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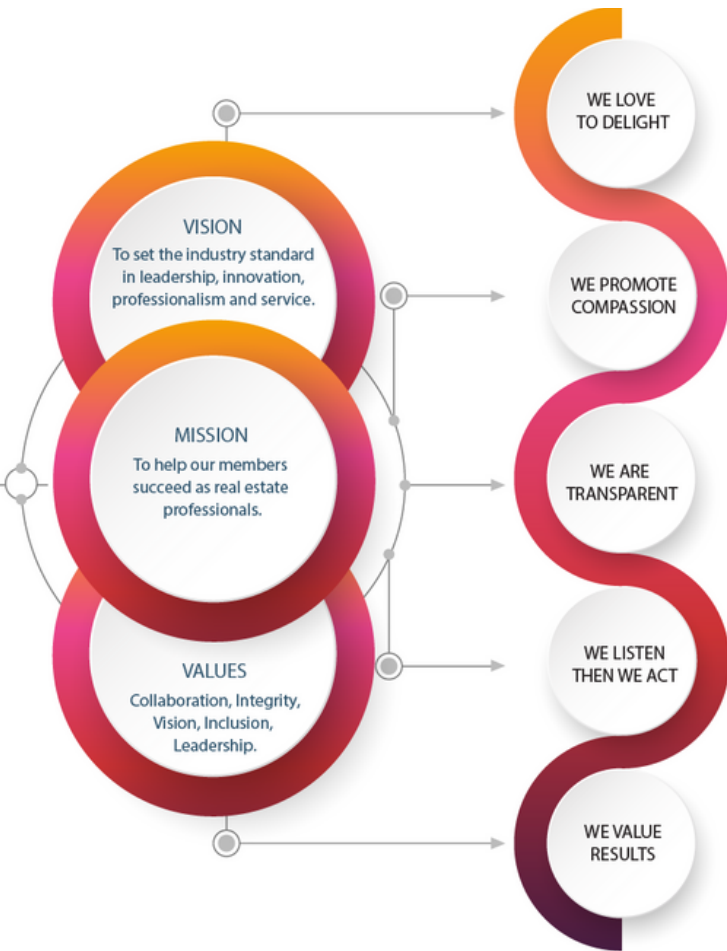
# ANNUAL REPORT 2020

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**BAYEAST**  
ASSOCIATION OF REALTORS®

## BAY EAST CULTURE

While our accomplishments in 2020 are as varied as the six thousand members we serve, our mission remains clear: To help our members succeed as real estate professionals. Bay East is an essential partner in helping members navigate challenges and provide resources to safely assist their clients in a crisis.



### PROFESSIONALISM

We developed a comprehensive professional standards program to best serve members and the public.



### PROFITABILITY

We provided tools and information to enable our members to stay informed on the current real estate market.



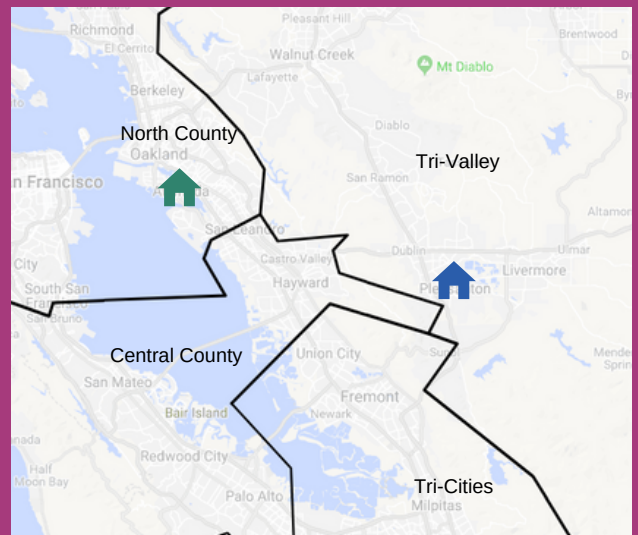
### PRODUCTIVITY

We promoted Bay East Association of REALTORS® and Bay East members as the primary sources of local real estate information.



## BAY EAST 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 Homeownership, housing & private property rights are a priority for elected officials and the communities they serve.



