

2019

Annual Report

Bay East Association of REALTORS® began with one simple goal - to advance and protect the real estate profession. Today, we represent more than 6,200 real estate professionals throughout the East Bay.



ABOUT US

6,208 MLS Users

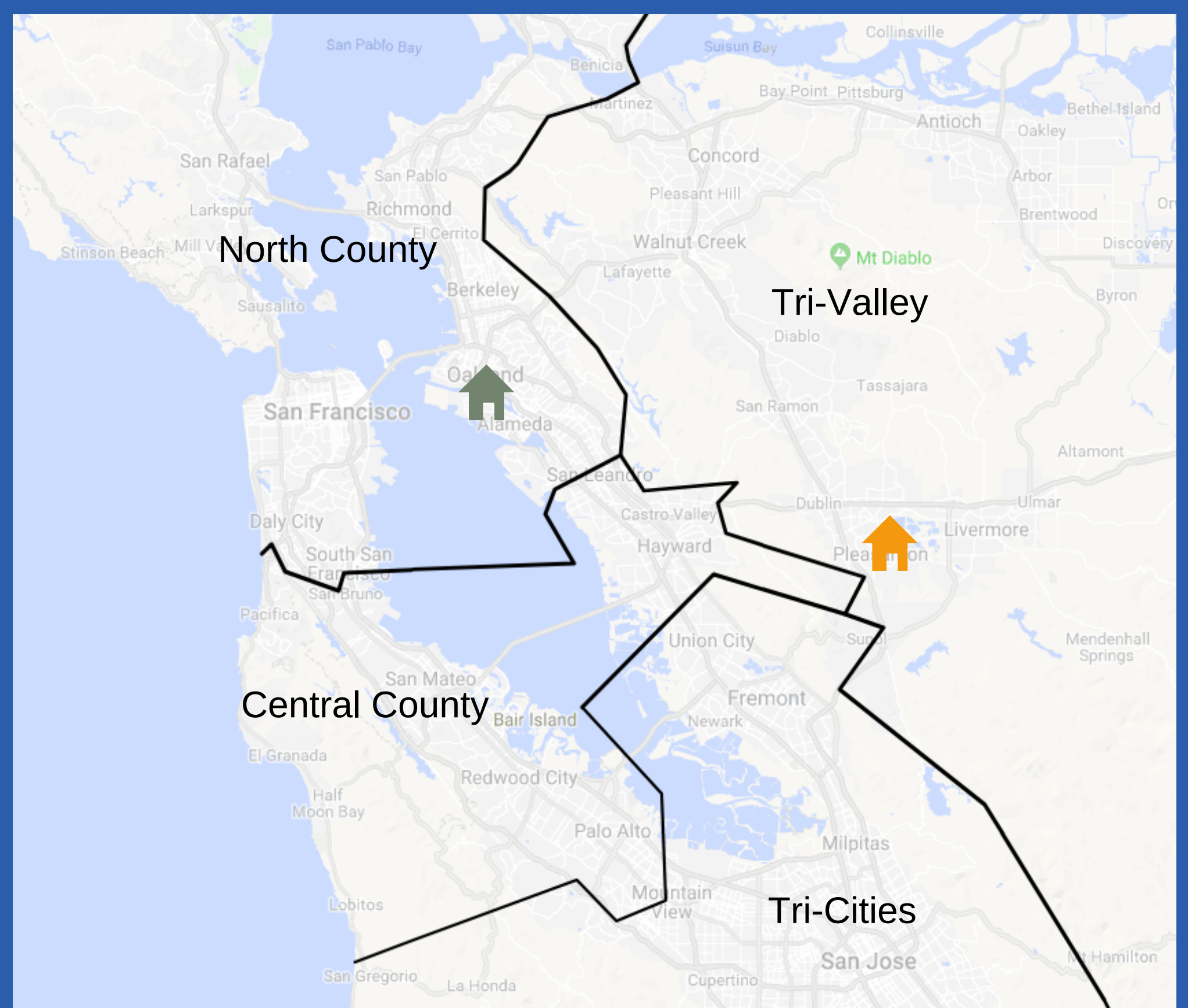
5,746 REALTORS®

815 New Members

292 Platinum Affiliates

32 Staff

2 Member Centers



AREAS WE SERVE

- Alameda Member Center
- Pleasanton Member Center

PLEASANTON

7021 Koll Center Parkway
Pleasanton, CA 94566

OUR MEMBER CENTERS

ALAMEDA

2490 Mariner Square Loop
Suite 200
Alameda, CA 94501

2019 OFFICERS



Nancie Allen
President

Tina Hand
President-Elect

Sheila Cunha
Treasurer

Tim Ambrose
Past President

Tricia Thomas
CEO

A Word from Nancie Allen, 2019 President

Serving as your Bay East 2019 President was a wonderful experience and allowed me the opportunity to grow and operate outside my comfort zone! I met a lot of members and built new friendships.

