

# THE BAY EAST INSIDER

Stay Informed, Stay Ahead

*"In real estate, every voicemail is either a payday or a plot twist."*

## Bay East Bulletin



**MLS Rule Changes Effective Today:** Several revised MLS rules go into effect today, August 18. Updates include new timelines, photo display options, and other changes to improve clarity and compliance. [Learn more→](#)



**Save the Date – Innovation 2025: The Future of Real Estate:** Mark your calendar for October 2 and get ready for our one-day event designed to give you a competitive edge. Innovation 2025 will showcase the latest technology, tools, and strategies shaping the real estate industry, all curated to help you stay ahead in a rapidly changing market. [Learn more→](#)



**Tools to Educate and Empower Your Clients:** Help your clients feel confident and informed. Share NAR's consumer guides covering buyer agreements, open houses, compensation, and more, all designed to explain recent changes and the value of working with a REALTOR®. [Learn more →](#)



**Member Assistance Program:** The Bay East Member Assistance Program, provided by the Holman Group, offers free, confidential support for members and their families. Get help with personal, legal, financial, and wellness challenges. Call 800.321.2843 anytime to connect with a licensed professional. [Learn more→](#)



## MLS News

**New RentSpree Webinar:** Rental demand in the East Bay is heating up, ranking among the most competitive markets in the nation. Discover how RentSpree's tools can help you stay ahead. From tenant screening to reducing time on market and streamlining rental transactions. [Learn more →](#)

## Education News

C.A.R. Attorney Gov Hutchinson will break down the latest local & state laws, trending legal issues, and what they mean for your business including updates on lawsuits, compensation, and competition. Join us virtually on August 20 at 10am. [Learn more→](#)



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## Marketing **Meetings**

[CCMG](#) - **Wed. Aug. 13** - Garrick Yan

[REAL](#) - **Thurs. Aug. 14** - Mike Buckhout, Community Response and Engagement

[TCMC](#) - **Thurs. Aug. 14** - **No Meeting**

[VREN](#) - **Fri. Aug. 15** - Dublin Mayor Sherry Hu

[AIMM](#) - **Tue. Sep. 9** - To be announced

More information on the individual marketing meeting and in-person locations available [here](#) and weekly toursheets are available [here](#) (login required).

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## BUZZ **Video**



2025 Bay East President Tracey Esling shares a mid-year update, highlighting key accomplishments so far and priorities for the rest of the year. [Watch now.](#)



Located at 7021 Koll Center Pkwy, Pleasanton, CA, 94566 - 925.730.4060

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