### MEMBERSHIP DISTRICTS

- Alameda Member Center
- Pleasanton Member Center



## A Word from Tina Hand, 2020 Bay East President

“

Like many other years, 2020 began with work to do, meetings to attend, and events to plan. However, the global crisis brought additional unexpected challenges to face. Ahead of the Shelter-in-Place orders on March 16, many staff were already working remotely, seamlessly transitioning to continue our mission to help our members succeed as real estate professionals.



Knowing the pandemic was having an adverse effect on many members, Bay East began an outreach program and over the course of several months, the Board of Directors and staff made over 6,300 phone calls to our members.

When Shelter-in-Place first went into effect, there were daily changes affecting the industry and Bay East offered a series of virtual Town Hall meetings to keep the membership informed. The weekly “Insider Live” was created to engage and inform the membership. The Association also launched “Bay East On Demand” to help streamline classes and provide members with a best learning experience possible.

These are just a few of the opportunities that 2020 presented and Bay East seized. Whatever 2021 brings, I look forward to continue serving as your president!

”

## 2020 BAY EAST OFFICERS



Tina Hand  
President



Sheila Cunha  
President-Elect



Steve Medeiros  
Treasurer



Nancie Allen  
Past President



Tricia Thomas  
CEO

## BOARD OF DIRECTORS



## MEMBERSHIP

**251**

PLATINUM  
AFFILIATES

**5,825**

REALTOR®  
MEMBERS

**589**

NEW  
MEMBERS

## • COMMITTEES •

Bay East offers a variety of committees to help advance our mission. Serving on a committee allows members to connect with fellow real estate professionals at a deeper level while influencing Bay East programs and services. Even though events and meetings looked different in 2020, committees were able to adapt to working virtually to accomplish their goals and address new challenges presented by the pandemic.

### MLS BUSINESS & TECHNOLOGY

The MLS Committee worked on the groundbreaking MLS data integration project, NORCAL MLS Alliance, which expands the existing MLS Reciprocal Access, enabling users access to listing information for seven Northern California Associations.

### YOUNG PROFESSIONALS NETWORK

Young Professionals Network (YPN) partnered with South Lake Tahoe Association YPN to host Virtual Wake Up YPN Events. Beginner-friendly classes focused on light exercises and activities to keep attendees mind and body well.

### POLITICAL ACTIVITIES COMMITTEE

The combination of the COVID-19 pandemic and several cities moving to district-based elections resulted in a significant increase in the number of candidates seeking local elected offices. The Political Activities Committee conducted more than 50 “virtual” interviews.

## MARKETING GROUPS

Instead of food, the Marketing Groups collected money for the Alameda County Community Food Bank to purchase the food most needed to help respond to the COVID-19 emergency. Together AIMM, CCMG, REAL, TCMC, and VREN raised over six thousand dollars used to support local families, communities, and essential service workers.

### LEADERSHIP DEVELOPMENT COMMITTEE

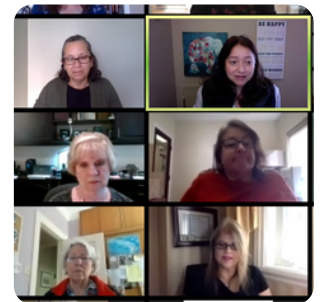
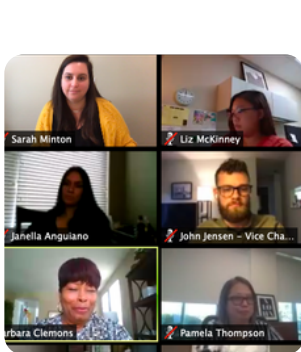
LDC engages members, creating an awareness of Bay East volunteer and leadership opportunities. In 2020 the committee hosted a series of virtual forums providing tips and opportunities to become a leader in a virtual world.

### PLATINUM AFFILIATE COMMITTEE

The Platinum Affiliate Committee was able to provide a robust education program with a variety of timely topics including Fair Housing, Rent Control, Insurance, and more.

### PROFESSIONAL STANDARDS

The Professional Standards Committee increases knowledge of the Code of Ethics and MLS rules while assisting members through the enforcement process. The 2020 committee was able to transition all programs online and conduct numerous trainings, mediations, hearings, and meetings.



## WE LOVE TO DELIGHT

Bay East offered a wide array of benefits, business tools, educational opportunities, and discount programs to promote member success.