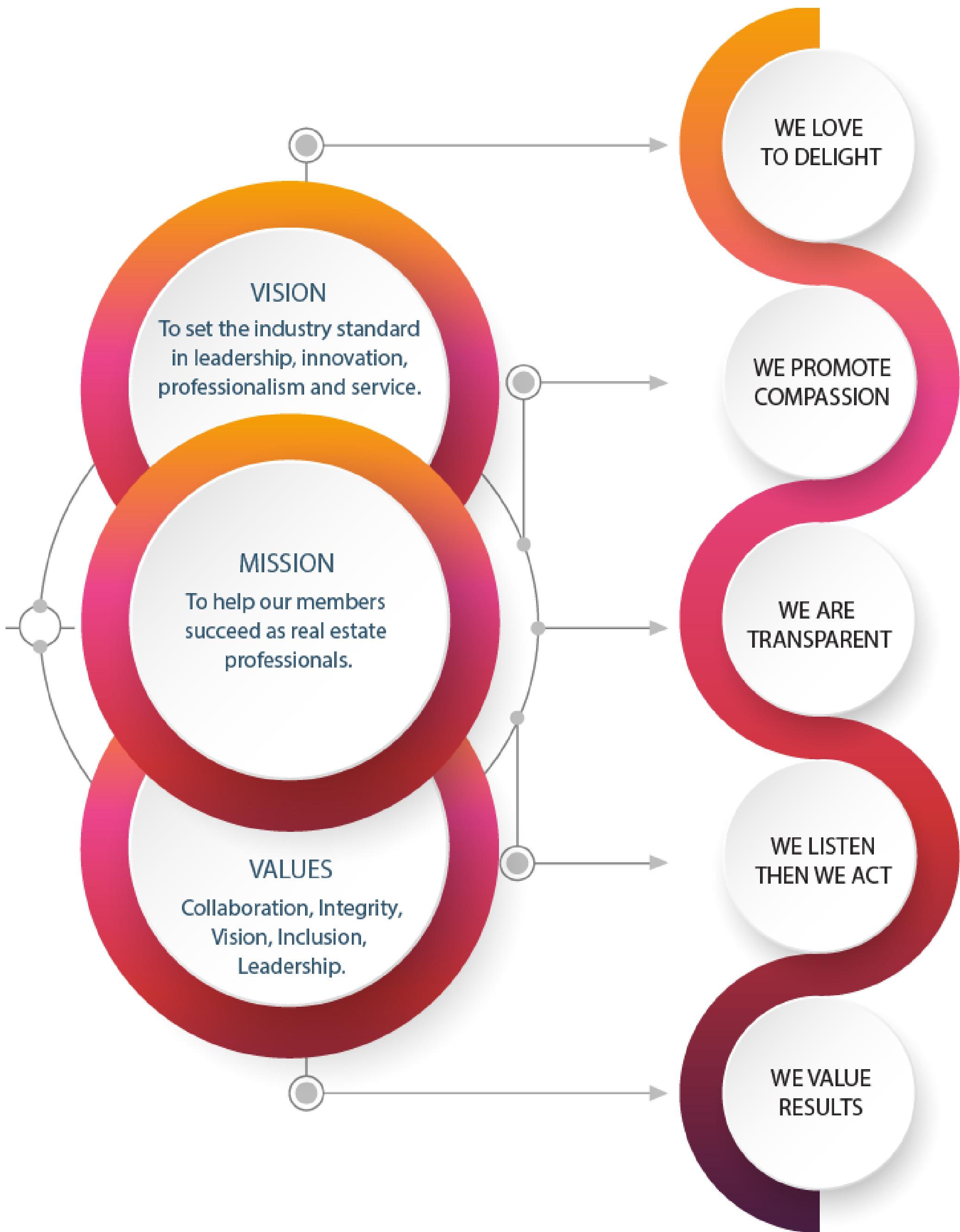
This annual report provides the facts and figures that summarize 2019, however I want to share what cannot be displayed in numbers. I saw our members at work as they served on committees, work groups and events. It was a treat to witness the thoughtful collaborative work that was done by the volunteers as innovative ideas and differing opinions were discussed and then acted upon. Bay East volunteers are dedicated and passionate and freely give what is most precious - their time.

