

# THE INSIDER

**BAY EAST**  
ASSOCIATION OF REALTORS®

"It's important to realize that brand is much more than a logo and slogan. A brand is who your company is: how you function and make decisions." â€“ Joanna McFarland

## Increase Your Business

The [Commitment to Excellence](#) program empowers REALTORS® to enhance and showcase their professionalism by conducting business with the highest standards.

Bay East is making it easier for you to complete the C2EX competencies.

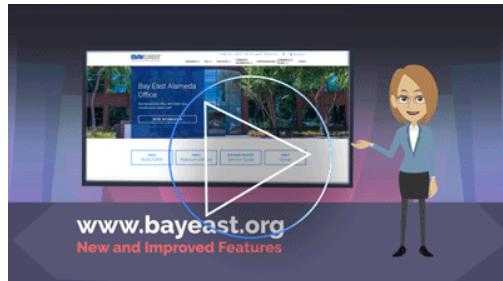
You will see the C2EX logo next to classes, webinars, red alerts, or trainings that qualify towards completing the C2EX endorsement.

Congratulations to the following Bay East members who have completed their assessments in the month of July and are now [C2EX endorsed](#):

- Jennifer Branchini
- Steve Medeiros
- Doreen Roberts



## BUZZ Video



We hope you take time to explore our new website. If you have any questions, you can contact Tech Support at 925.730.7100.

Watch this week's BUZZ

## MLS News

### New Enhancements in Paragon

Per the recent survey, Map Search is one area we received feedback for improvement. We will be working with our MLS vendor to incorporate those changes.

With the recent update, the following enhancements have been added in Paragon:

- New interactive map layers
- Adjustment values for CMA comparable reports
- Quick action buttons added to quick search field customization
- Listing active report and much more

**BAY EAST**  
TRAINING  
A graphic of an open book with blue and white horizontal stripes across its pages.

Featured MLS Class:

[Agent Toolkit](#) The Agent Toolkit logo features the words "Agent Toolkit" in a blue sans-serif font next to a small orange circular icon containing a stylized letter "E".

More information on these features can be found [here](#).

Wednesday, August 21  
9:30 - 11 a.m.

### Simple & Powerful CRM



**LionDesk** is a customer relationship management (CRM) system that helps organize your contacts, stop leads from falling through the cracks, and stay connected with past customers. LionDesk can be found in Paragon under the Resources tab.

## Marketing Meetings

AIMM	CCMG	TCMC	REAL	VREN
Alameda	Hayward, Castro Valley	Fremont, Newark, Union City	Livermore	Dublin, Pleasanton, Sunol
<a href="#">Tues., Sep., 10</a>	<a href="#">Wed., Aug., 21</a>	<a href="#">Thurs., Aug., 22</a>	<a href="#">Thurs., Aug., 22</a>	<a href="#">Fri., Aug., 23</a>
<b>Alameda Fire Chief Rodriguez &amp; Alameda Police Chief Roller</b>	<b>Jill Dutchover</b> CERT Program Coordinator, ACFD	<b>Angela Dunz</b> Personal Branding	<b>Jim Suth</b> D.R. Horton: New Home Builds	<b>Bay East Public Affairs Director, David Stark</b> Market Update

[Marketing Meeting Times & Locations](#)

## Bay East Bulletin



**Required Sexual Harassment Prevention Training**  
By January 1, 2020, employers with five employees or more must provide sexual harassment prevention training to all supervisor



**Class Actions Against California Brokers**  
California Association of REALTORS® (C.A.R.) has been alerted to class action lawsuits filed against real estate brokerages in California for alleged Do-Not-



**Have You Used Expired Listings For Lead Generation?**  
Did you know it is against the MLS Rules to use expired listings for lead generation? The purpose of the MLS is to market properties and offer

and non-supervisor employees. Complete this [online course](#) to meet this mandatory state requirement. [C.A.R. Legal](#) (login required) has provided more information about this required training.

Call/auto-dialing violations. C.A.R. has provided a [Q&A sheet](#) (login required) to help you understand who you can call and under what circumstances. Watch our [Do-No-Call BUZZ video](#) about REALTORS® and the Do-Not-Call laws.

compensation to other Broker Participants and Real Estate Subscribers for the sole purpose of selling the property. Sellers of properties have not given permission to disseminate the information for any other purpose. Watch this [short BUZZ video](#) explaining MLS Rule 12.11 in its entirety.

## BAY EAST MEMBER BENEFIT

### Education Advantage

Receive discounts on Bay East classes, special pricing on Designation/Certification seminars, and 5% off on products purchased in the Bay East REALTOR® store. Call 925.730.4060 to purchase the \$39 Education Advantage package.



Bay East Association of REALTORS®

Pleasanton Office | 7021 Koll Center Parkway, Pleasanton 94566 | 925.730.4060  
Alameda Office| 2490 Mariner Square Loop, Suite 200, Alameda 94501 | 510.523.7229