

Tract Utility & BAY EAST ASSOCIATION OF REALTORS® = Success!



A Powerful Member Benefit!

ReboGateway's Tract Utility is provided to you as a Member Benefit by Bay East Association of REALTORS®. It offers a data system for real estate brokers and agents looking to grow their business by acquiring more real estate listings. ReboGateway's Tract Utility tool provides turnover (sales) rates that can be associated with much higher level of home sales. Knowing where the housing tracts or census tracts are located that have higher levels of sales (turnover rate) occurring gives an agent a very real and very distinct edge. This turnover rate data allows you to focus your efforts on the housing or census tracts that are more likely to sell... saving you time and money in acquiring new listings.



The Bay East Association of REALTORS® is constantly developing and promoting both programs and services that enhance the REALTOR® image and our members' ability to successfully conduct their individual businesses with integrity and competency.

The mission of the Bay East Association of REALTORS® is to help our members succeed as real estate professionals.



How to Gain Access to ReboGateway's Tract Utility:

1. Bay East Member's go to bayeast.rebogateway.com (do not put www. before bayeast.rebogateway.com).
2. Click on the red "Login" button
3. Above the box, click on: Current member of the Bay East? Click here to get your password.
4. Enter the email address you have on file with Bay East (they must match), click "Retrieve Login Information".
5. A password will be emailed to you.
6. Use the same email address and the emailed password to gain access to this powerful Tract Utility.

Simple Instructions:

1. Choose the county you wish to find turnover rates within.
2. Click on the pink button "Find Tract"
3. Select the city or zip code you want to find turnover rates in.
4. Select the property types you wish to evaluate (SFR's, Condo's, or MFR's.)
5. Select the grouping: Housing Tract or Census Tracts
6. Click Submit
7. The tracts will be returned from the highest turnover rate to the lowest turnover rate.
8. Click on the tract you want to see, and you will be provided with all of the data on the tract.
9. Enjoy!

About Tracts:

Housing Tract – not all homes are part of a housing tract, but most are. The tract number and lot number are recorded if the home is built within a housing tract. These are normally smaller groups of homes, from 20 – 200 homes within a tract.

Census Tract – is a geographic region defined for the purpose of taking a census. All homes are parts of census tracts and are usually larger groups of homes, from 200 – 2000 homes.

You have the choice within ReboGateway's Tract Utility to group homes by smaller Housing Tracts or by larger Census Tracts to view turnover rates.