I was also fortunate to witness first-hand how Bay East staff interacts with members. The Bay East culture centers around providing a delightful experience for our members. Whether it is an MLS question that needs to be answered or the Tech Support Department helping with a computer problem, the staff listens to the issue and then strives to provide answers to ensure our members succeed as Real Estate Professionals.

I wish all members a wonderful year ahead – and remember We are all Bay East!



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.

OUTSTANDING MEMBERS



Otto Catrina
Outstanding Leader



Ed Gomes
John Dadrach
Distinguished Service



Carl Medford
REALTOR®
of the Year



Frank Quismorio
Rookie of the Year



George Johnson
Platinum Affiliate
of the Year

New Hires!



Tori Byers
Member Support Representative

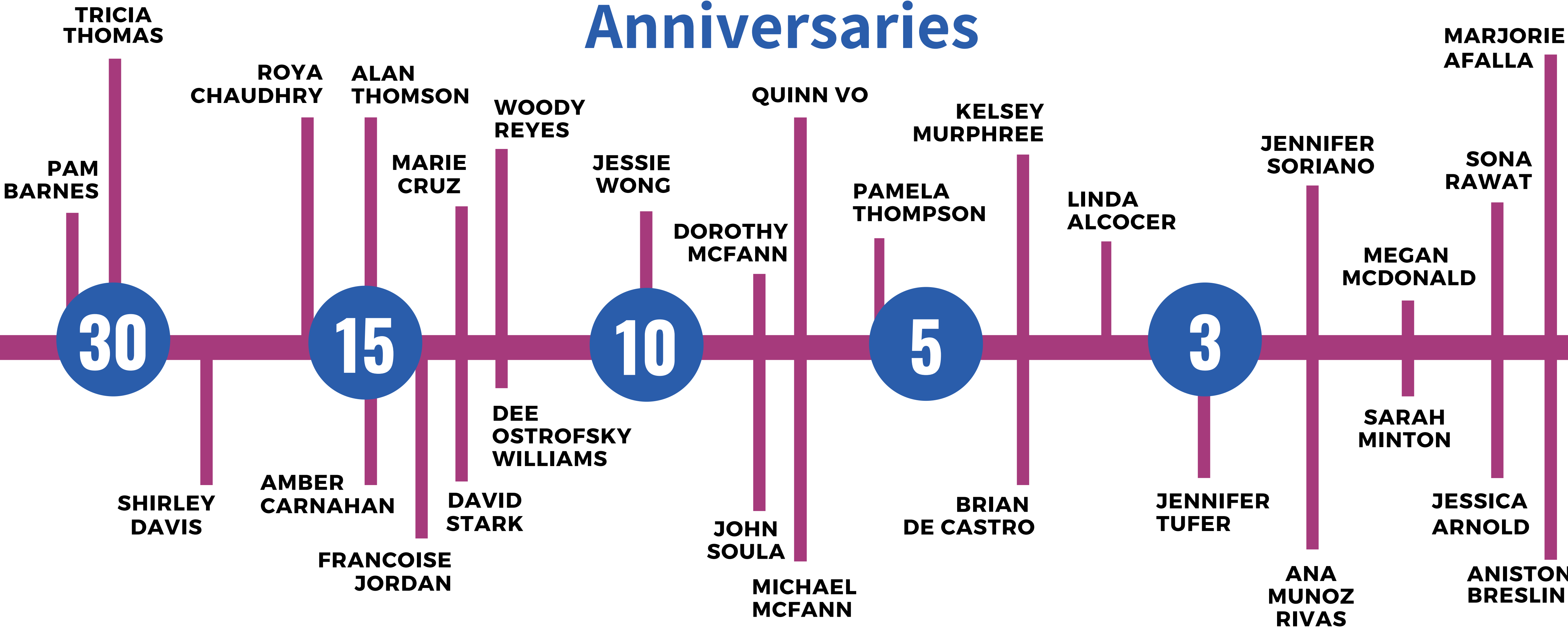


Jackie Diaz
Compliance Specialist



Olivia Frace
Marketing & Communications Specialist

Anniversaries



WE PROMOTE COMPASSION

EXCLUSIVE BAY EAST MEMBER BENEFITS

THE HOLMAN GROUP

The Bay East Member Assistance Program by the Holman Group is a resource to assist members with various challenges that affect them day-to-day including depression, legal issues, family problems, financial anxiety and more. This completely confidential program for all Bay East members and their families is included with membership at no additional cost.



