



Transform Your Listing Presentations in 2024
REALTORS® Property Resource (RPR) is a powerful platform designed to provide comprehensive data, powerful analytics, and dynamic reports. Attend this upcoming webinar and gain the skills necessary to put together a winning listing presentation by helping your sellers digest information in a way that helps them make better decisions. Register [here](#).

MLS Rule 7.12 Amendment Effective February 8, 2024
NAR Model MLS Rules requires Participants/Subscribers to communicate an offer of compensation to other MLS Participants/Subscribers and that offer can be any dollar amount or percentage, including \$0. MMG Committee (combined of Bay East, Contra Costa and bridgeMLS) felt the MLS Rule 7.12 needed to be transparent stating that \$0 was allowable compensation in the compensation field. You can see the full rule here.

BUZZ



Supra® releases updates to your eKEY® software that may change the requirements for a device to be compatible with the eKEY®. Learn how to check if your device is still compatible.

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

MLS Corner

New Required Fields on Paragon Beginning January 18
You spoke and we listened. To accommodate clear transparency, two new required fields will be added onto Paragon MLS. Both are a Yes/No field. They are:

1. Agent Has Ownership
2. Agent Related to Principal

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



Featured MLS Class:
[Decoding the Listing Report](#)
Jan. 11 | 10am
Join us in-person and learn how to read a MLS listing from top to bottom.

Marketing Meetings

[AIMM](#) - **Tue. Jan 9** | Alameda City Manager
[CCMG](#) - **Wed. Jan. 10** | Kevin Koo, Lifestyle/Business Coach - **New Location:** [Moose Lodge](#)
[REAL](#) - **Thurs. Jan. 11** | Kim Damiani, Summit Advisor
[TCMC](#) - **Thurs. Jan. 11** | Kevin Koo, Lifestyle/Business Coach
[VREN](#) - **Fri. Jan. 12** | To be announced

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

Bay East Bulletin



Buyer Broker Agreement Training Extended
The free on-demand Buyer Broker Agreement Training has been extended until the end of January 2024. Learn to integrate the Buyer Representation form into your business while strengthening your relationships with buyers. [Sign up here](#) (C.A.R. login required) and use the code, FREE25, to take advantage of this offer. Don't miss out on this opportunity to enhance your skills and improve your business.



Tax Summit
Learn tips needed to save time and money while reducing your stress this tax season. New and complex rules, annual inflation adjustments, and tedious documentation can impact any taxpayer without a plan or expert guidance. Register to attend NAR's Center for Financial Wellness Tax Summit, a four-part virtual event, beginning February 7, [here](#).



Featured Class: 2024 Market Forecast for Home Values
Wondering about the future of mortgage rates in 2024 and their impact on real estate? Join us at Bay East on January 18 and learn the history of real estate appreciation, projection of home interest rates, and how to address buyer objections. Plus, get ideas on making first-time home buying more affordable for clients. Register [now](#).

