



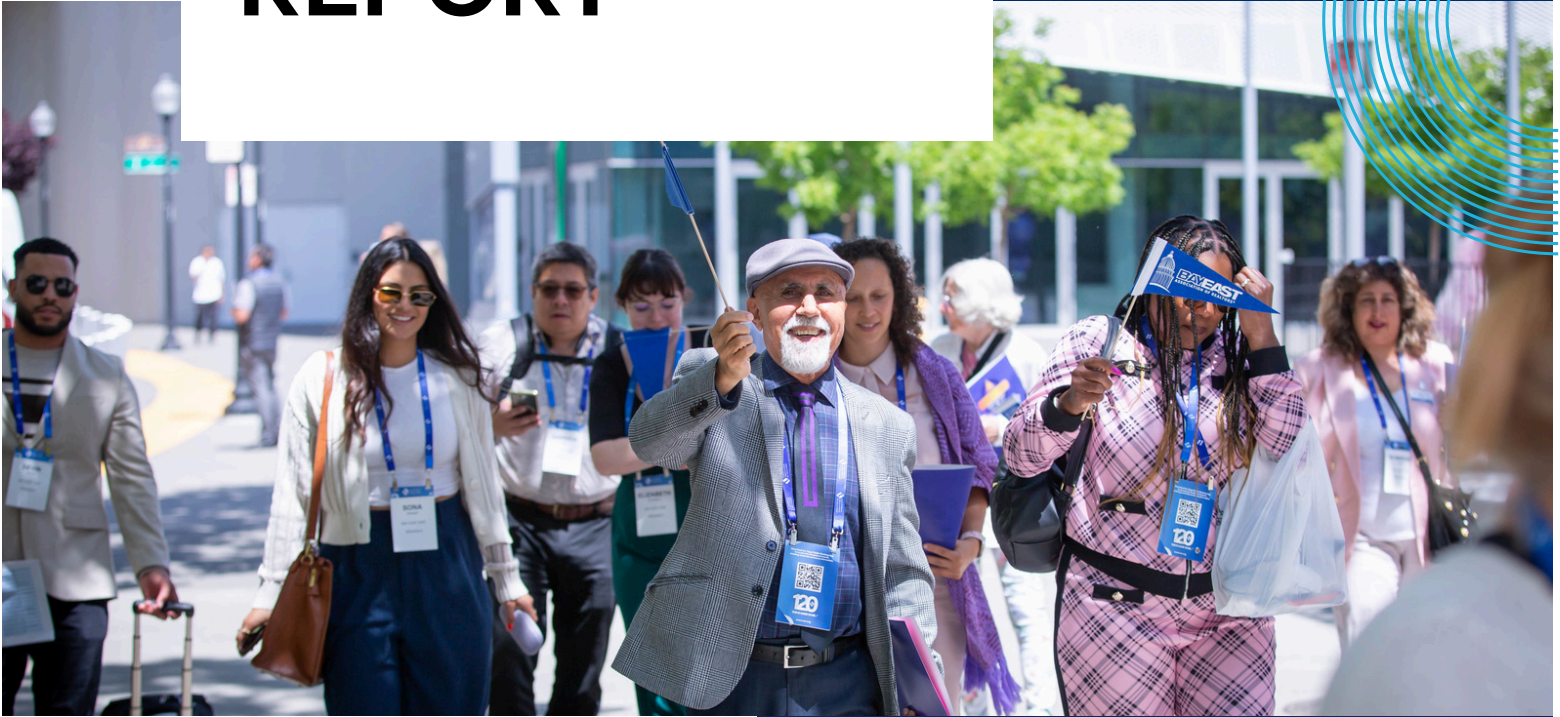
BAY EAST
ASSOCIATION
OF REALTORS®

ANNUAL
REPORT

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2025 ANNUAL REPORT



In 2025, the real estate market faced continued uncertainty, shaped by modest rate cuts, affordability and insurance pressures, and climate-related impacts. These shifts reinforced the need for adaptability, advocacy, and guidance across the industry. At Bay East, we stayed forward-thinking and responsive, supporting members with the tools, resources, and leadership needed to move confidently into the future.

Our mission at Bay East is to advance members' success as real estate professionals.