[More about The Holman Group](#)

PROFESSIONAL HEADSHOTS



We offer studio headshots as a complimentary service to our members, offering savings of a minimum of \$100. Appointments can be easily booked online and members will receive their digital photos within two weeks.

[More about professional headshots](#)



BAY EAST EDUCATION ADVANTAGE PROGRAM

Education Advantage saves members money on education courses, designations, certification seminars, and training that provide them with valuable tools and knowledge to build their business.

[Education Advantage benefits](#)



HELP FROM OUR TECH SUPPORT TEAM

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



[Tech support services and contact info](#)

COMMERCIAL BROKERS ASSOCIATION (CBA)



Bay East REALTOR® members qualify for Basic CBA membership, a \$135 value, at no additional cost. CBA membership provides access to many commercial real estate services such as referrals, mentoring, discounts on commercial education classes and other tools to make commercial transactions hassle-free.

WE LOVE TO DELIGHT

NEW PRODUCTS

ratemyagent[®]

This agent review and marketing platform allows you to generate, share, promote, and syndicate client reviews on listings. Unlike other review platforms, all client reviews of agents are verified and linked to a transaction, and in turn, trusted by consumers. Potential new leads will see how you perform when you're doing what you do best.

realtor.com[®]
Professional Search

Using Professional Search, agents can perform a property search nationwide. Agents are granted unfettered access to active listing data, including community and demographic information, school reports, search and activity trends, and much more. Data is fed live from over 850 MLSs across the US.

LionDesk[®]
Connect. Communicate. Close.

LionDesk is an end-to-end CRM solution for collecting, routing, and following up on leads. It ingests leads from a wide variety of sources, including Zillow, Facebook, realtor.com, and more. It generates automated drip campaigns to help keep you in front of your clients. This tool automates your calendars and tasks, and helps you manage your contacts. It even allows for video email.

WE VALUE RESULTS

WE LISTEN

Bay East members requested opportunities to broaden their multicultural relationships, support economic development efforts, and showcase our incredibly diverse region.



THEN WE ACT

Bay East created the Global Network offering educational programs and networking for business related to the global real estate industry.

MEMBERSHIP INCLUDES VALUABLE TOOLS



MEMBERS LOVE COLLABORATING AT EVENTS



WE ARE TRANSPARENT

COMMITTEES

22

COMMITTEES

373

VOLUNTEERS

6

WORK GROUPS

Joining a committee has always been a great way to make new contacts, learn about new trends in our profession and have a voice in shaping the Association's direction. Each year hundreds REALTORS® and Platinum Affiliates become active participants in Bay East's committees. Members can apply to serve on one or more committee based on their interests.



The Platinum Affiliate Committee focused on education programs designed to help REALTORS® grow their business. Topics included rent control, opportunity zones and using capital gains reduction strategies.

Platinum
Affiliate



The Community Relations Committee members identify, develop, and oversee programs to enhance community relations. They began the year solely focused on the city of Alameda, but in the spirit of inclusion the committee updated their purpose to incorporate all Bay East communities.

Community
Relations

Foundation



The Bay East Foundation offers scholarships to college-bound East Bay students, supports community programs, and provides financial help to members who have experienced a catastrophic event. This year the Foundation divided \$26,000 among 18 scholarship recipients.

Leadership Development Committee

LDC engages members, creating an awareness of Bay East volunteer and leadership opportunities. In 2019 the committee hosted a series of leadership forums to provide mentoring opportunities and explored avenues to have a broader reach.

Professional Standards

The Professional Standards Committee and Grievance Sub-Committee are standing committees dedicated to the enforcement of the Code of Ethics and to the elevation of professionalism of our members.



