# BAY EAST ASSOCIATION OF REALTORS®

# ANNUAL REPORT

### 2024 ANNUAL REPORT



Together, we've achieved so much this year, but our journey is far from over. In 2024, we embraced growth, innovation, and collaboration. Now, we're sharing the highlights that are shaping the future of our community. Let's celebrate our collective wins and gear up for even greater impact. Join us as we look ahead—stronger together.

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

> www.bayeast.org 925.730.4060 info@bayeast.org

#### Letter from the President

Wow, 2024 was truly one for the books! When I stepped into the role of President, I could not have anticipated the whirlwind our industry would face. From the NAR settlement and leadership transitions to evolving forms, Department of Justice actions, and beyond, this past year brought unprecedented challenges.

Through it all, Bay East remained a guiding force for our members. I chose United Together as our theme for 2024, and it proved more relevant than ever. Bay East served as a beacon for our members, amplifying the REALTOR® voice in media and public discourse.

Advocacy remained a top priority. We met with elected officials, endorsed candidates who support REALTOR® interests, and took members to Sacramento and Washington, D.C., ensuring our voice was heard at every level.

Innovation was also at the forefront of our work. We launched the Brand Ambassador Program to strengthen member engagement and promote the value of Bay East's offerings. Our Member Outreach and Leadership Development initiatives flourished, with visits to brokerages providing direct support and clarity on industry shifts. We also focused on cultivating future leaders, encouraging members to step into committee, workgroup, and task force roles.

As I reflect on this year, I am deeply grateful. To the exceptional Bay East staff—your dedication and efficiency make this association thrive. To our Bay East members—your support, engagement, and resilience inspire me. And to my family, who has stood by me through years of service to this profession, I am forever grateful.

Thank you for allowing me to serve as your 2024 President. It has been an honor and a privilege.

Warmest and sincere regards, Barbara Clemons, 2024 President, Bay East Association of REALTORS®



#### **Bay East Culture**

At Bay East, everything we do is guided by our commitment to advance our members' success as real estate professionals. Our core values serve as the foundation of our work. They inspire us to foster teamwork, uphold ethical standards, embrace forward-thinking ideas, celebrate diversity, and lead with purpose. Together, these principles drive our mission and fuel our vision for a thriving real estate industry.

#### **Mission**

To advance members' success as real estate professionals.

#### **Vision**

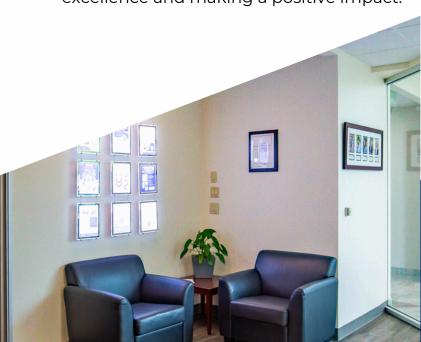
To set the industry standard in leadership, innovation, professionalism, and service.

#### **Culture**

We believe in creating a supportive and inclusive environment where collaboration and innovation can thrive. Everything we do is driven by our commitment to excellence and making a positive impact.

#### **Core Values**

- Collaboration
- Integrity
- Vision
- Inclusion
- Leadership





#### **NAR Lawsuit**

During 2024, the Sitzer-Burnett lawsuit settlement reshaped the real estate industry, driving significant changes in business practices, MLS policies, and consumer expectations. As members adapted, Bay East took swift action to keep REALTORS® informed, advocate for their interests, and provide essential resources to navigate this evolving landscape.





#### **MLS**

Bay East took proactive steps to ensure our MLS remained a tool for our members. We focused on transparency, efficiency, and education to help REALTORS® navigate these changes with confidence.

#### **Education**

To support our members, Bay East hosted multiple educational sessions on the NAR settlement, including town halls, legal updates, and specialized classes on Forms and the Buyer Broker Agreement.

