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## Bay East BrokerCentric – February 2026

Essential updates and tools for brokers and office leaders

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### A Note from Your Broker Engagement Team

Hi {#party.FirstName},

February's Broker Centric focuses on staying informed and proactive—from legislative updates and industry insights to compliance and required training. Explore this month's resources to help protect your brokerage, support your agents, and stay ahead.

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#### → Bay East Updates

**Bay East is Launching BYOB:** Build Your Own Brand is a new monthly, discussion-based session designed to support agents in promoting themselves and their services. The first session will be held on Wednesday, February 18 at 11am and will focus on social media and video best practices you can confidently encourage your agents to follow.

[Learn more→](#)

**Digitally Altered MLS Photo Rule:** California Assembly Bill 723 (AB 723) is intended to ensure that listing photos accurately represent the true appearance of a property and do not mislead buyers. The law does not prohibit photo editing; rather, it requires disclosure when images have been altered. [Learn more→](#)

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#### → Industry News

**Industry Leader Town Halls:** C.A.R.'s Industry Leader Town Halls offer a direct line to statewide leadership, timely legal and transactional updates, and real-time discussion on issues impacting brokerages today. Held virtually twice a month, these sessions cover market trends, legislative developments, and compliance topics that help you stay informed and proactive. A smart way to stay informed and ahead without stepping away from your business. [Learn more→](#)

**DRE Urges Licensees to Be Aware of DRE Impersonation Email Scams:** The DRE is warning brokers and managers about fraudulent emails impersonating the Department of Real Estate, falsely claiming complaints or course approvals. Share this alert with your agents to help protect your brokerage from scams. [Learn more→](#)

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#### → Trainings and Educations Courses

##### Harassment Prevention Training:

It is mandatory for all California supervisors and employees to complete a Harassment Prevention course every 2 years. Complete this online course to meet this mandatory state requirement.

[Learn more→](#)

**At Home With Diversity®:** REALTORS® know the importance of adapting and remaining relevant in today's marketplace. By developing a business practice rooted in inclusion and equality, REALTORS® can help buyers of all backgrounds achieve the dream of homeownership. [Learn more→](#)

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## Let's Stay Connected

Want Bay East at your next office meeting? Our speakers cover MLS Rules, Market Trends, Industry Updates, Bay East Benefits, and more. [Request a speaker.](#)

Thank you for being part of Bay East,  
— Your Bay East Broker Engagement Team

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