

# THE INSIDER

**BAYEAST**  
ASSOCIATION OF REALTORS®

*"All our dreams can come true, if we have the courage to pursue them."  
– Walt Disney*

## NAR Issues Warning Over REALTORS® Conference Email Scam

The National Association of REALTORS® (NAR) is warning its members to be aware of a [fraudulent email](#) circulating under the subject line "Register for the 2019 REALTORS Conference."

One sign of the email's fraudulent nature is that the subject line does not include the registration mark (®) after the word REALTORS®.

The conference is in San Francisco this year and an excellent opportunity for you to participate in the largest annual event for the most successful real estate professionals. If you are interested in attending the 2019 REALTORS® Conference & Expo, [register here](#) and use code, **BAY19** for a free Expo-Only pass.

## BUZZ Video



Grow your business with these valuable social media tips.

Learn more in this week's BUZZ

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## MLS News

### Paragon MLS Enhancements

The following items have been added to Paragon. Review this [quick summary](#) of all the new enhancements.

- Option to email initial search results
- Display listing preview in agent notification email
- Replace Google+ with Instagram for agent info
- Batch download associated documents
- Search results saved to contact - limit raised to 500
- New user menu
- Enhanced parcel-click map panel
- Automated valuation models (AVMs)



Featured MLS Class:

[Mobile Apps](#)

Wednesday, October 30  
1:30 - 3 p.m.

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# Marketing Meetings

AIMM	CCMG	TCMC	REAL	VREN
Alameda	Hayward, Castro Valley	Fremont, Newark, Union City	Livermore	Dublin, Pleasanton, Sunol
<b>Tues., Nov., 12</b>	<b>Wed., Oct., 30</b>	<b>Thurs., Oct., 31</b>	<b>Thurs., Oct., 31</b>	<b>Fri., Nov., 1</b>
<b>Eric Levitt</b> Alameda City Manager	<b>Paul Wong &amp; Mike Tacconi</b> We Believe	<b>Lynda Foster</b> California Earthquake Authority	<b>Lender Panel</b>	<b>REALTOR® Panel</b>

[Marketing Meeting Times & Locations](#)

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## Bay East Bulletin



### Bay East Foundation's Night Out With Golden State Warriors

Bring your family and friends to Bay East Foundation's Fundraising Night and cheer on the Golden State Warriors as they take on the Dallas Mavericks on December 28. Follow these [instructions](#) for tickets. Be one of the first 75 tickets purchased, and watch warmups from the lower level of the new Chase Center.



### Featured Class: How to Build an ADU Unit in California

Many homeowners in California are interested in building an accessory dwelling unit (ADU). This seminar is designed to help REALTORS® assist their clients with the laws, finances, benefits and challenges of building an ADU. [Register here](#) for this class that will be held at the Pleasanton Member center on November 6.



### Webinar: Tools for Deals of All Kinds

In this webinar, C.A.R. will review useful tools available to help you close commercial and property management transactions. You will gain valuable information about property management integrations, commercial libraries available in zipForm® and C.A.R. education courses. If you cannot attend, [register anyway](#) and C.A.R. will send you a recording of the webinar.



Revolutionize your customer experience by offering a secure and paperless transaction using digital signature programs such as zipLogix Digital Ink® or DocuSign®.



Bay East Association of REALTORS®

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