



Bay East Town Hall - Navigating Your Business During the Current Lawsuits

An increasing number of MLSs, associations, and brokerages are being sued as part of the class action lawsuits surrounding how compensation is paid to seller and buyer brokers/agents.

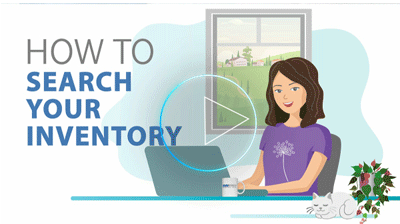
To help you understand the current legal landscape, Bay East is holding a virtual session with Attorney Tom Jacobson, Esq, on February 22, 11am-12pm.

Visit our [website](#) to learn more details about this event and secure your spot by [registering](#).

2024 Bay East Inaugural

Thank you again to all who attended the Inaugural and extra thank you to all the sponsors who made it possible. Please check out the photos and program [here](#).

BUZZ



The [REALTOR® Achievement Club](#) certificates will be available February 20. View this [quick video](#) about how to run your inventory in Paragon and make sure it is up to date by February 15.

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

MLS Corner

Transaction Management Tool

Exciting news – Dotloop 2.0 is here, and it's a game-changer for real estate professionals. Dotloop is a transaction management program that brings people and software together to save time and create a delightful customer experience.

Learn more about all the new features [here](#) or register for an upcoming webinar:

- [Webinar for Agents](#) - February 7, 10am
- [Webinar for Admins](#) - February 7, 10am

Bay East members have unlimited access to Dotloop, meaning unlimited transactions or “loops.” Plus, all local and state association forms are conveniently available within the Dotloop platform.

To get started, log onto Paragon, click on Dotloop under the Resources tab. If you have any questions, contact our Support team at 925.730.7100.



Featured MLS Class: Basics of Paragon (Live) Feb. 9 | 9:30am

Join us in-person and gain an overview of the Paragon MLS. This class is for anyone who would like to revisit the basics.

Marketing Meetings

- [CCMG](#) - Wed. Feb. 7 | Real Talk
[REAL](#) - Thurs. Feb. 8 | Adam Pedersen - Real Estate Law
[TCMC](#) - Thurs. Feb. 8 | David Stark - Market Update
[VREN](#) - Fri. Feb. 9 | Michelle Sherman - Platinum Credit Solution
[AIMM](#) - Tue. Feb. 13 | Alameda County Assessor Phong La

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

Bay East Bulletin



Celebrate Black History Month

February marks Black History Month, an opportunity to honor the heritage and significant achievements of African Americans. Contribute to [C.A.R.'s Closing Cost Assistance Grant Program](#) which helps those from underserved communities achieve homeownership. Together, we can make a difference in achieving the dream of homeownership for all.



Multifactor Authentication (MFA) for Paragon

Bay East is implementing Multifactor Authentication (MFA) sometime in second quarter to enhance MLS security. MFA adds an extra layer of protection beyond just a password. It requires users to provide multiple forms of identification before granting access, which significantly reduces the risk of unauthorized access. Keep an eye out for upcoming communication on what this means for you and how to prepare. Your data safety is our priority!

