



FOR IMMEDIATE RELEASE

**Bay East Association of REALTORS® Honor
Outstanding Members**

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Pleasanton, California (February 7, 2026) – Several local real estate professionals have received the Bay East Association of REALTORS®’ (Bay East) highest honors for their achievements during 2025.

Each demonstrated ethical standards and professionalism, active community involvement, and a high level of service to the real estate profession.

The 2025 Bay East recipients have dedicated themselves to serving others in every aspect of their careers while simultaneously supporting the REALTOR® community and real estate industry at large.

REALTOR® of the Year

Louis Heystek received the REALTOR® of the Year award for demonstrating the highest level of integrity and commitment to Bay East and the real estate profession. Louis brings 19 years of dedicated service to the Bay East Association of REALTORS®, embodying a legacy of integrity instilled by his late father. As a full-time REALTOR®, Louis has consistently demonstrated that service to others enriches who we are, making it central to his professional philosophy. His career extends beyond transactions and is a commitment to betterment of the community and the real estate profession itself. Louis actively serves in Association leadership roles while maintaining a thriving real estate practice, proving that excellence in business and service are not mutually exclusive. What distinguishes Louis is his holistic approach to the REALTOR® calling and how he enthusiastically puts his heart and soul not only into transactions, but into every interaction he has. He champions ethics and integrity as foundational principles, inspired by the countless colleagues and mentors who have shaped his journey. Most importantly, he models “service above self” for his two young daughters, ensuring the next generation understands the value of community contribution. This nomination reflects not just Louis’ professional achievements, but his unwavering dedication to civic involvement, ethical practice, and uplifting those around him. His 20-year milestone with Bay East represents two decades of consistent, principled service that honors the highest ideals of the real estate profession.

Rookie of the Year

Anthony Geha, of eXp Realty, received Bay East’s 2025 Rookie of the Year award which recognizes a new REALTOR® who demonstrates high principles of integrity, adherence to the

REALTOR® Code of Ethics, and furtherance of the principles of good real estate practice, civic activity, and business accomplishments. Anthony Geha has said real estate is something that's truly in his DNA. Born and raised in Fremont within a multigenerational real estate family, Anthony learned early that this profession is about shaping communities, not just closing transactions. In just 2.5 years with as a REALTOR®, he's transformed his career into "community work with a real estate license." Anthony serves as a Trustee for the Bay East Foundation and works to help families and individuals in whatever way he can even outside of real estate. It was instilled in him the principle of helping people find, not just homes, but freedom. In his short time as a REALTOR®, Anthony's never measured success by volume, but by how clients feel. How they can be heard, supported, and educated. His business is built on genuine connection and carrying forward his family's legacy of service. Anthony feels that every home sold is something that represents another relationship built and another opportunity to strengthen the community that raised him.

Platinum Affiliate of the Year

Trevor Frey, with Supreme Lending, received the Platinum Affiliate of the Year award. Trevor loves to work behind the scenes uplifting affiliates at Bay East showing them they can do more and become more involved. Trevor said he believes real estate is currently in a sort of "renaissance" and wants Bay East affiliate members to truly know they can help move the needle at Bay East outside of the affiliate network and attending mixers. He has gotten more involved over this last year and likes to set an example by diving headfirst to get things done rather than just talking about them. Trevor utilizes social media personally and professionally but also uses it as a vessel to showcase the benefits of being a Platinum Affiliate with Bay East. He's a major advocate for affiliates and REALTORS® and hopes he can continue to add value for other members navigating the real estate industry for the first time and even those are seasoned professionals.

Outstanding Leader

Bill Aboumrad, with Legacy Real Estate Associates, received the Outstanding Leader award. This award is given to a past president of the Association who continues to pursue the vision of excellence in the name of Bay East. Aboumrad has served as Bay East President, has served on the Bay East Board of Directors, and task force lead of the REALTOR® Voice Task Force. He is passionate about the human aspects of real estate transactions and puts an emphasis on REALTORS® being guides, advocates and even a friend who'll truly listen to consumers. Bill has been actively involved in real estate for over 30 years, and his professional experience has helped Legacy Real Estate to grow to over 300 agents among 3 offices in the Bay Area. His roles as an agent, broker, sales manager, senior executive, trainer, mentor and coach have allowed him to push the industry forward by helping agents ethically and professionally serve clients throughout the Bay Area.

John Deadrich Distinguished Service Award

Joe Annunziato III received the John A. Deadrich Distinguished Service Award for his

contribution to Bay East during 2025. Named in honor of Bay East's first president, this award is traditionally given to a single Bay East member who exemplifies the self-sacrifice, vision, and accomplishments of the greatest leaders who have shaped the real estate profession. Annunziato is on the Board of Directors and has been consistently involved with several task forces and committees in his time as a member of Bay East. Joe is dedicated to providing exceptional client service and prides himself on providing continued client satisfaction long after a transaction is complete. He's passionate about staying involved as he views it as a way to give back to the real estate industry. For Joe, remaining on the forefront of industry issues and being a part of shortening the learning curve for newer or even experienced members and real estate professionals is very important. He truly cares for the success of the real estate industry and his colleagues as much as his own and enjoys working to advance the profession in any way he can.

Good Neighbor of the Year

Glenn Riggs received the Good Neighbor of the Year award. This award recognizes a Bay East member making a positive contribution to their communities. Glenn Riggs exemplifies community leadership through his transformative work as President of Tri-Valley Theatre Company. Under his guidance, the organization has experienced tremendous growth while maintaining its core mission of accessibility and inclusivity in the arts. Glenn directs productions, performs on stage, manages rehearsals, builds sets, and handles organizational strategy demonstrating that true leadership means showing up at every level. Glenn is committed to fostering a welcoming space where storytelling inspires genuine connection. He collaborates with artists, technicians, and supporters from diverse backgrounds, ensuring the Tri Valley Theatre Company remains a place where the arts are accessible to all. Through strategic community partnerships and relationship-building, Glenn has truly strengthened the cultural fabric of the Tri-Valley region. His service reflects the belief that the arts belong to everyone, and that community theater can be a powerful force for bringing people together across all backgrounds and experiences.

About the Bay East Association of REALTORS®

The Bay East Association of REALTORS® is a professional trade association serving more than 6,000 residential and commercial real estate professionals throughout the San Francisco Bay Area by providing programs and services to enhance their ability to conduct business with integrity and competence. Bay East offers access to the Multiple Listing Service, professional development training, advocacy to protect private property rights, and promotes homeownership

and a variety of networking opportunities and events.
Photographs of the award winners are available upon request.

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