







"The best marketing is delivering on your promises."

Bay East Bulletin


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**Bay East Remembers – Alison Hull:** It is with deep sadness that we share the passing of Alison Hull. A member since 2012, Alison gave so much of herself to the Bay East community. She served as a Board Director, chaired Professional Standards, was active with TCMC, helped found the I.D.E.A. Committee, and contributed in countless other ways. Alison's kindness, dedication, and impact touched many lives. She will be deeply missed. Ali would have appreciated a donation to her favorite charity, [Adopt An Angel](#).
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**DEI Symposium:** The [2025 DEI Symposium](#) isn't just another event—it's a chance to lead. On September 12, join fellow brokers and industry leaders to explore how estate planning and generational wealth tie into fair housing and financial equity. [Register here →](#)
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**Innovation 2025:** Unlock the tools, insights, and strategies shaping real estate's future at this one-day, in-person event on October 2. From the latest technology to fresh marketing strategies, you'll learn from top industry voices, including realtor.com, Zillow, Homes.com, and Karen Lum. [Learn more →](#)
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**The Safety Series Podcast:** Safety apps can be helpful when trying to reach emergency contacts during a dangerous situation. The latest episode of *Drive With NAR Podcast* breaks down the advantages and disadvantages of using technology in a dangerous situation. [Learn more→](#)




### MLS News

**Search Your Inventory by DRE Number:** Ever need to pull your entire inventory in a specific timeframe? This tutorial makes it simple. Learn how to efficiently search listings by your DRE number—perfect for targeted reviews, reporting, or audits. [Learn more→](#)

### Education News

**Professional Development:** Our self-paced learning program, *Jumpstart Your Success*, lets you take classes online anytime, anywhere. Designed to fit your schedule while keeping your skills sharp. [Learn more →](#)



Marketing Meetings

- [AIMM](#) - Tue. Sep. 9 - AUSD Superintendent, Pasquale Scuderi and Board Liaison for Local Revenue Measures, Jennifer Williams
- [CCMG](#) - Wed. Sep 10 - Kathryn Holland
- [REAL](#) - Thurs. Sep 11 - Vendor Palooza Fair
- [TCMC](#) - Thurs. Sep 11 - To be announced
- [VREN](#) - Fri. Sep 12 - Social Media Panel

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

BUZZ Video



Visit your city's community page on the Bay East website to see the marketing stats for August, inventory, sales, and days-on-market. Watch now to stay ahead of the market!