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Letter from the President

Reflecting on 2025, I am reminded that the year was not about me alone—it was about us. It was about ensuring our voices were heard above the noise and chaos, and doing what was best for our community of REALTORS®, Platinum Affiliates, our clients, and our industry.

Throughout the year, Bay East remained committed to protecting, educating, and empowering our members. Advocacy continued to be essential as we worked to ensure REALTOR® voices were represented in policy discussions at the local, state, and national levels. Education and professional development remained at the forefront, equipping members with the tools, knowledge, and confidence to adapt and thrive in a shifting market. Our MLS and technology resources continued to evolve, helping you serve clients efficiently and professionally.

When changes arose, we stepped to the front of the line to be heard. When we remain silent, we allow others to tell our story—a story that is deep, complex, and sometimes difficult to explain. We navigated and facilitated the journey of helping people find the place where they will write their own stories, and if we are lucky, we get to be a part of that entire journey. Serving as your 2025 President was both an honor and a responsibility I have carried with great pride. I remain confident that as long as we continue to stand together thoughtfully, professionally, and united, our future is strong.

When asked what is next, my response is simple: knowing when to speak up, knowing when to listen, and, above all, staying focused on what this industry needs most: us.



Bay East Culture

At Bay East, everything we do is rooted in our commitment to advancing our members' success as real estate professionals. Guided by our mission, vision, and core values, we work together to support one another, lead with integrity, embrace new ideas, and celebrate the diverse community we serve. These principles shape how we show up every day and inspire us to build a strong, connected, and forward-looking real estate industry.

Mission

The mission of the Bay East Association of REALTORS® is to advance members' success as real estate professionals.

Vision

To set the industry standard in Leadership, Innovation, Professionalism, and Service.

Culture

We love to delight.
We promote compassion.
We are transparent.
We listen then we act.
We value results.

Core Values

- Collaboration
- Integrity
- Vision
- Inclusion
- Leadership



Bay East 2025 Board of Directors



**Tracey
Esling**



**Bill
Espinola**



**Viviana
Cherman**



**Nancie
Allen**



**Tricia
Thomas**



**Don
Faught**



**Sinath
Thi**



**Simi
Puri**



**Garrick
Yan**



**June
Burckhardt**



**Tina
Jacksonwalda**



**Frank
Quismorio**



**Eliane
Selwan**



**Paul
Wong**



**Sharon
Mancillas**



**Joseph
Loparo**



**Delores Dee
Johnson**



**Geraldine
Ramirez**



**Trevor
Frey**

Bay East 2025 Staff



The REALTOR® Voice

The REALTOR® Voice is Bay East's commitment to helping REALTOR® and Platinum Affiliate Members serve as trusted, credible leaders in real estate and homeownership. It centers on keeping consumers at the heart of every transaction while clearly communicating the value, professionalism, and expertise members bring to one of life's biggest financial decisions.



Empowering Members to Lead

Bay East equips members with the tools, data, and messaging they need to confidently represent their clients and their industry. By strengthening how real estate professionals communicate, we help members elevate their expertise and reinforce their role as trusted advisors in the community.

Accurate Data. Clear Messaging.

A strong voice starts with reliable information. Bay East shares timely market intelligence, local insights, and practical resources that help members speak with clarity and authority. This ensures consumers receive accurate information and a better understanding of today's housing market.

Strategic Media Relations

Through established relationships with local and regional media, Bay East actively shares the REALTOR® perspective. We do more than respond to inquiries. We proactively provide expert insights, elevated member stories, and ensure the consumer viewpoint remains central in real estate coverage.



Member-Led Messaging

The REALTOR® Voice Task Force brings together engaged members to help shape messaging and elevate real-world experiences. By incorporating insights directly from REALTORS® and Platinum Affiliates, Bay East ensures our voice reflects the realities of today's market.



Expanding Media Presence

Through proactive media outreach, member stories and local market expertise are shared across print and broadcast outlets. This positions REALTORS® and Platinum Affiliates as trusted, knowledgeable sources within their communities.



Sharing Data and Local Insight

By releasing timely housing data and on-the-ground perspectives, Bay East ensures consumers hear directly from real estate professionals who understand their neighborhoods. These efforts reinforce professionalism, advocacy, and the value REALTORS® bring to every transaction.

