



Today's Schedule & Required Classes

10 am - 11 am REALTOR® Overview

11 am - 12 pm MLS Overview

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Online

(Remote)

Code of Ethics

Virtual

(Remote or live)

Basics of Paragon

BAYEAST
ASSOCIATION OF REALTORS®

New Member Orientation

BAYEAST
ASSOCIATION OF REALTORS®





Virtual Meeting Expectations

- Remain on video for the entire meeting
- Use the “raise your hand” feature when you have a question
- Use the emojis if you must step away
- The polling system will pop up periodically to check in
- Attendees are muted except when speaking to minimize background noise

WHAT IS THE REALTOR® ASSOCIATION?



NATIONAL
ASSOCIATION *of*
REALTORS®



CALIFORNIA
ASSOCIATION
OF REALTORS®

BAYEAST
ASSOCIATION OF REALTORS®

REALTOR®

What is it?

Trade Association with over 1.6 million members

Who is it?

Licensed residential and commercial real estate practitioners

Why?

Follow a strict Code of Ethics that set you apart from a licensed real estate agent

What does it all mean?

Three-Way Agreement

By becoming a member, you join three Associations:

Bay East Association of REALTORS®
(Local) bayeast.org

California Association of REALTORS®
C.A.R. (State) car.org

National Association of REALTORS®
NAR (National) nar.realtor





00:00

00:29

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What is Bay East?

- Bay East is your local association
- Over 6,000 members
- Located in Pleasanton
- 34 staff members
- 15 committees and work groups
- Bay East Foundation
- Board of Directors



Bay East Mission

To help you succeed as real estate professionals



Bay East Culture

We love to delight

We promote compassion

We are transparent

We listen then we act

We value results





BAY EAST 2023 BOARD OF DIRECTORS



BAYEAST
ASSOCIATION OF REALTORS®



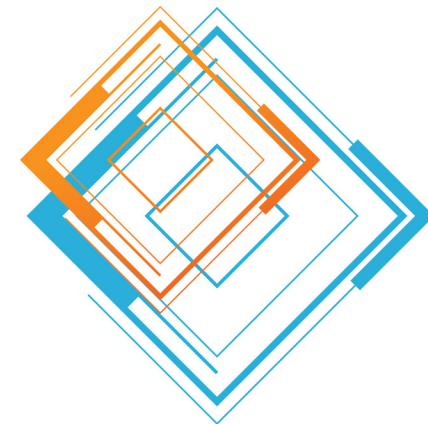
EDUCATION OPPORTUNITIES

Grab n Go
Videos



C2EX

COMMITMENT TO
EXCELLENCE



Getting Started

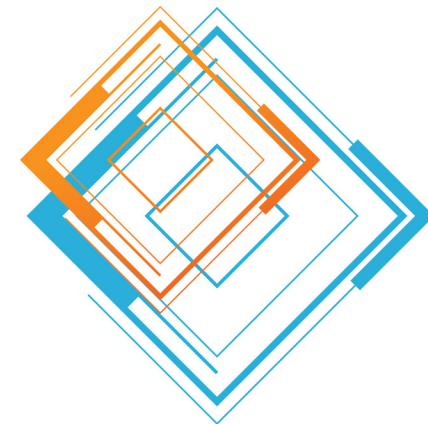
Education opportunities include:

- Robust library of professional development
- MLS technical training
- Technical support by our staff
- Virtual live and pre-recorded seminars
- One on one with a technology trainer



Bay East Education Programs

- New REALTOR® Tools
- Mastering the Transaction
- Building Your Business
- Managing Risk
- Designations and Certifications
- Financial Wellness
- License Renewal and Pre-Licensing
- Personal Growth
- NAR Commitment to Excellence



Education Advantage

- Class prices at the lowest available fees
- \$20 annually
- Opt-in when you register for your next class



NETWORKING OPPORTUNITIES



Getting to Know Your Sphere

- Networking is invaluable to build and maintain relationships with clients and colleagues.

Marketing Meetings (Virtual)

- Discuss buyer wants and needs, new properties and coming soon
- Hear from knowledgeable speakers on information from the industry or community
- Get to know REALTORS® and Platinum Affiliates within the area you work



Platinum Affiliates

- Bay East members who provide a service to the real estate industry
- Integral part of a real estate transaction
- Search by category of service, locations served or name

BAYEAST
PLATINUM AFFILIATE

1031 EXCHANGES
ACCOUNTING SERVICES
APPRAISAL SERVICES
ATTORNEYS
BUSINESS SERVICES
INSPECTIONS

Bay East Committees and Work Groups

- Affiliate
- Leadership Development
- Local Government Relations
- Marketing Committees
- MLS Business and Technology
- Professional Standards
- Young Professionals Network

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ASSOCIATION OF REALTORS®





PRODUCTS AND SERVICES

TRANSACTIONS

C.A.R. HOTLINES



RPR®

PROFESSIONAL STANDARDS

REALTOR® SAFETY

Products & Services

- Bay East members have access to many innovative tools and valuable resources to help grow your business, meet clients' expectations and simplify daily tasks.

