



Bay East **Bulletin**



New Fraud Alerts: Cryptocurrency Scam and Rising Deed Fraud Targeting Real Estate Professionals: Bay East urges members to stay alert as new and evolving fraud schemes continue to impact the real estate profession. From devastating cryptocurrency scams to a rise in deed fraud, these threats underscore the importance of vigilance and awareness in your daily business practices. [Learn more →](#)



2026 Bay East Leadership Team: The Board of Directors have affirmed the appointments for the 2026 Bay East Officers and the 2026/2027 [Board of Directors](#). Interested in exploring Bay East leadership opportunities? [Email us](#) or visit our [website](#) to learn more.



Consumer Guide: Assistance Programs: The latest consumer guide focuses on assistance programs. This guide explains how to identify the right program for your needs, the types of expenses these programs can help with, and what steps to take to access support. [Learn more→](#)



Summer Kick Off Party: Join Bay East YPN and AREAA Greater East Bay for a summer kickoff party at Almanac Brewery, [651 W Tower Ave, Alameda](#), from 4-6pm on June 19. This is a free event and all members are welcome! [Register here →](#)



The Three-Way Agreement: Your NAR membership connects you to a powerful three-tiered partnership delivering tools, data, education, advocacy and more—all designed to support your business and fuel your success. [Learn more →](#)

MLS News

Coming June 10: A Game-Changer for Your Listings - We're partnering with CubiCasa, a mobile app that lets you create pro-level floor plans with a 5-minute scan. No training, no extra tools. Just your phone and some serious listing power. Launching June 10. [Learn more→](#)

Education News

Mid-Year Checkup and Tune-Up: Join us on June 4 to assess where your business stands, what's working, and what needs to shift. Whether you're ahead or playing catch-up, you'll walk away with a clear, personalized plan to hit your goals by year's end. [Learn more→](#)

Marketing **Meetings**

- [CCMG](#) - **Wed. June 4** - Real Talk with Louis Heystek
- [REAL](#) - **Thurs. June 5** - Pete Sandhu, Five Rivers Aviation
- [TCMC](#) - **Thurs. June 5** - To be announced - **New Location:** Downtown Event Center - 3500 Capitol Avenue, Fremont, CA 94538
- [VREN](#) - **Fri. June 6** - Marcella Silva, Dirt is Gold
- [AIMM](#) - **Tue. June 10** - James Callejas, 1031 Exchange

In-person locations and weekly toursheets are available [here](#) (login required).

BUZZ **Video**



Learn how to quickly add a Broker Tour or Open House to your Active listing in Paragon MLS. This step-by-step tutorial walks you through logging in, accessing your listing, and entering your tour or open house details. It's simple, fast, and helps keep your listings up to date and visible to potential buyers. Learn more in this week's [BUZZ](#).

News for **New Agents**

Know someone who's bought or sold a home recently? Bay East is hosting focus groups to better understand the real estate experience from the consumer side and your clients can be part of the conversation. If you've worked with buyers, sellers, renters, or future homeowners, invite them to join a 90-minute session at Bay East's Pleasanton office. They'll receive a \$75 gift card, and you'll get a 25% discount at the Bay East store if your referral participates. This is a great way to help shape how our industry serves future clients. [Learn more→](#)

