

About Us

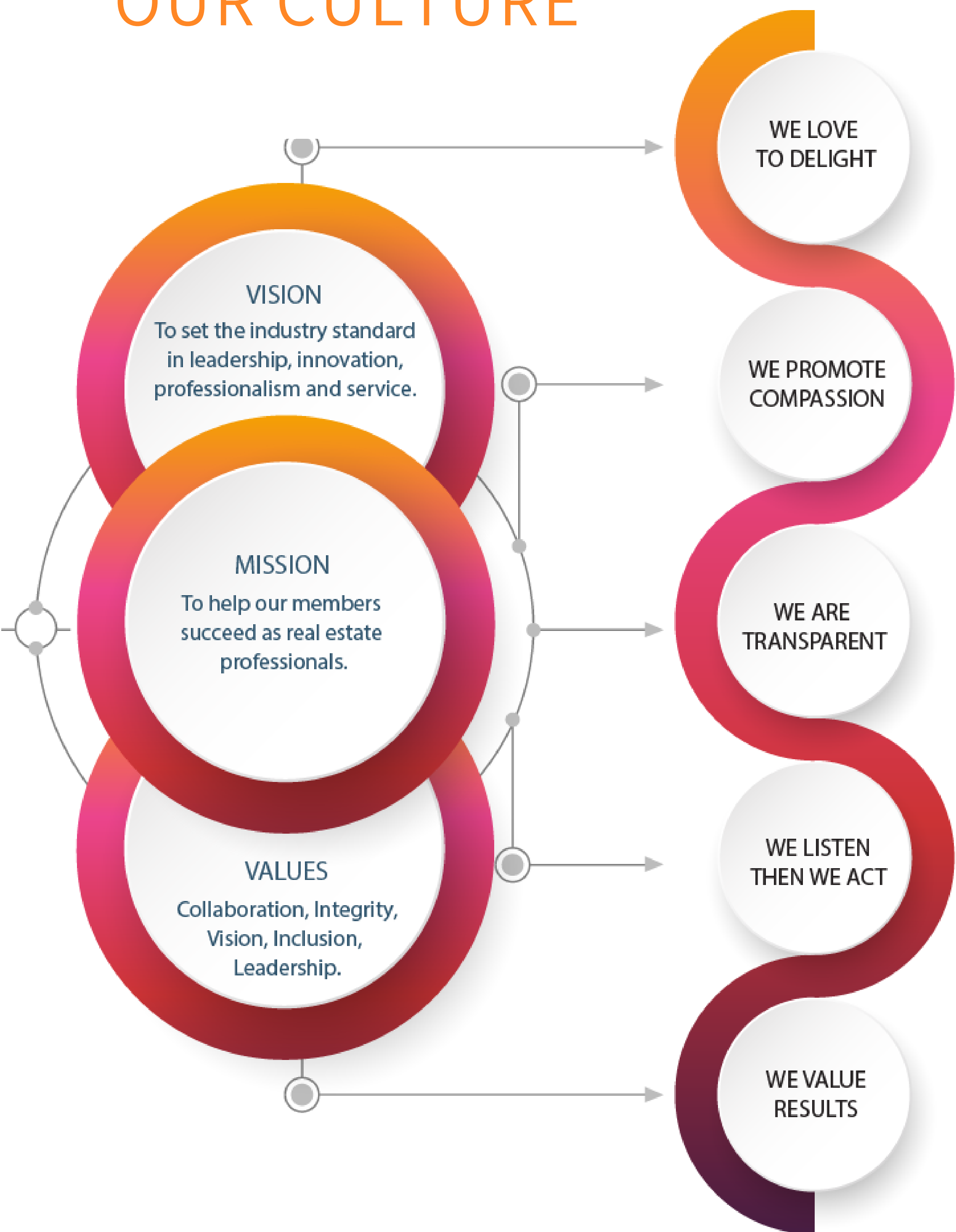
OUR STORY



Bay East Association of REALTORS® began with two simple goals - to advance and protect the real estate profession. Today, we represent more than 5,700 real estate professionals throughout the East Bay.

OUR GUIDING PRINCIPLES

OUR CULTURE



OUR GOALS

- 1 Bay East delivers services that elevate members' professionalism, productivity and profitability.
- 2 Our members are valued as the knowledgeable, ethical, professional and trusted voice of real estate.
- 3 Our members are the number one resource for buyers and sellers to achieve their real estate goals.
- 4 Bay East leadership creates a positive impact in our profession and in our communities.
- 5 Home ownership, housing & private property rights are a priority for elected officials and the communities they serve.