Key MLS (Multiple Listing Service) Highlights

The Bay East MLS provides access to innovative tools and valuable resources that help grow members’ businesses, meet clients’ expectations, and simplify daily tasks. We remain dedicated to client success by providing:

MLS Training Resources

Trainings that strengthen MLS expertise, CMA creation, and buyer and seller presentations, empowering REALTORS to work smarter, faster, and with greater confidence.

Personalized MLS Training

Offered 44 one-on-one sessions for members who sought personalized MLS support.

Diverse Class Offerings

Provided class recommendations for Buyer’s and Seller’s Agents and New Agents. Offered 88 in-person classes and 159 virtual classes.

Tech Support Insights



12,497

Tech Support Phone Calls

Top 3 calls:

1. MLS System - How to do something
2. Computer / Device Support
3. Bay East website navigation



90

Computer Repairs

Top 5 MLS Products used by our Subscribers

CloudCMA	Gives the power to quickly, and easily, develop powerful Comparative Market Analysis packages to present clients.
RPR (REALTORS® Property Resource)	Provides data, tools, and property reports that can help “wow” clients and close more deals.
Glide	A transaction management platform that helps real estate professionals manage documents and close deals efficiently.
RentSpree	Makes tenant screening easy with a single online application and trusted credit, background, and income verification.
RealReports	Brings all critical property insights together in a single, easy-to-read report—helping agents market homes with confidence.

The REALTOR® Voice and Advocacy in Action

Bay East established relationships with newly-elected city council members, maintained relationships with experienced elected officials, amplified the REALTOR® voice in housing and homeownership policy discussions and kept members informed about federal, state, and local legislation.

REALTORS® in Washington D.C.

Bay East leaders participated in the National Association of REALTORS® Legislative Meetings in Washington DC and met Representatives Lateefah Simon and Eric Swalwell. The Bay East team advocated for doubling the capital gains exclusion, lowering regulatory barriers for new housing development, converting vacant commercial properties into residential housing, supporting the Disaster Resiliency and Coverage Act and the Uplifting First-Time Homebuyers Act.



Media Activity

- 42 Media mentions
- 25 Press releases
- 21 Media interviews

Legislative Actions

- Defeated a proposed Real Estate Transfer Tax in the City of Pleasanton early in the policy development process
- Persuaded the Livermore City Council to revisit the Temporary Sign Ordinance
- Advocated against the proposed Hayward Rental Registry Ordinance
- Advocated against the proposed San Leandro Rent Stabilization Ordinance
- Coordinated a collaborative advocacy strategy with other Bay Area REALTOR® associations opposing the Bay Area Air District gas water heater ban

Member Advocacy & Political Impact

- 50+ members attended C.A.R. Legislative Day
- 350+ emails sent to San Leandro officials about Rent Stabilization Ordinance
- 70% of Bay East members contributed to the REALTOR® Action Fund

Membership Growth & Engagement

Bay East is built to meet REALTORS® where they are, offering flexible benefits, education, tools, and support at every stage of their career. Through robust programs, wellness and business resources, and a strong sense of community, we help members succeed and stay connected. Our streamlined membership and onboarding process make it easy to join and start taking advantage of everything Bay East has to offer.