#### Media

When local and regional media sought to understand the settlement's impact on home buying and selling, Bay East leaders and staff served as the voice for real estate. We clarified how the settlement would—and would not—change real estate transactions while reinforcing the ongoing value that real estate professionals provide to buyers and sellers.

#### **Broker Outreach**

Bay East recognized the vital role brokers play in guiding agents through industry shifts. To provide direct support, real-time updates, and expert insights, we launched the Broker Engagement Program—an initiative designed to educate, engage, and empower our broker community.

Through this program, we hosted a series of high-impact broker meetings focused on legal changes, MLS updates, and best practices for brokerage leadership. The program also offered a suite of resources to ensure brokers have the tools and information necessary for success. Key components included:



#### **Legal Resources**

Bay East provided essential legal resources to stay informed on the latest real estate laws, Fair Housing regulations, and risk management strategies. We hosted events featuring expert speakers, including real estate attorneys, DRE officials, and industry leaders.



#### **Trainings**

We brought brokers and industry leaders together to discuss the impact of MLS changes and the NAR lawsuit. These events empowered brokers to educate their agents on effectively communicating their value to clients in a post-settlement market.



#### Networking

Throughout the year, Bay East provided numerous networking opportunities, enabling brokers to build relationships and exchange valuable insights. These events fostered collaboration, professional growth, and industry connections, strengthening the real estate community.

#### **Key MLS Highlights**

At Bay East, our MLS isn't just a database—it's a powerful business tool that helps our members succeed in an evolving industry. We are dedicated to ensuring our members have the knowledge and skills needed to maximize the MLS system. This year, we provided:

#### **Daily MLS Training**

Offered both in-person and virtual classes, covering core MLS functionality, advanced features, and integrated tools.

#### **Customized Office Training**

Trainings were available in-person or online, allowing brokerages and teams to receive tailored instruction based on their needs.

#### **One-on-One Support**

Personalized assistance for members who need hands-on guidance with specific MLS features.

#### **Tech Support Insights**



12,154

Tech Support Phone Calls

Top 3 calls:

- 1. How to maintain listings.
- 2. How to conduct a search in Paragon.
- 3. Login issues.



167

Computer Repairs

Bay East made key updates to the MLS to align with new industry standards, legal requirements, and technological advancements.

Update	What Changed?	Benefit to Members
RESO Alignment	Updated MLS statuses	Increased data accuracy and system integration
Compensation Data	Removed from MLS	Ensures compliance with new industry standards
Field Name Change	"Concessions" "Concessions at COE"	Clearer contract language for transactions
Voice-Activated Search	"Finding Homes" by Lundy added	Hands-free, Al-powered property search

### The REALTOR® Voice and Advocacy in Action

Bay East made significant strides in advocacy, building strong relationships with elected officials, amplifying REALTOR® voices in policy discussions, and protecting property rights. Our efforts shaped local regulations, influenced housing policies, and kept members informed about critical legislative changes.

#### **REALTORS®** in Washington D.C.

Bay East leadership went to Washington, D.C. for the REALTORS® Legislative Meetings advocating for policies that strengthen our industry and protect homeownership.

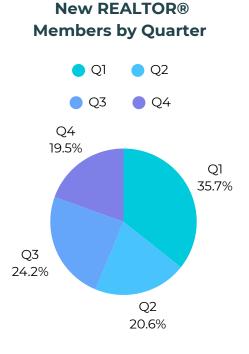
Media Activity	<ul> <li>30+ media features</li> <li>12+ press releases</li> <li>20+ media interviews</li> </ul>
Legislative Actions	<ul> <li>Livermore Sign Ordinance – Bay East members worked directly with city leaders to address restrictions affecting home buyers and sellers.</li> <li>Rental Housing Policies – Opposed restrictive rental policies in unincorporated areas to protect "Mom and Pop" housing providers.</li> <li>Relationship Building – Bay East members met with regional and local elected leaders throughout the year.</li> </ul>
Member Advocacy & Political Impact	<ul> <li>80+ members attended C.A.R. Legislative Day.</li> <li>34 candidates interviewed for endorsements in the 2024 General Election.</li> <li>22 candidates endorsed.</li> </ul>