Leadership

2018 OFFICERS



Tim Ambrose
President



Nancie Allen
President-Elect



Tina Hand
Treasurer



Will Doerlich
Past President



Tricia Thomas
CEO

A Word from Tim Ambrose, 2018 President

“If you want happiness for an hour, take a nap. If you want happiness for a day, go fishing. If you want happiness for a year, inherit a fortune. If you want happiness for a lifetime, help somebody.” – Chinese Proverb

Serving as the 2018 President of Bay East Association of REALTORS® was about helping others and making the right decisions to encourage our members to succeed as Real Estate Professionals. Throughout the year we helped families purchase their first home through our Foundation’s First-Time Homebuyer Down Payment Assistance Program, supported college students with scholarships to further their education, and donated over \$7,000 raised by our REALTOR® community to support Mai’s Dream, a park designed for special needs children. These are all happy memories that will last for a lifetime. Being President was not about being the leader of the Association; it truly was about helping others. I’m grateful to have had the opportunity to serve our members and our community.

In the words of Jon Gordon, “You don’t have to be great to serve, but to be great, you must serve.”



BOARD OF DIRECTORS



Membership

OUR MEMBERS

5,746

REALTOR® MEMBERS

815

NEW
MEMBERS

5,932

MLS
MEMBERS

292

PLATINUM
AFFILIATES

MEMBERS YOU SHOULD KNOW



Jennifer Branchini
Outstanding Leader



Mike Fracisco
John Dadrach
Distinguished Service



Anne McKereghan
REALTOR®
of the Year



Sofyan Karim
Rookie of the Year

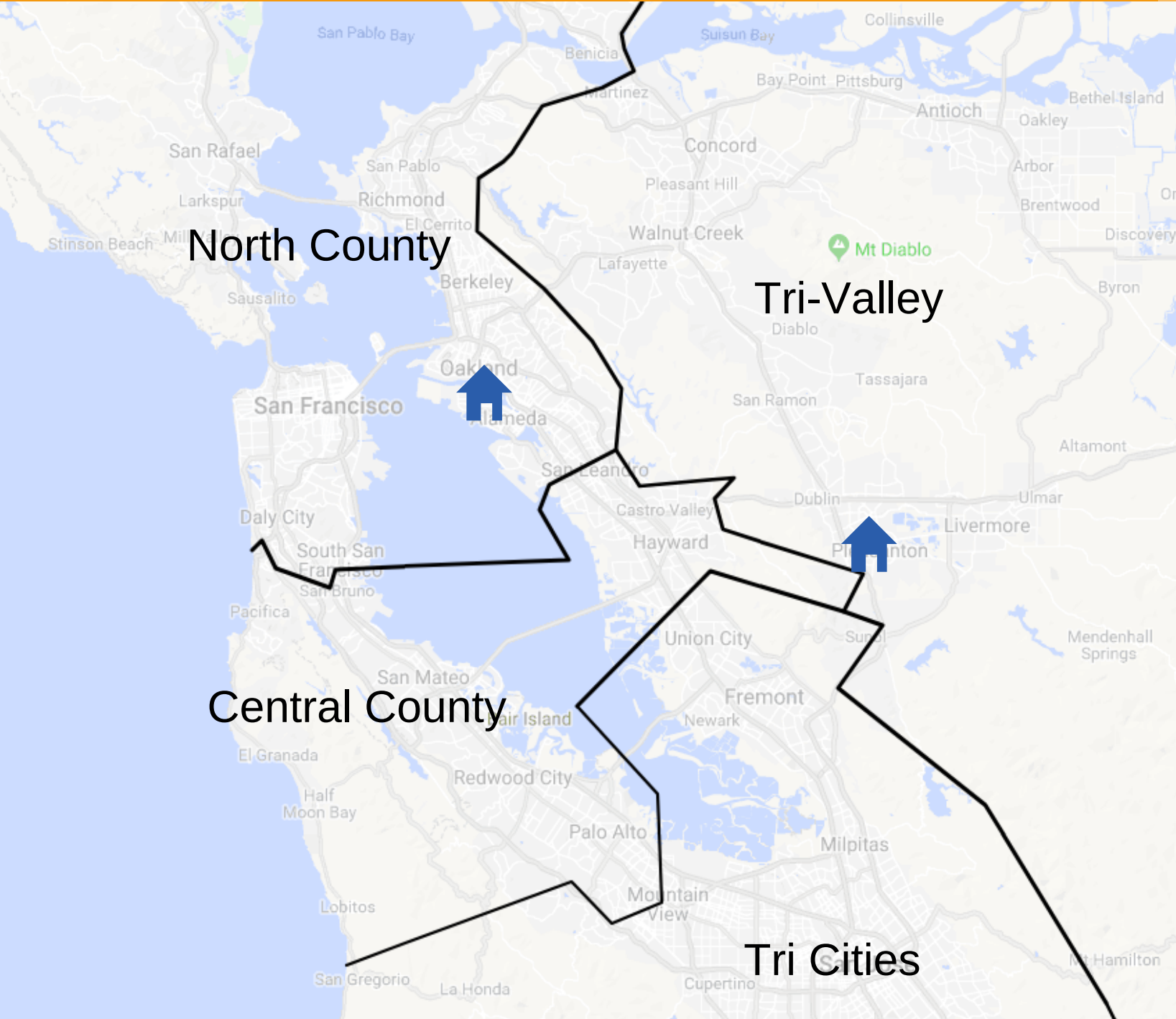


Jennifer Bourque
Affiliate of the Year



Rachna Rajan
Good Neighbor
of the Year

AREAS WE SERVE



OUR OFFICES

PLEASANTON

7021 Koll Center Parkway
Pleasanton, CA 94566

17,156 square feet

ALAMEDA

2490 Mariner Square Loop
Alameda, CA 94501

1,219 square feet

MEMBER BENEFITS

WE LISTEN

According to the 2018 NAR Member Safety Report, 44% of women and 25% of men in the real estate profession experienced a situation that made them fear for their personal safety or safety of their personal information.



THEN WE ACT

In 2018, Bay East began offering the Real Safe Agent System at no cost to REALTOR® members. Real Safe Agent is not a personal safety app, it's a crime prevention system for the real estate industry allowing the entire real estate community to collaborate and cooperate to keep each other safe.



WE LISTEN

Real estate professionals have been faced with the challenge of having to receive and exchange the TDS, SPQ, AVID and other official real estate documents by a specific date. According to risk managers, 15 - 20% of the forms are returned with critical errors and omissions.