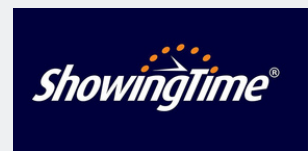


### Coming Soon Status

The new *Active – Coming Soon* status was added allowing participants to pre-market listings under all property classes. Quickly switching the status to "New" makes listings live without re-entering the data.



Bay East launched a new learning management system to facilitate with live classes and events, leveraging recordings for on-demand training, all delivered through the user-friendly platform.



Showing time was added to save time, reduce calls, and generate more showings. This app provides services that simplify the appointment scheduling process for real estate professionals, buyers, and sellers.

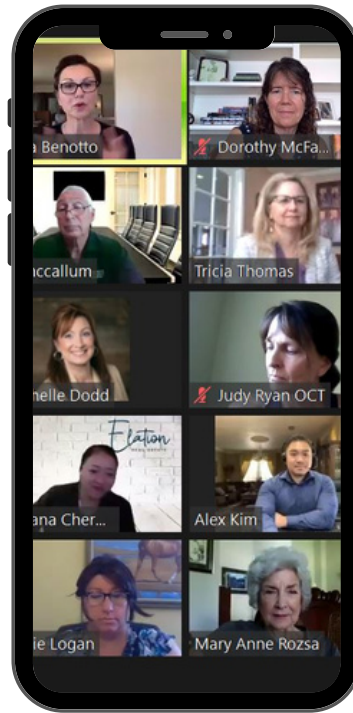


# WE PROMOTE COMPASSION

Knowing the pandemic caused many uncertainties, we were genuinely concerned for the well-being of our membership. As a direct result the Bay East Officers, Board of Directors, and staff called every member to check-in. We reached out to 6,347 members by phone connecting one-on-one to provide information about COVID-related programs, the Member Assistance Program, and the Bay East Foundation as well as answering questions about what Shelter in Place meant for the real estate business. Members responded to this tangible expression of compassion with appreciation and delight.

## Town Halls

Virtual Town Hall meetings are just one part of the full roster of virtual events Bay East produced in 2020. With over nine Town Hall meetings, and 2,919 attendees, Bay East provided timely information regarding essential business, open house policies, MLS procedures, new COVID-19 government orders, and how a crisis can affect the real estate market.



## Advocacy

Bay East successfully helped persuade County health officials to define real estate activities as essential services during the pandemic, allowing Bay East members to safely serve their clients. The Local Government Relations Committee monitored local policies and directed resources to mobilize members in response to aggressive tenant protection policies.



In early March, Bay East Education Department hosted The National Association of REALTORS® first "Center for REALTOR® Financial Wellness LIVE" featuring speakers from around the country discussing topics such as investing strategies, financial planning and resources for wealth building, business planning, and investing in real estate.

## FOUNDATION

The Annual Cheers to the Future fundraising event partnered with local businesses and individuals from our community to support and showcase their talents virtually. The Foundation also issued \$16,000 in grants from the Members Helping Members™ program. The First Time Home Buyer Low Income Closing Cost program ended this year after providing 25 grants to local families.



