



Multi-Factor Authentication (MFA) for Paragon
Bay East is implementing Multi-Factor Authentication (MFA) 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. We have created a [Q&A website page](#) with more information on MFA.

Free On Demand Buyer Broker Agreement Training
Learn to integrate the Buyer Representation form into your business. [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.

BUZZ

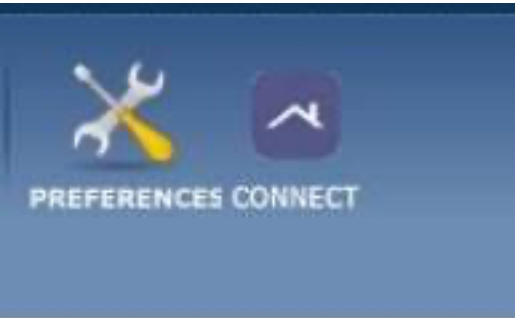


The Holman Group is a member assistance program that offers useful tools, resources, and access to member savings for you and your loved ones.

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

MLS Corner

Access Paragon Connect with a Click of a Button
Tomorrow, February 27, you will see an additional icon within the toolbar section to quickly access Paragon Connect. Paragon Connect uses responsive design technology and a new interface to reimagine Paragon MLS.



Turn Your Renters into Your Buyers with RentSpree
As part of your Bay East MLS benefits, [RentSpree](#) is here to help you transform today's renters into tomorrow's buyers. On March 5, join us for a webinar where you'll learn how to leverage rental leads for future success in this ever-evolving market.

[Register here](#) to learn more.



Featured MLS Class:
[Basics of Paragon \(Live\)](#)
Feb. 29 | 2pm
This is a mandatory class for all new members and a class for experienced members who would like to revisit the basics. You will gain an overview of the Paragon MLS with emphasis on Search.

Marketing Meetings

[CCMG](#) - **Wed. Feb. 28** | RPR Training with Bay East
[REAL](#) - **Thurs. Feb. 29** | Dyrell Foster, Las Positas College
[TCMC](#) - **Thurs. Feb. 29** | Alameda County Assessor, Phong La
[VREN](#) - **Fri. Mar. 1** | Justin Ramos, Cybersecurity
[AIMM](#) - **Tue. Mar. 12** | Chief Joshi- Alameda Police Chief

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

Bay East Bulletin



Jumpstart Your Business
Are you trying to build a successful career in real estate but feeling a bit unsure of yourself in this competitive market? We've got you covered. [Jumpstart 2024](#) is the perfect solution to help you gain the confidence and knowledge you need to thrive. Led by industry experts, this event will give you all the tools you need to succeed. [Register](#) today to secure your spot for our March 21 event!



Diversity Training
NAR launched [Fairhaven](#) (NAR login required), an innovative online simulation training, where agents work in a fictional town while confronting discrimination in the homebuying process. The training provides customized feedback that learners can apply to daily business interactions.



Harassment Prevention Courses
It is mandatory for all California supervisors and employees to complete a Harassment Prevention course every 2 years. Complete this [online course](#) to meet this mandatory state requirement. Visit [car.org](#) (login required) to understand these requirements and why they are relevant for all real estate professionals.

