Fremont
VREN - Fri. Jan. 12 | Sidetrack Bar & Grill - 30 W Angela St, Pleasanton

Weekly toursheets can be found [here](#) (login required).