THEN WE ACT

This year, Bay East members now have access to Glide, which enables agents and transaction coordinators to invite clients to complete the required forms electronically using a secure, guided interface.

OTHER NEW PRODUCTS IN 2018



homebot

Innovative lead generation tool for REALTORS® providing home owners the ability to manage one of their biggest assets, their home.



REtechnology™

Provides publications focused on real estate technology, including comprehensive company and product directory to help you access industry-leading ideas and solutions.



Keyboom!
REAL ESTATE SEARCH ON TV

Showcases listings on TV and furnishes a marketing suite to post on property websites and social media.



DataMaster®
FOR APPRAISERS

Premier data import software for appraisers designed to move data quickly and easily, increasing efficiency.

OUR MEMBERS ALSO LOVE



NewHomeSource
PROFESSIONAL™



REALTORS®
Federal Credit Union



RPR®

REALTORS
PROPERTY
RESOURCE



Disclosures.IO



Cloud CMA



REALTOR®
STORE



homesnap



EXCLUSIVE BAY EAST MEMBER BENEFITS

HELP FROM OUR TECH SUPPORT TEAM

Whether our members need computer help, have questions about Bay East products and services, or need computer repairs, our in-house Tech Support is here to help.



[Tech support services and contact info.](#)



“

Our Bay East Association Technical Support is just awesome! It is by far the most valuable benefit that we have. They were able to configure my computers to scan from an old printer/scanner after I was told that it was impossible. It is amazing how much time and money we save because of our tech support. Thank you so much! - Marina G.

”

GET PROFESSIONAL HEAD SHOTS TAKEN



We strive to help our members grow professionally in any way we can, that is why we offer complimentary studio head shots for individuals. Members can easily book an appointment online and will receive their digital photos within two weeks.



[More about professional head shots.](#)

BAY EAST EDUCATION ADVANTAGE PROGRAM

Education Advantage saves our members money on education courses, designations/certification seminars, and trainings that provide them with the necessary tools and knowledge to build their business.



[Education Advantage benefits.](#)



COMMERCIAL BROKERS ASSOCIATION (CBA)



CBA offers a variety of commercial real estate services such as referrals, mentoring, discounts on education classes, and other tools to make commercial transactions hassle-free. The annual Basic Commercial Brokers Association membership cost is \$120 but is free to Bay East REALTORS®.

