

THE INSIDER

BAYEAST
ASSOCIATION OF REALTORS®

What Agents Need Right Now

[C.A.R.'s Smart Zone](#) is a tool designed to help navigate the real estate market, providing resources and tools to articulate your unique value proposition, market yourselves effectively, and keep your clients informed about market trends. Check out these [videos](#) on the buyer representation agreements and [how to correct misconceptions](#).

NAR Legal Settlement Impacts all REALTORS®

The National Association of REALTORS® (NAR) announced a [settlement](#) in the Sitzer-Burnett lawsuit and “copycat” cases which are related to how REALTORS® work with their clients and how they are compensated. NAR created a FAQ available on [facts.realtor](#).

BUZZ



President Barbara Clemons gives an update on the NAR Settlement.

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

MLS Corner

New zipForm® Plus Form Editor is on April 8

Starting April 8, zipForm® will introduce the [New Form Editor](#), replacing the Classic Forms Editor. This updated workspace allows users to edit multiple forms simultaneously, access form libraries, email documents, download and print, and start E-Sign packets.

[Register](#) for an upcoming webinar on April 11 at 1pm to go over topics such as digital document emailing and signing, sharing documents with clients via zipCommunity™, and a live Q&A session. A recording will be emailed to all registrants if you cannot attend.



Featured MLS Class:

[Intro to Paragon Connect](#)

March 26 | 9am

Learn how to customize the MLS to your own liking and make the MLS work for you.

Marketing Meetings

[CCMG](#) - Wed. Mar. 27 | Bay East - New Agent Success Program

[REAL](#) - Thurs. Mar. 28 | David Weisgerber, Livermore Parks

[TCMC](#) - Thurs. Mar. 28 | Kim Falahati, Tips for a Stress-Free Move

[VREN](#) - Fri. Mar. 29 | **No Meeting**

[AIMM](#) - Tue. April 9 | Tricia Thomas and David Stark, Legal and Industry Updates

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

Bay East Bulletin



AI Powered Market Analysis

RPR's (Realtors Property Resource®) AI ScriptWriter simplifies market update creation for real estate professionals, offering personalized video scripts, engaging social media content, and metrics analysis based on essential market indicators. Easily craft captivating content that resonates with your audience, revolutionizing your real estate marketing strategy. Learn more [here](#).



Code of Ethics Training

Bay East is hosting a virtual Code of Ethics training on Tuesday, April 9. Professional Standards Experts Doreen Roberts and Nancie Allen will cover business ethics, NAR Code of Ethics, concepts of procuring cause, and pathways to professionalism. Register [here](#). For more information, visit our [website](#) or contact us at 925.730.4060.