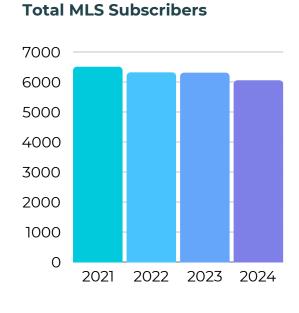
Leading up to the November 5 General Election, the Bay East Political Activities Committee interviewed candidates, endorsing 22. A majority of the Bay East-endorsed candidates won their elections ensuring the REALTOR® voice will be heard at City Hall. Thanks to member support, Bay East achieved the highest REALTOR® Action Fund participation with 63% contributing in 2024.

### Membership Growth & Engagement

Our members are the heart of everything we do. During 2024, we focused on growing our community and strengthening member engagement through innovative programs, networking opportunities, and personalized support. Together, we've built a dynamic and connected membership that drives success.







# Fair Housing: Advocating for Equal Opportunity

Bay East is committed to promoting fair housing and ensuring that all have equal access to homeownership. We reinforced this commitment by providing education, resources, and advocacy initiatives, including:

Fair Housing Month Campaign	Shared educational content, videos, and social media awareness posts to highlight fair housing rights and responsibilities.
At Home With Diversity	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, Pleasanton, Hayward, and Union City, reinforcing our leadership in advancing fair housing initiatives.







#### **Bay East Foundation: Powered by Purpose**

The Bay East Foundation continued its mission to support education, community giving, and housing-related causes. Through scholarships, financial assistance, and charitable contributions, the Foundation helped members and their families pursue higher education and provided relief to those facing unexpected hardships.







#### **Connecting, Supporting, and Elevating**

Bay East thrives because of the dedication of our committees, workgroups, and volunteers, who work tirelessly to support members and the industry. During 2024, these groups played a vital role in shaping policies, creating opportunities, and strengthening our REALTOR® community:

#### Young Professionals Network

Making an Impact

- Networking Four Mixers and two education classes with 100+ attendees
- Community Impact Collected 75+ toys for children for Toys for Tots

#### Professional Standards Committee

Upholding Ethical Standards

 We handled 62 Ombudsman submissions, mediated 6 buyer/seller disputes, tackled 14 disciplinary complaints, and resolved 1 arbitration complaint.

#### Inclusion, Diversity, Equity, and Accessibility (I.D.E.A.)

Advancing Inclusion

 Advanced inclusivity by successfully adding the option to add pronouns to the Bay East membership database.

#### **Global Network**

Connecting You to a World of Opportunity

 Offered classes on global real estate trends, foreign investment regulations, and cross-border business practices to help members stay informed about emerging opportunities.







#### **Social Media Impact**

Social media kept us connected, informed, and engaged throughout 2024. Through dynamic content, targeted campaigns, and meaningful interactions, we expanded our reach and strengthened our connection with members and the community. Every post, share, and comment helped us tell our story and amplify our mission.

# Social Media Performance Overview 2,044 15,221 67 354 933 Posts Social Media Followers Videos Comments Shares

#### Social Media Engagement



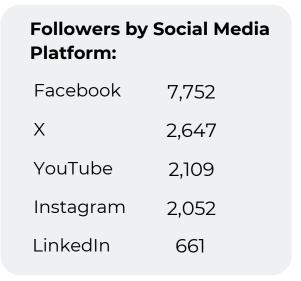




#### **Top Performing Content:**









#### **Content Engagement**

Staying connected started in the inbox. In 2024, we crafted email campaigns that kept members informed, engaged, and inspired. From industry updates to event invitations, our emails delivered timely, relevant messages, strengthening our connection with our members.