Transaction Management

- Convenient place for all your transaction needs
- Forms and contracts created by the legal team at C.A.R.
- Send and store electronic documents
- Facilitate online signatures



Transaction Assistance

- [C.A.R. Legal](#)
 - Hotline for all members 213.739.8282
 - Broker hotline
 - C.A.R. legal FAQ's
 - Download legal hotline app
- [C.A.R. Transaction Rescue™](#)
- [C.A.R. Transaction Tips](#)
 - Quick access to resources and tips to master each stage of the transaction
 - Listing preparation, active listings, property details, buyers, escrow, contracts, and more

Professional Standards

- Bay East Ombudsman Program
 - Voluntary way of discovering ethics violations.
 - Assist parties in a dispute come to a resolution
 - Informal process for resolving a matter between REALTORS® or clients
- Bay East Mediation Program
 - Commission disputes
 - Buyer vs. seller – disclosures and deposit disputes
- Ethics and Arbitration Complaints

REALTOR® Property Resource

- Nationwide property search
- REALTOR® member benefit
- Not an MLS
- Great Research Tool



REALTOR® Safety

Tools:

- Supra: Safety Alert System
- Homesnap: Safety Timer
- REALTOR® Store for PPE and safety products

Webinars:

- Data Security and Cyber Safety
- Personal Safety
- Working with Clients

DISCOUNTS
NAR'S MVP



**The
Holman
Group**
Managed Behavioral Healthcare Services

GROUP RATES
ON INSURANCE

FINANCIAL
WELLNESS

**MEMBER
SAVINGS**





Bay East Advocacy and Public Affairs Programs

The Voice for Real Estate



GOVERNMENT INVOLVEMENT IN YOUR TRANSACTIONS

Preparing to do Business

- Real Estate License
- Broker License



GOVERNMENT INVOLVEMENT IN YOUR TRANSACTIONS

Your Listing

- Zoning Ordinances
- School District Performance
- Rent Control Ordinances
- Assessment Districts
- Utilities and Services



GOVERNMENT INVOLVEMENT IN YOUR TRANSACTIONS

Marketing Your Listing

- Sign Ordinances



GOVERNMENT INVOLVEMENT IN YOUR TRANSACTIONS

Purchase Financing

- Fannie, Freddie and FHA
- Homebuyer Assistance Programs
- Appraisal Requirements



GOVERNMENT INVOLVEMENT IN YOUR TRANSACTIONS

Offer and Contract

- Seller Disclosures



GOVERNMENT INVOLVEMENT IN YOUR TRANSACTIONS

Closing

- Point of Sale Inspections
- Flood Insurance
- RESPA Requirements
- Your Commission



GOVERNMENT INVOLVEMENT IN YOUR TRANSACTIONS

Preparing to do Business:

Real Estate License
Broker License

Your Listing:

Zoning Ordinances
School District Performance
Rent Control Ordinances
Assessment Districts
Utilities and Services

Marketing Your Listing:

Sign Ordinances

Purchase Financing:

Fannie, Freddie and FHA
Homebuyer Assistance
Programs
Appraisal Requirements

Offer and Contract:

Seller Disclosures

Closing:

Point-of-Sale Inspections
Flood Insurance
RESPA Requirements
Your Commission

The REALTOR® PARTY

VOTE

- Register to Vote
- Understand the REALTOR® Position on Candidates and Issues

ACT

- Government Affairs Weekly Report
- National Association of REALTORS® - Call for Action
- California Association of REALTORS® - Red Alert
- Legislative Day
- Regional and Local Issues
- Local Government Relations Committee

CONTRIBUTE

- REALTOR® Action Fund





For more information and to get involved:

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TIPS TO GET STARTED RIGHT AWAY

Part 1

realtor.com®

Your website through .realtor domain

Be present on social media



houselogic



TIPS TO GET STARTED RIGHT AWAY

Part 2

Community Info & Statistics


Share housing stats with your clients from data within Paragon

Watch housing market weather report

Learn the MLS



How We Communicate



Bay East Insider, Education, Government Affairs, and brokerCENTRIC

New Agent Success Program - Timely emails within the first two years

Bay East [New Member Resources Page](#) and [Roadmap to Success](#)

C.A.R. Resources for New Members – [New Member Toolkit](#)

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