Total MLS Users

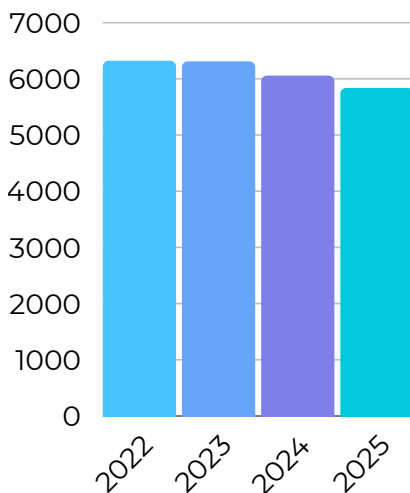


REALTORS®

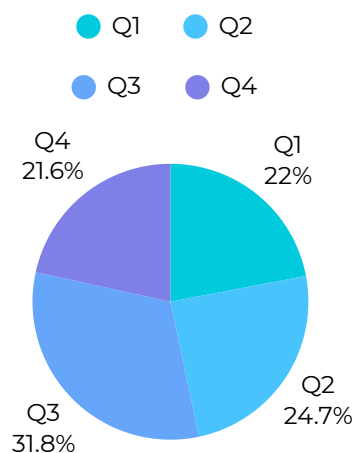


Platinum Affiliates

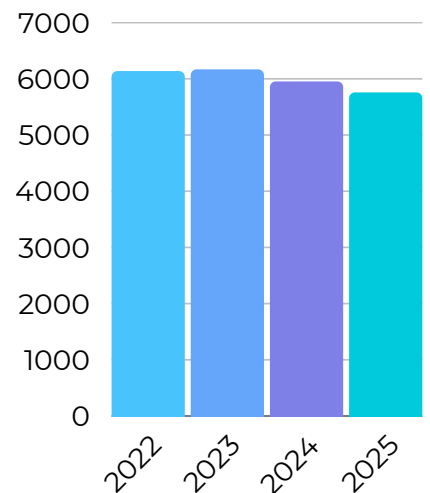
Total MLS Subscribers



New REALTOR® Members by Quarter



Total REALTORS®



Membership Calls:

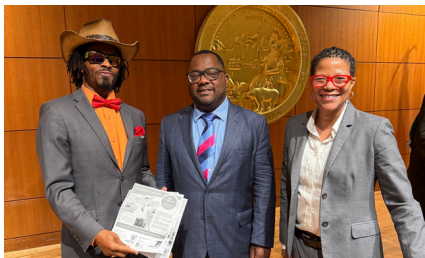
13,396 Answered

3,491 Outbound

Fair Housing: Advocating for Equal Opportunity

During 2025, Bay East continued to demonstrate its commitment to promoting fair housing and ensuring that all have equal access to homeownership by providing education, resources, and advocacy initiatives, including:

<p>Fair Housing Month Campaign</p>	<p>Shared educational content, videos, and social media awareness posts to highlight fair housing rights and responsibilities.</p>
<p>At Home With Diversity</p>	<p>Encouraged members to complete NAR's diversity training to better serve clients from all backgrounds. Bay East received proclamations celebrating Fair Housing Month from the cities of Dublin, Fremont, Hayward, Newark, Pleasanton and Union City, recognizing our leadership in advancing fair housing initiatives.</p>



Bay East Foundation: Funding the Future

In 2025, the Bay East Foundation awarded \$24,000 in scholarships to 12 students from Alameda and Contra Costa counties and provided financial support to members through the Members Helping Members™ program. With the help of generous donors and successful events like Bingo and Bloom and the Scholarship Luncheon, the Foundation raised over \$40,000 to fuel this work. In 2026, we will continue expanding scholarships and community fundraising to support students and members in need.



Connecting, Supporting, and Elevating

In 2025, Bay East committees, task forces, work groups, and volunteers guided governance, advocacy, MLS operations, and professional standards. These groups continue to shape key decisions, strengthen relationships with local communities and government, and uphold the highest standards of professionalism.

Professional Standards Committee

Upholding Ethical Standards

- We handled 43 ombudsman cases, tackled 13 disciplinary cases, and mediated two buyer/seller disputes. There were no arbitration complaints.

Affiliate Program

Partnerships That Power Professional Success

- Strengthened Platinum Affiliate and REALTOR® connections by providing Quarterly Platinum Affiliate newsletters and hosting Commercial programming, Blood Drive, and New Agent events.

Global Network

Connecting You to a World of Opportunity

- Earned Gold Level recognition in the NAR Global Councils Achievement Program, delivered quarterly global newsletters and international education experiences in Portugal and Hong Kong.

Young Professionals Network

A dynamic group of forward thinking real estate professionals

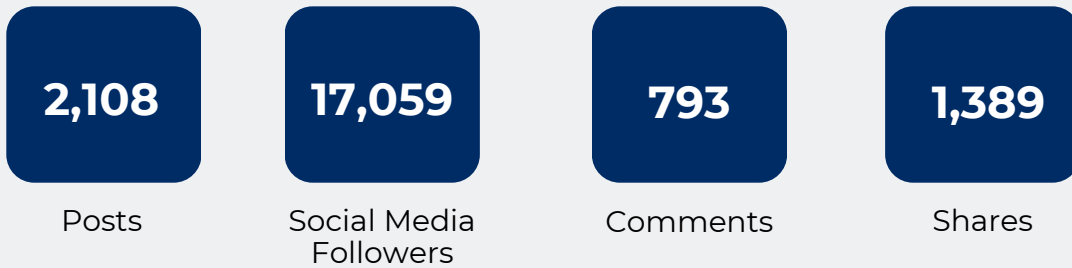
- Provided education and networking to support members young in the business, young in age, or young at heart.
- Hosted YPN Lunch and Learn, YPN Mixer and Collaboration with Asian Real Estate of America, and YPN Mixer - Meet the President, Tracey Esling