In 2019 the Pro Standards committee conducted eight Arbitrations, five REALTOR® Mediations, 12 Disciplinary Hearings, 11 Buyer/Seller Mediations, and 115 Ombudsman Requests.

Local Government Relations

Bay East members participated in community meetings and public hearings in Hayward related to tenant protection policies. Bay East collaborated with the City of Fremont on pending changes to its open house sign ordinance and enforcement practices.

Local Government Relations - Alameda

Alameda LGR focuses solely on the city of Alameda's local government, meeting with the mayor, council members and city staff on a regular basis. In addition to monitoring local legislation, the committee hosted a Rental Housing forum to foster collaboration between real estate professionals and housing agencies.



Members of the LGR committee bringing the REALTOR® voice to Sacramento on Legislative Day.



LDC forum with Past President Otto Catrina discussing mid-year goals and the importance of personal and professional growth.



LGR Committee members mobilized to connect with federal, state and local elected officials at the 2019 Real Estate Summit.



BAYEAST
ASSOCIATION OF REALTORS®
ALAMEDA CHAPTER

The goal of the Alameda Chapter Committee is to explore and incentivize members to take advantage of Association services while promoting the Alameda Member Center. Among the events hosted were a climate forum to connect members with government agencies as well as a series of Broker meetings to build relationship and maintain communication.

Leadership Evaluation & Selection

In addition to growing new leadership, LES is charged with qualifying candidates to run for the Board of Directors, maintain requirements for C.A.R. & NAR Directors, and recognizing the outstanding members in our association.

Multiple Listing Services

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.



Young Professionals Network

The Bay East Young Professionals Network purpose is to facilitate opportunities for leadership through education, networking and mentoring. YPN held their very first Poker Tournament Fundraiser, benefitting the Bay East Foundation Scholarship Fund.



Marketing Groups

The Marketing Groups provide a regular forum for Bay East Members and MLS users to stay informed of market conditions, relevant real estate-related issues and the opportunity to network and build relationships with fellow real estate professionals. The marketing groups held charitable fundraisers throughout the year and raised over \$30,000 for organizations such as Alameda Education Foundation, George Mark Children's House, Paws in Need Tri-Valley, Pleasanton Military Families, CityServe Tri-Valley, Creative Autism Solutions, and more!



Alameda INFORUM & Marketing Meeting



Central County Marketing Group



Tri-Cities Marketing Council



Real Estate Alliance of Livermore



Valley Real Estate Network



2019 Recognition

In 2019 Bay East was recognized for two achievements by The National Association of REALTORS®. The Bay East Global Network was awarded the Silver Global Achievement Program for launching our global network to provide multicultural opportunities for members. We also received the Five-Star Commercial Services Accreditation for offering members the opportunity broaden their business into commercial real estate.



MARKETING



307

EMAIL CAMPAIGNS
PRODUCED



230

MEMBER HEAD SHOTS



78

VIDEOS PRODUCED



1,010

SOCIAL MEDIA POSTS



70,382

BUZZ VIDEO VIEWS



1,266

INSTAGRAM
FOLLOWERS

SYSTEM SUPPORT



14,838

SUPPORT CALLS



333

COMPUTER REPAIRS



447

EMAIL REQUESTS



22,869

VIOLATIONS DETECTED
BY DATACHECKER

MLS



3,224

NOTICES SENT

ACCOUNTING



23,871

BILLING EMAILS SENT



1,500

BILLING WALK-INS

PUBLIC AFFAIRS



21

PRESS RELEASES



27

MEDIA INTERVIEWS



29

PUBLISHED OR
BROADCAST STORIES

WEBSITE



1,252,244

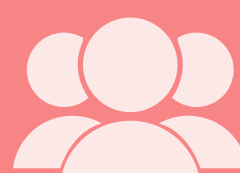
PAGE VIEWS

EDUCATION/TRAINING



101

EDUCATION CLASSES



2,150

TOTAL ATTENDEES



222

TECH TRAINING
COURSES

EVENTS



21

EVENTS



1,650+

ATTENDEES



15

EVENT
LOCATIONS

*FINANCE

\$7,303,393 = \$7,065,508

TOTAL REVENUE

TOTAL EXPENSES
(INCLUDING CORPORATE TAXES)

= \$237,885

2019 NET INCOME

UNAUDITED NUMBERS

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

“Leadership is the art of giving people a platform for spreading ideas that work.” - Seth Godin

www.bayeast.org