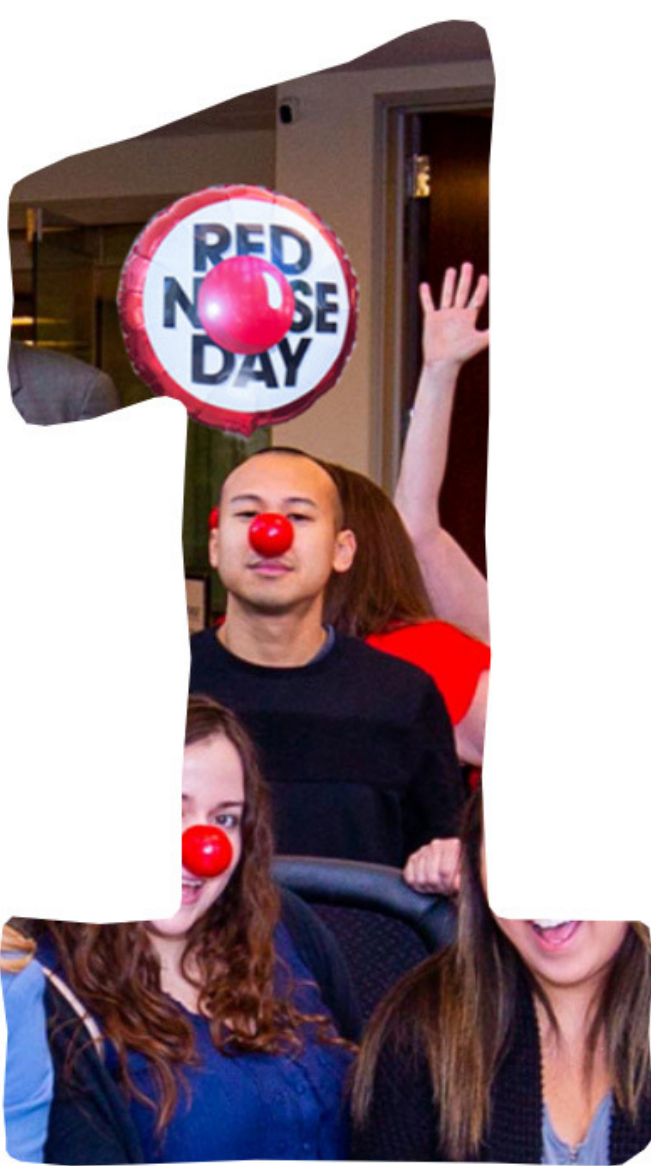


[More about the benefits of CBA.](#)




[Join CBA.](#)

The Association



NEW HIRES!



MARJORIE AFALLA
Member Support Representative



JESSICA ARNOLD
Meetings & Events Specialist



ANISTON BRESLIN
Member Support Representative



MEGAN MCDONALD
Member Support Representative



SARAH MINTON
Communications & Events Specialist



YASIR MUSHTAQ
Web Specialist



SONA RAWAT
Commercial & Global Programs Manager



SAMANTHA SCHMIDIG
Communications & Events Specialist



LISA WHEELOCK
Billing Coordinator

SYSTEM SUPPORT



15,072

SUPPORT CALLS



411

COMPUTER REPAIRS



263

EMAIL REQUESTS



26,980

VIOLATIONS DETECTED BY DATACHECKER

MLS



3,938

NOTICES SENT

MARKETING



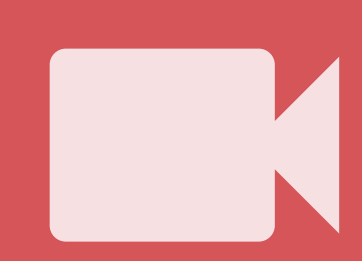
332

EMAIL CAMPAIGNS PRODUCED



243

MEMBER HEAD SHOTS



82

VIDEOS PRODUCED



858

FACEBOOK POSTS



53,949

BUZZ VIDEO VIEWS



865

INSTAGRAM FOLLOWERS

MEMBER SERVICES



1,039

MEMBER WALK-INS



5,054

PHONE CALLS

WEBSITE



1,040

CONTENT UPDATES



86,278

USERS

1,024,465

PAGE VIEWS

EDUCATION/TRAINING



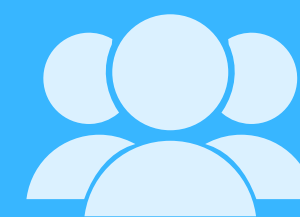
123

EDUCATION CLASSES



229

TECH TRAINING
COURSES



1,608

TOTAL ATTENDEES



26

COMMERCIAL
COURSES

PUBLIC AFFAIRS



26

PRESS RELEASES



24

MEDIA INTERVIEWS



29

PUBLISHED OR
BROADCAST STORIES

ACCOUNTING



24,571

BILLING EMAILS SENT



1,520

BILLING WALK-INS

*FINANCE

\$7,025,563 – \$6,837,187

TOTAL REVENUE

TOTAL EXPENSES
(INCLUDING CORPORATE TAXES)