Social Media Impact

In 2025, Bay East used Instagram, Facebook, and LinkedIn to connect with members. As short form media grew, we shifted our strategy to deliver concise, high impact updates that reflected how members consume information today. Using targeted member personas such as general members, brokers and managers, and new REALTORS®, we delivered tailored education, advocacy updates, and business resources to the audiences who need them most.

Social Media Performance Overview



Social Media Engagement

 **1,838**
New Followers

 **2,108**
Posts

 **427,750**
Social Media Impressions

Followers by Social Media Platform:

Facebook	9,104
X	2,623
YouTube	2,180
Instagram	2,438
LinkedIn	714

Top Performing Content:



After 37 years of helping to shape Bay East, Pam Barnes has retired as Chief Association Services Officer. Thank you, Pam, for your dedication, leadership, and lasting impact! Wishing you all the best in this next chapter—you'll be missed, and you've earned every moment ahead. Congratulations!

118 likes



Please help us recognize Tricia Thomas for her outstanding service as 2025 Chair of the NAR Association Executives Committee. Her commitment to professional development and strong association leadership has made a lasting impact across the REALTOR® community. Bravo, Tricia!

108 likes



Congratulations to our MLS Director, Roya Chaudhry! Roya was recently recognized by the Council of MLSs for achieving the prestigious CMLX certification, the most comprehensive leadership program in the MLS field! We're grateful for Roya's dedication, expertise, and commitment to serving Bay East members every day. Please join us in celebrating this incredible achievement!

91 likes

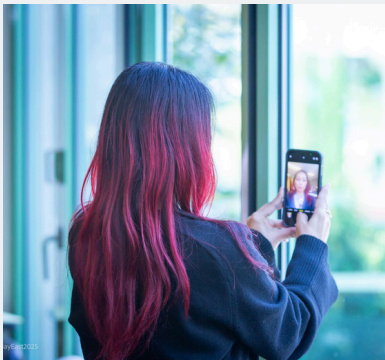
An Increased Focus on Print and Digital Media

In 2025, Instagram and Facebook Reels became a key driver of engagement, reflecting the shift toward short, mobile first content. Bay East transitioned from longer form videos to concise, high impact updates that aligned with how REALTORS® consume information today. By meeting members where they are, we delivered timely education and industry insights in a format that is relevant and easy to share.

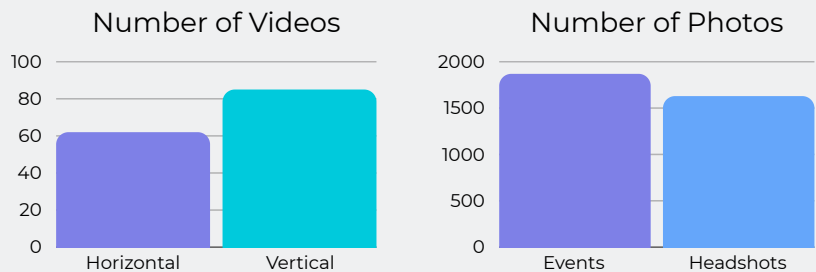


Instagram:

Posts	207
New Followers	404
Post Impressions	63,268
Post Comments	76



Multimedia Output:



Marketing Meeting Promo:

Produced a summer series of marketing meeting promo videos at VREN, REAL, CCMG, TCMC, and AIMM, featuring 10+ REALTOR® interviews to highlight the value of the meetings and expand Bay East's digital presence and promotion of upcoming events.