#### **Email Performance**

Email \	Engagement	Open Rate	Number of Emails
The Insider	56%	57%	71,880
Government Affairs Weekly Report	48%	52%	65,879
Education Newsletter	45%	57%	78,276
BrokerCentric	43%	54%	14,850





**Emails Sent** 

Average Open Rate





It's Not Too Late to Make an Impact: Missed Giving Tuesday? You can still the Bay East Association of REALTORS® Foundation and help us empower

#### **Celebrating Our Platinum Affiliates**

Bay East's Platinum Affiliate members are more than just partners—they are an essential part of our community. Their expertise, sponsorships, and active participation helped fuel the success of our events, networking opportunities, and educational programs. Their contributions included:

#### **Sponsorship and Support**

Platinum Affiliates played a key role in funding and enhancing Bay East events, from educational workshops to social mixers and major industry gatherings. Through committee meetings, mixers, and collaborative initiatives, our affiliates provided members with valuable connections and industry insights.



#### **Education and Resources**

Platinum Affiliates shared their expertise by leading specialized training sessions and events, covering topics such as market analysis and property valuation. Platinum Affiliates supplied educational materials and tools, enriching the learning experience for members and ensuring they have access to the latest industry information.





#### **Building Connections Through Events**

Bay East continued to support members by offering specialized classes, professional development events, and networking opportunities designed to enhance their visibility and success.

#### **Jumpstart**

This high-energy event was designed to help Bay East members sharpen their skills, grow their business, and expand their network. Hosted by Bay East and the Platinum Affiliates, this event featured sessions covering essential real estate topics, marketing strategies, and industry trends.

#### **Innovation**

Innovation was a dynamic event designed to introduce members to tools, technology, and strategies shaping the industry. This event brought together top experts and innovators to explore cutting-edge trends that can help members stay ahead in an evolving market.

#### **Navigation**

Navigation was an event designed to help members' successfully navigate the everchanging real estate landscape. New agents seeking guidance or a seasoned professional adapting to industry shifts, this event provided valuable tools to keep members business moving forward.





































#### **Professional Development & Education**

Learning fuels growth. Bay East's education programs provided members with expert-led classes, hands-on training, and specialized certifications designed to enhance skills and advance careers. By staying ahead of industry trends and expanding their knowledge, our members unlocked new opportunities for success.







# Most Popular Classes Buyer Broker Agreement Legal Update Forms Social Media Technology NAR Settlement Townhalls



This year, Bay East hosted **45 education classes**providing members with

essential industry knowledge,
legal updates, and hands-on

MLS training.

By providing relevant, high-quality classes, **1,000+ attendees** were given the tools they need to succeed in a constantly evolving market.

# Marketing Groups: Connecting, Learning, and Giving Back

This year, Bay East Marketing Groups remained a vital platform for real estate professionals to network, share insights, and stay informed on industry trends.

Beyond business, our Marketing Groups made a meaningful impact by supporting local organizations. Through fundraising and charitable giving, they contributed to causes that strengthen our communities, reinforcing the REALTOR® commitment to service.

Event	Donation	Organization Donated To
REAL Easter Auction	\$5,658.32	Little Miracles, Inc.
REAL Backpack Drive	\$17,368.95	Livermore Valley Joint Unified School District
REAL Halloween Auction	\$7,602.70	Sunflower Hill
REAL Donation	\$461.71	Rooms of Hope
CCMG Donation	\$1,525.66	Alameda County Community Food Bank







#### **Looking Ahead: 2025 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 2024 Financials**

Total Revenue	\$9,128,073
Total Expenses Including Taxes	\$8,348,326
Net Income After Taxes	\$779,747

#### **THANK YOU!**

Phone:

925.730.4060

Website:

www.bayeast.org

Address:

7021 Koll Center Parkway, Pleasanton CA

**Email address:** 

info@bayeast.org