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Bay East BrokerCentric – March 2026
Essential updates and tools for brokers and office leaders

A Note from Your Broker Engagement Team

Hi {#party.FirstName},

Staying ahead of industry changes, protecting your brokerage, and supporting your agents are more important than ever. In this update, you'll find important information on rising real estate fraud and new MLS verification procedures, resources to support your office meetings, guidance on MLS photo policies, upcoming education opportunities focused on risk management and inclusion, and events designed to strengthen your team and business.

→ **Bay East Updates**

Real Estate Fraud and Enhanced Verification : Bay East is seeing an increase in fraudulent activity across the Bay Area, including attempts to access MLS accounts, change subscriber contact information, and submit fraudulent listings. To protect member accounts and listings, enhanced verification procedures are now in place when requesting account changes or contacting MLS support. [Learn more→](#) (login required)

Market Updates for Your Office Meetings: Looking for valuable content for your next office meeting? Bay East can help. Our Public Affairs Director, [David Stark](#), offers local market update presentations designed to help your agents better understand current trends, pricing shifts, and the story behind the numbers in your area.

Realtor.com® Unveils Realtor.com®+™: This new home search platform will help real estate professionals and consumers connect, collaborate and close with confidence. We'll share more details soon, including timing and what this means for Bay East members. [Learn More→](#)

→ **MLS News**

MLS Photo Removal Requests: We often receive requests to remove listing photos from the MLS; however, California law requires MLSs to retain listing data, including photos, for at least three years, so photos cannot be deleted. To help address privacy concerns while remaining compliant, agents can use the "Private" photo option, which keeps the photo stored in the MLS but removes it from IDX and third-party websites. For listings in Sold status, any photo updates must be submitted to [MLS Services](#) and must come directly from the Listing Agent or Listing Broker. [Learn more→](#)

→ **Trainings and Educations Courses**

Supra eKEY® Pro & Supra Home Tour Training Webinar:

Bay East members have been upgraded to eKEY Pro, unlocking new tools designed to make showings smoother and more efficient. In this recorded webinar, you'll learn how to use the new features in the app. [Learn more→](#)

Cybercrime & Transactional Fraud Certification:

Risk management continues to be a top priority for brokerages. This certification addresses cybercrime and wire fraud trends and provides guidance to help reduce exposure during transactions. [Learn more→](#)

→ **Upcoming Events**

Jumpstart 2026: Ongoing development supports a stronger, more competitive team. On March 19, Jumpstart 2026 will deliver a full day of education, networking, and exposure to trusted affiliates. Consider attending alongside your agents or recommending it to your team to reinforce growth and shared strategy across your brokerage. [Learn more→](#)



Brokers and Managers Meeting: Join us April 7 from 1–3pm at Bay East for an information session exclusively for Brokers and Managers. Hear from Jessie Gilbert of realtor.com and from DRE Assistant Commissioner Stephen Lerner on new 2026 laws, AI in real estate, commission disbursement updates, and more. Registration is required and space is limited so we encourage you to secure your spot as soon as possible. Please log in to complete your registration [here](#).

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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