

THE INSIDER

BAY EAST
ASSOCIATION OF REALTORS®

Bay East member centers will be closed November 28-29 for Thanksgiving.

"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them." – John F. Kennedy

Bay East Foundation's Night Out with Golden State Warriors

Bring your family and friends to the Bay East Foundation's Fundraising Night and cheer on the Golden State Warriors as they take on the Dallas Mavericks on December 28.

Be one of the first 75 tickets purchased, and watch warmups from the lower level of the new Chase Center.

Follow these [instructions](#) for tickets.

BUZZ Video



"Coming Soon" listings will allow agents to showcase their property before it hits the market.

Learn more in this week's BUZZ

MLS News

Expanded Datashare Coming to Paragon

Beginning in 2020, we will be expanding our datashare with San Francisco MLS and BAREIS covering San Francisco, Marin, Solano, Napa, Mendocino, and Sonoma Counties.

This datashare will provide a Single Point of Entry/Search experience for our MLS Subscribers and Participants.

When you add a listing into Paragon the data will automatically flow into San Francisco and BAREIS MLS and vice versa.

If you have any questions regarding this expansion, please contact [Roya Chaudhry](#), Bay East MLS Director, at 925.730.4071.

BAY EAST
TRAINING



Featured MLS Class:

[Intro to zipForm® Plus](#)

Tuesday, December 3
1:30 - 3 p.m.

Marketing Meetings

There will be no Marketing Group Meetings November 25 - 29 due to Thanksgiving.

[Purchase Admission to a Holiday Party here](#)

TCMC - Tuesday, Dec. 3 | 6-10 p.m. **VREN** - Wednesday, Dec. 4 | 6-10 p.m.

CCMG - Wednesday, Dec. 11 | 6-10 p.m. **AIMM** - Thursday, Dec. 12 | 5-9 p.m.

REAL - Thursday, Dec. 12 | 6-10 p.m.

Bay East Bulletin



Social Media for REALTORS®: DOS and DON'TS for Facebook

Do: Respond to all feedback whether positive, negative or difficult. **Don't:** Outright ask for business. You can offer services if people are looking but don't go over the top. **Do:** Make personal connections. The sales will come later. **Do:** Log into social media on your smartphone and stay connected.

Visit NAR's [Social Media Series](#) for more tips.

Housing Matters Podcast

California Association of REALTORS®' (C.A.R.) all-new Housing Matters Podcast is your housing hub for market analysis, economic trends, and housing news. Listen to C.A.R.'s podcasts [here](#) or on iTunes. These podcasts help you stay up to date on the latest real estate news and learn more about the market from C.A.R. experts. New shows are uploaded every other Friday.

Commercial Accreditation

Bay East is honored to have been recognized by the National Association of REALTORS® with the Five-Star Commercial Service Accreditation at the 2019 NAR Conference & Expo. We aim to continue promoting and serving the commercial market through education courses, networking events, and many other resources to help make your transactions hassle-free. A list of all the 2019 winners can be found [here](#).

BAY EAST MEMBER BENEFIT



zipVault® is an online filing cabinet for storing unlimited transactional documents within zipForm® Plus. Files are automatically pulled into the vault. Click [here](#) for more information.



Bay East Association of REALTORS®

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