

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

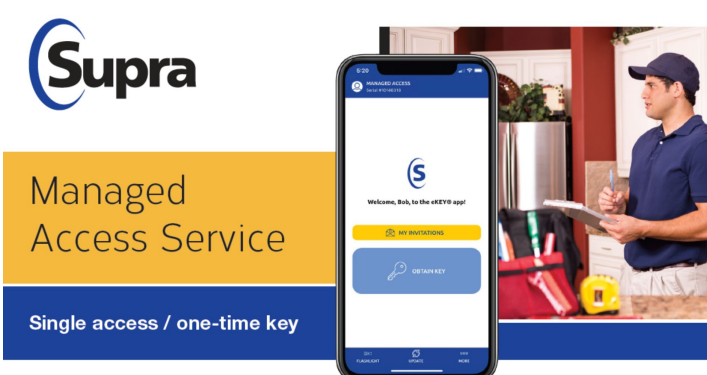
A Note from Your Broker Engagement Team

Hello,

Staying ahead of industry changes, protecting your brokerage, and supporting your agents are more important than ever. This month's update focuses on tools and resources that can help you support your agents, manage risk, and keep your office operating smoothly. From new lockbox access capabilities and MLS updates to ready-to-use market presentations and broker-specific resources, there are several opportunities to streamline workflows and strengthen how your team shows up in today's market.

→ Bay East Updates

Supra Single Access On the Way: Grant secure, time-limited lockbox entry to contractors, stagers, and out-of-area agents directly from the eKEY app, no code sharing required. [Learn more→](#)



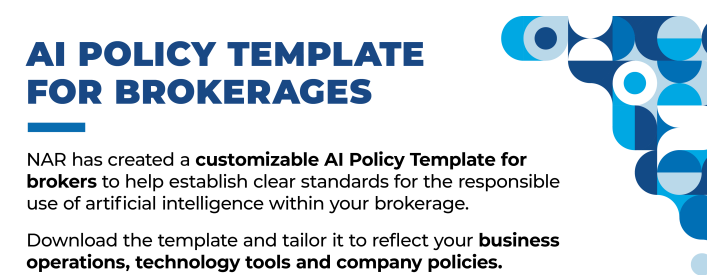
Coming Soon Status Syndication Update: Effective March 30, agents and brokers now control whether their Coming Soon listings are syndicated out of the MLS via the Internet Site (Yes/No) field. [Learn more→](#)

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.

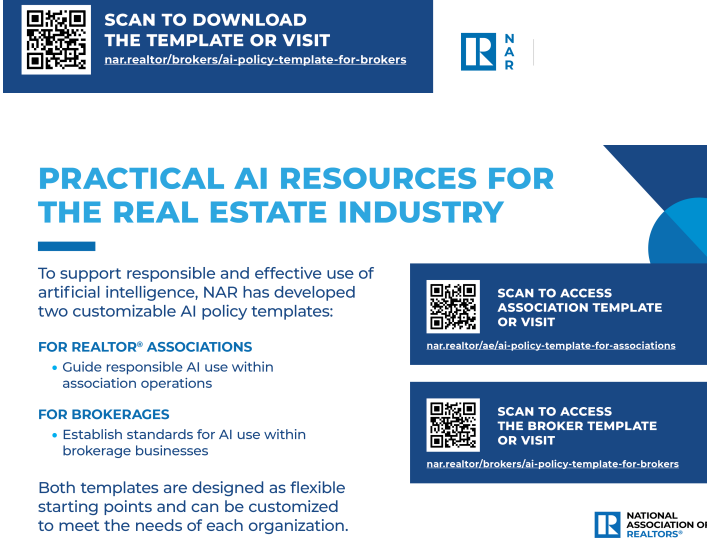


→ Share with Your Office

AI Policy Template for Brokers: NAR's new customizable AI policy template for brokers provides a strong starting point for establishing clear, responsible AI guidelines that reduce risk and set consistent use expectations among agents and staff. [Learn more→](#)



NAR's New Small Broker Resource Page: NAR now has a dedicated hub filled with ready-to-use assets, practical tools and national-level expertise designed specifically to help small brokerages grow, operate more efficiently and better support their agents. [Learn more→](#)



→ Upcoming Events

UPCOMING EVENTS

15

WEDNESDAY

B.Y.O.B. – Build Your Own Brand

Learn how AI can help your business.

21

TUESDAY

Office Hours with C.A.R. Experts

Get your zipForm® and Transact questions answered.

23

THURSDAY

Bingo for Bright Futures

The Bay East Foundation returns with Bingo Night, all in support of the Bay East Foundation Scholarship Program.

26

SUNDAY

Bay East Foundation Scholarships

Applications for the Foundation Scholarship Program are open for students in Alameda or Contra Costa County pursuing higher education.

27

MONDAY

Realtor.com®+™

Realtor.com+ brings client searches and listings into one protected, branded, and collaborative space, so you can stay in sync with your clients from click to close.

Register at bayeast.org

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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