



## Bay East Updates

**Update Regarding C.A.R. Form SELM:** The C.A.R. Form Seller Instruction to Exclude from the Multiple Listing Service (SELM) has been discontinued and sellers can now use C.A.R. Form Multiple Listing Service Addendum (MLSA) to instruct their broker to exclude the listing from MLS dissemination. The MLSA form can be found in zipForm®.

[Learn more→](#)

**Important Notice - Changes to MLS Rules:** We are continually listening to your feedback to ensure our policies best support your business needs while maintaining compliance and transparency within the MLS. Based on your valuable input, we are making changes to our **Coming Soon** policy to provide more clarity and flexibility to you and your clients in the marketing of their property. These changes will go into effect for all East Bay MLSs on January 27, 2025. [Learn more→](#)

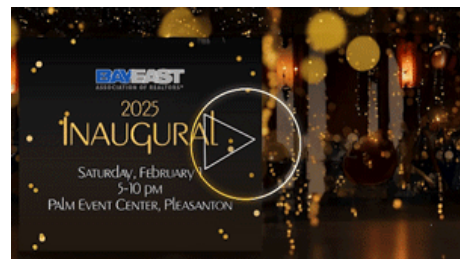
**Jumpstart: A Roadmap to Success:** Brokers, set your new agents on the path to success with our **comprehensive training program** tailored specifically for those just starting in real estate. This program provides the **essential skills and tools** your agents need to build thriving careers—and enhances your brokerage’s reputation for excellence. [Learn more→](#)

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## Upcoming Events



**Inaugural Gala:** Join us on February 1 for an unforgettable, speakeasy-inspired evening of elegance and excitement! Enjoy opportunities to network, savor a delicious dinner, hit the dance floor, and celebrate the installation of 2025 President Tracey Esling and the new Board of Directors. [Tickets available now.](#)



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## Member Benefit: Professional Headshots

A high-quality headshot is just one step in building a brand that clients can trust. Professional headshots are available as part of your Bay East membership. [Learn more→](#)

# PROFESSIONAL HEADSHOTS



Investing in professional photography for yourself is just one step in building a brand that clients can trust.

Professional headshots are available at no additional cost for Bay East members.

925.730.4060



[www.bayeast.org](http://www.bayeast.org)



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[Bay East Broker Resources →](#)

[New Rules for Working with Buyers and Sellers →](#)

Located at 7021 Koll Center Pkwy, Pleasanton, CA, 94566 - 925.730.4060

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