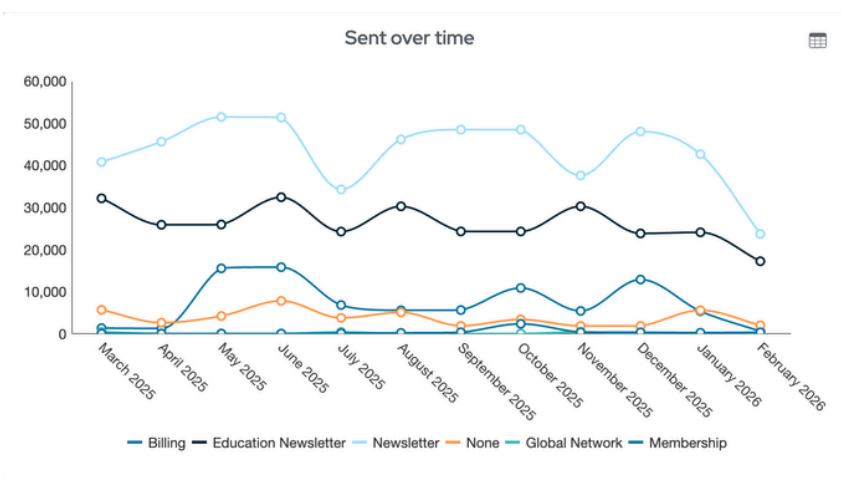
Weather Reports:

Converted full-length weather reports from David Stark, Chief Public Affairs and Communications Officer, into short-form Instagram videos, breaking down complex market and weather insights into clear, accessible updates.

Content Engagement

In 2025, our newsletters delivered timely updates on education, advocacy, MLS, and key member resources directly to members' inboxes each week. With targeted communications for brokers, general members, and industry updates, we ensured information was relevant and actionable.

Email	Open Rate
Government Affairs Weekly Report	63%
The Insider	58%
Education Newsletter	58%
BrokerCentric	56%



958,288

Emails Sent

62%

Average Open Rate

THE BAY EAST INSIDER
Stay Informed, Stay Ahead

"Thankful for clients, colleagues, and every door that opens."

Bay East Bulletin

- Bay East will be closing at 2pm on Wednesday, November 26 and closed November 27 and 28 in observance of Thanksgiving. Regular business hours will resume on Monday, December 1. If you need immediate assistance, please email info@bayeast.org.
- A Global Day of Generosity: This Giving Tuesday, December 2, you can make a real difference for our community. A donation to the Bay East Foundation supports scholarships, charitable grants, and members facing unexpected financial hardships. Every gift, big or small, helps someone move forward. [Learn more](#)
- Paragon MLS End-User License Agreement: On December 9, when you log on to Paragon, you will be directed to accept the End-User License Agreement (EULA). To accept the agreement, simply enter your name exactly as displayed on the EULA page. [Learn more](#)
- Tickets On Sale Now - 2026 Bay East Inaugural Gala: Get ready for an unforgettable night! Join us on February 7, 2026 at Castlewood Country Club for the Bay East Inaugural. Formal black & white attire, a seated dinner, dancing, and great company. Tickets are on sale now. Reserve your spot today. [Learn more](#)

BAY EAST
GOVERNMENT AFFAIRS / Weekly Report

Government affairs update for the week of September 7, 2025

Learn How Local Government Works and How to Get Involved

REALTORS® can earn a professional certificate while learning how local government works and how to get involved.

The California Association of REALTORS® Center for Real Estate, in partnership with Pepperdine University's Davenport Institute for Public Engagement and Civic Leadership, is offering *Local Government & Community: Partners for Success*, a 6-week online course that covers the mechanics of local government, how policies and regulations are created, how it's funded, and the important role REALTORS® can play.

The course is free to REALTORS®. The next series begins October 1 from 2 to 4:30pm and continues every Wednesday afternoon through November 5. Participants who attend each course and complete some additional work are entitled to receive a certificate.

If you have any questions about Bay East advocacy activities or any government-related real estate issues you want Bay East to research, contact [David Stark](#), Bay East Chief Public Affairs and Communications Officer.

BAY EAST EDUCATION

Bay East provides training, webinars, and professional development designed to help you succeed.

The Bay East office will be closing at 3pm on Nov. 26 and closed Nov. 27 and 28 in observance of Thanksgiving. If you need immediate assistance, please email info@bayeast.org.