≡ \$188,376

2018 NET INCOME

UNAUDITED NUMBERS

EVENTS



37

EVENTS



1,500+

ATTENDEES



17

EVENT
LOCATIONS



Committees

OVERVIEW

23

COMMITTEES

386

VOLUNTEERS

THEIR 2018 ACHIEVEMENTS

EVENTS



LDC

The Leadership Development Committee hosted a Leadership Reception (left) to give incoming leaders a chance to meet and network with past Bay East Leaders. They also put on an Affiliate Appreciation event (right) with the Alameda Local Relations Committee to recognize our exceptional Affiliates members for their contributions to the industry.

FOUNDATION



The Bay East Foundation hosted two large fundraising events. In July the annual Georgie Porgie (left) miniature golf tournament raised \$13,000 for Members Helping Members™. In September, \$16,000 was raised for scholarships at Cheers to the Future (right) wine event.

YPN



The Bay East Young Professionals Network hosted a variety of networking events throughout the areas we serve.

ADVOCACY

LGR

The Local Government Relations Committee fought for home owners, buyers, and sellers by testifying at city council meetings about local ordinances that impact real estate transactions and private property rights. More than 120 Bay East members met with state legislators representing the East Bay during C.A.R.'s Legislative Day.

The Housing Opportunities Committee held roundtable discussions and forums on a variety of topics. One event highlighted Accessory Dwelling Units (ADUs) where experts addressed what defines an ADU, zoning, financing, appraisals, and property management issues.

HOC



LCRC

The Local Candidate Recommendation Committee conducted interviews of 50 candidates. The Bay East Board of Directors endorsed 19 candidates running for offices in San Leandro, Union City, Fremont, Dublin, Pleasanton, and Livermore. Of the endorsed, nine were elected.

The Local Government Relations Committee - Alameda received a proclamation from the City of Alameda in honor of Fair Housing Month in April.

LGR



GIVEBACK

FOUNDATION



The Foundation awarded 18 scholarships to deserving students across the Bay Area, providing a total of \$28,000 in scholarships.

MARKETING GROUPS



Together, the five marketing groups raised a total of \$25,500 donating to charities such as the Literacy Program at Jackson Elementary, Culinary Angles, Members Helping Members™, and the Alameda Education Foundation.

LCR



The Local Community Relations Committee - Alameda hosted a Bowling Fundraiser that consisted of 19 teams and 74 bowlers who raised \$3,700 for C.A.R. Housing Affordability.

YPN



The Young Professionals Network donated 25 backpacks filled with school supplies for kids leaving Camp Wilmont Sweeney, a Juvenile Detention Facility.

REALTOR® INDUSTRY



LES

The Leadership Evaluating & Selection Committee held a candidate forum for members to hear from the qualifying candidates running for positions to serve on the Bay East Board of Directors.

PRO STANDARDS

The Professional Standards Committee appointed a task force to promote and educate members about the 50th anniversary of the Fair Housing Act. As a result, committee leadership presented at each of the Marketing Groups.

MLS

The Multiple Listing Services Committee launched the "Coming Soon Status" which is an off-market status that is only valid if a listing contract exists and a Seller Instruction to Exclude Listing From The Multiple Listing Service (SELM) form has been filed.

MLS

The Multiple Listing Service Committee created multiple videos about MLS updates, new rules and featured products. These videos, distributed through social media and newsletters, are a great way to keep members informed.



EDUCATION



AFFILIATES



The Affiliate Committee put on a variety of panels such as the Top Producer Panel (left) which gave attendees the opportunity to learn how these exceptional professionals built their successful businesses. There was also an Affiliate Lender Panel (right) for REALTORS® to hear from lenders about the lending process and ways to build great relationships.

LDC



The Leadership Development Committee has hosted a quarterly series of "Coffees with Leaders." These events addressed timely topics to offer information, support and mentorship to members as they pursued various leadership roles.

7021 Koll Center Parkway
Pleasanton, CA 94566
925.730.4060

BAYEAST
ASSOCIATION OF REALTORS®

2490 Mariner Square Loop, Suite 200
Alameda, CA 94501
510.523.7229

“The strength of the team is each individual member.
The strength of each member is the team.”
- Phil Jackson

www.bayeast.org