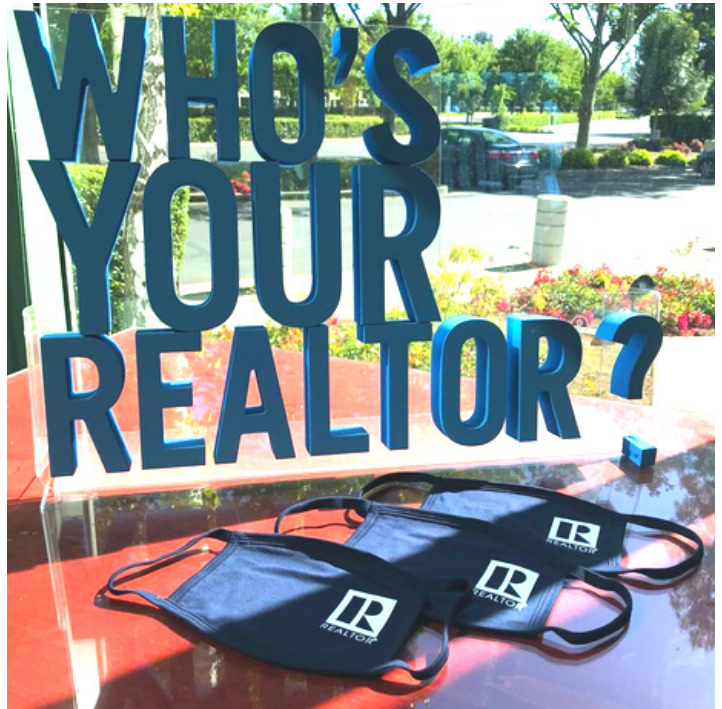
## WE ARE TRANSPARENT

Bay East members, leaders, and staff are the foundation of our communities. We represent and serve people of many different races, religions, sexual orientation, politics, ethnicities, and more. We unite for a common goal: homeownership for all. 2020 brought a spotlight to the wounds of generations of social injustice.

The Bay East Diversity, Equity, and Inclusion (DEI) Task Force listened with an open mind to understand and celebrate what makes us unique. The task force committed to provide the same opportunities and rights to each and every person by addressing diversity, equity, and inclusion issues and bring awareness to members and the communities we serve.

## WE LISTEN THEN WE ACT

Although our Member Centers closed in March, we continued to sell essential items from the REALTOR® Store to help support members and their businesses. We added a new online store offering curbside pick up for items such as lockboxes, signs, shoe covers, sanitizing wipes, hand sanitizer, as well as Personal Protective Equipment (PPE) including gloves and a variety of face masks to help members meet with clients safely.



## WE VALUE RESULTS

Bay East partnered with Bridge, Contra Costa, Delta, Marin, Sacramento, and Santa Clara Associations at the beginning of shelter-in-place to help launch a robust virtual education program with a large variety of topics and presenters.

We also collaborated with different organizations to promote our first annual Tech Week, a five-day virtual event which provided an overview of upcoming products and benefits from the tech side of the real estate industry.

The Bay East Political Activities Committee interviewed more than 80 candidates seeking elected offices during the 2020 General Election cycle to determine which candidates prioritized homeownership and deserved the Bay East endorsement. Independent expenditure campaigns were conducted for candidates running for Alameda County Supervisor District 1, Dublin Mayor and Union City Mayor. Each Bay East-endorsed candidate won their election. NAR, C.A.R., and local resources were leveraged for a campaign opposing a real estate transfer tax rate increase ballot measure. The campaign was unsuccessful but provided valuable information that will be used in future political activities.

## MEMBER EXPERIENCE

### VIRTUAL EVENTS

Beyond changing our business operations, work environment, and priorities, Bay East also shifted to virtual events for most of the year. Going virtual made it easier for any member to participate. Event topics included seminars about body language in a virtual world, Diversity in Leadership, Tech Week, Town Halls, Strategic Thinking, and more.



### MEMBER CONNECTIONS

Bay East created the Insider LIVE virtual talk show. During the span of 20 episodes Bay East leaders and special guests discussed a variety of topics to help Bay East members survive and thrive during the pandemic.

### MARKET INTELLIGENCE

Bay East staff provided real estate market intelligence and insights to a variety of audiences by making more than 35 live virtual presentations, producing monthly real estate market reports for each community in Alameda and Contra Costa counties, and creating the “East Bay Real Estate Weather Report” videos.





## • MEMBER FEEDBACK •

“

Bay East has extremely helpful staff that helps you out whenever you have questions or other items you need help with. You can get health benefits through them, and other things people don't know about. I also prefer how they do things by the book around there... you need people enforcing the rules. – Ryan A.

”

“Great to be a part of this association and stay updated on issues that impact our community. ” – Frieda V.

“Proud to be a member of this association! An association that's committed to provide the highest level of support and service to its members.” – Lee S.

“

I am so pleased and satisfied with the assistance by Bay East during this difficult time. There has been no interruption of service or assistance. I am very blessed to be a part of such a GREAT association with outstanding team members. – Lori C.

”

“

I am particularly PROUD of the Real Estate Industry for rising to the occasion. Bay East has been exemplary in their actions to keep us informed and all working at the betterment of our own personal lives & business. They've advocated for us tirelessly where new public policy initiatives are concerned. They are showing up for us daily. – Nicole C.