This Week

December 3 | 1pm

RETI - Future Forward: Top Marketing & Tech Trends

[Register Here](#) **RETI**

Coming Soon

January 12 | 9am

The Annual Business Plan that Actually Gets

Celebrating Our Platinum Affiliates

In 2025, Bay East's Platinum Affiliate members remained an essential part of our community. Through their expertise, sponsorships, and active involvement, they play a key role in the success of our events, networking opportunities, and educational programs. Their contributions include:

Sponsorship and Support

Platinum Affiliates help power and enhance Bay East events, from dynamic educational workshops to social mixers and signature industry gatherings. Their active involvement in committees, networking events, and collaborative initiatives continue to create meaningful connections and deliver valuable industry insights to our members.



Education and Resources

Platinum Affiliates elevate member education by leading specialized trainings on topics such as market analysis and property valuation. By providing timely resources, tools, and industry expertise, they enrich the learning experience and ensure members have access to the most current and relevant information.



Building Connections Through Events

In 2025, Bay East delivered high energy education and networking experiences that equipped members with practical tools in AI, technology, marketing, and business growth. These events strengthened industry connections, elevated professional skills, and empowered members to stay competitive and confident in a rapidly evolving real estate landscape.

Jumpstart

Jumpstart 2025 energized 103 attendees with a full day of high impact education, networking, and hands on strategies to grow their business. From AI powered tools to social media video tips and a buzzing Platinum Affiliate Expo, members walked away inspired and ready to win in today's market.

Innovation

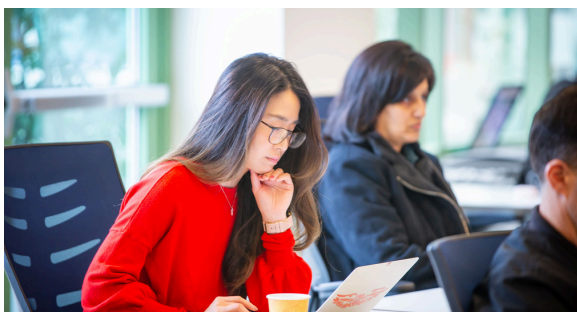
Innovation 2025 brought together 173 registrants for a bold look at the future of real estate, spotlighting top industry leaders like realtor.com, Zillow, and Homes.com. This fast paced event delivered cutting edge tech insights and competitive strategies to help members stay ahead of what's next.





Professional Development & Education

Education focuses on strengthening professionalism, leveraging technology, sharpening business planning, and preparing members for emerging industry trends. Through targeted courses and flexible learning opportunities, we equip REALTORS® with practical strategies to stay competitive and grow with confidence.



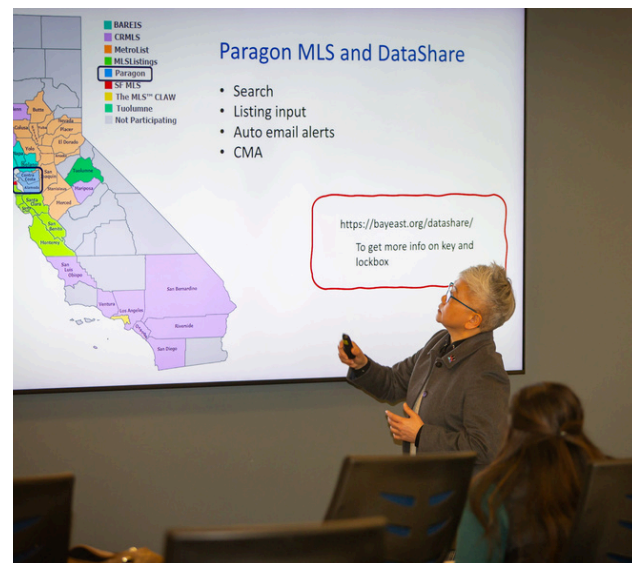
Most Popular Classes

Legal Updates

New Agent

AI

Social Media



This year, Bay East hosted **65+ education classes** with over **1,000+ attendees**, focused on providing the tools members need to thrive in an ever changing industry.

The **Self-Paced New Agent Program** saw growing **enrollment**, strong early **engagement**, and valuable completion **insights** that shaped an enhanced 2025 relaunch.

Looking Ahead: 2026 and Beyond

Bay East will continue to advocate for policies that promote housing opportunities for everyone, enhance MLS resources, and equip members with education and tools to thrive in an evolving market.

Unaudited 2025 Financials

Revenue & Investment Income	9,153,864
Expenses Including Taxes	8,474,241
Net Income	679,623

THANK YOU!

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