

Broker Outreach

Bay East recognized the vital role brokers play in guiding agents through industry shifts. To provide direct support, real-time updates, and expert insights, we launched the Broker Engagement Program—an initiative designed to educate, engage, and empower our broker community.

Through this program, we hosted a series of high-impact broker meetings focused on legal changes, MLS updates, and best practices for brokerage leadership. The program also offered a suite of resources to ensure brokers have the tools and information necessary for success. Key components included:



Legal Resources

Bay East provided essential legal resources to stay informed on the latest real estate laws, Fair Housing regulations, and risk management strategies. We hosted events featuring expert speakers, including real estate attorneys, DRE officials, and industry leaders.



Trainings

We brought brokers and industry leaders together to discuss the impact of MLS changes and the NAR lawsuit. These events empowered brokers to educate their agents on effectively communicating their value to clients in a post-settlement market.



Networking

Throughout the year, Bay East provided numerous networking opportunities, enabling brokers to build relationships and exchange valuable insights. These events fostered collaboration, professional growth, and industry connections, strengthening the real estate community.