”

“The Bay East team is always professional and on top of it! Every single one of them each and every time!” – Anna M.

## • AWARD WINNERS •



**June Burckhardt**

**REALTOR®  
of the Year**



**Leah Nishi**

**Affiliate of  
the Year**



**Louise Lovewell**

**Good Neighbor  
of the Year**



**Jennifer Branchini**

**Outstanding  
Leader**

## John A. Deadrich Distinguished Service Award Recipients:



**Nancie Allen  
Past President**



**Sheila Cunha  
President-Elect**



**Steve Medeiros  
Treasurer**

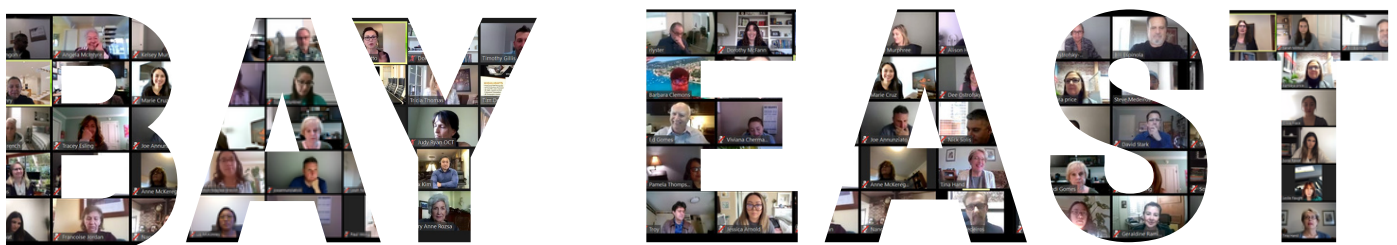
In 2020 Bay East Global Network was recognized by The National Association of REALTORS® with the Silver Global Achievement Program Award for the second consecutive year for continuing our global network to provide multicultural opportunities for members.



## BAY EAST TEAM

Bay East staff smoothly transitioned to working remotely due to the implementation of our cloud-based phone system, and file storage in 2019. Staff provided the same high level of service that is a hallmark of Bay East by providing online tech support, membership payments through the website, constant MLS access, and fun uplifting virtual events.

### STAFF





## • THE BIG NUMBERS •

### HELP DESK

**697**

EMAIL  
SUPPORT  
CASES

**146**

CHAT  
SUPPORT  
CASES

**14,013**

PHONE  
SUPPORT  
CASES

### EDUCATION/TRAINING

**92**

EDUCATION  
CLASSES

**3,760**

TOTAL  
ATTENDEES

**197**

MLS/TECH  
CLASSES

### PUBLIC AFFAIRS

**20**

PRESS  
RELEASES

**25**

MEDIA  
INTERVIEWS

**30**

PUBLISHED OR  
BROADCAST  
STORIES

### MEMBER OUTREACH

**6,347**

MEMBERSHIP  
CALLS

**168**

NEW MEMBER  
WELCOME  
CALLS

### MLS

**14,599**

VIOLATIONS DETECTED  
BY DATACHECKER

### MARKETING

**386**

EMAIL CAMPAIGNS

**61,992**

BUZZ VIDEO  
VIEWS

**92**

VIDEOS PRODUCED

**11,574**

SOCIAL MEDIA  
FOLLOWERS

**1,911**

SOCIAL MEDIA POSTS

## COMMERCIAL BROKERS ASSOCIATION

**90**

EDUCATION  
CLASSES

**75**

CERTIFICATES OF  
COMPLETION

**12**

VIRTUAL BROKER  
ROUNTABLES

## FOUNDATION

**\$34,000**

STUDENT  
SCHOLARSHIPS

**\$16,000**

MEMBERS HELPING  
MEMBERS™ GRANTS

## MARKETING GROUPS

**240**

MEETINGS

**\$6,577**

COLLECTED  
DONATION FOR  
FOOD BANK

**2,600**

ATTENDEES

## COMMITTEES

**17**

COMMITTEES

**272**

VOLUNTEERS

**5**

WORK GROUPS

## \*FINANCE

UNAUDITED NUMBERS\*

**\$7,543,806**

TOTAL REVENUE

**=**

**\$7,135,692**

TOTAL EXPENSES

**≡**

**\$408,114**

2020 NET INCOME