

# THE INSIDER

**BAYEAST**  
ASSOCIATION OF REALTORS®

*"A brand is much more than a logo and slogan. A brand is who your company is: how you function and make decisions." – Joanna McFarland,*

## Attend the Bay East Inaugural

Join us on Friday, January 10, 2020 for Bay East's biggest annual networking event, the 2020 Bay East Inaugural.

2020 President Tina Hand and the 2020 Officers and Directors will be installed at Casa Real in Pleasanton.

Don't miss this fabulous sell-out event, admission is available [online](#).

## BUZZ Video



Learn how to take HDR photos for your listings from your iPhone.

Learn more in this week's BUZZ

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## MLS News

### Integrated CRM Platform

[LionDesk](#) is a customer relationship management (CRM) system that makes it easy and affordable for professionals to connect, communicate, and close leads. Its most popular features include:

- simple integrated CRM
- transaction and document management
- tasks and calendaring
- lead importing
- email tracking
- team sharing
- video marketing
- and more!



Featured MLS Class:

[RPR® Overview](#)

Friday, December 13  
9:30 - 11 a.m.

Bay East members will receive 40% off the Starter and the Pro packages packages. Look for LionDesk in Paragon!

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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., Dec. 10</b>	<b>Wed., Dec. 11</b>	<b>Thurs., Dec. 12</b>	<b>Thurs., Dec. 12</b>	<b>Fri., Dec. 13</b>
<b>David Stark</b> Bay East Public Affairs Director	<b>Fred Zehnder</b> Castro Valley Forum	<b>Holiday Breakfast</b>	<b>Lynn Gardener</b> Horizons Family Services	<b>Jim Suth</b>

[Marketing Meeting Times & Locations](#)

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## Bay East Bulletin



### November Market Statistics

Curious about what is happening in your local real estate market? Inventory, units sold, days-on-market and pricing information for real estate markets in the East Bay are available [here](#). To schedule a local market analysis presentation at your office meeting, contact [David Stark](#), Bay East Public Affairs Director or at 925.730.4068.



### Real Safe Agent Safety Tip: Social Media

Make sure you protect your social media accounts from predators. Have separate personal and professional pages. Make sure that no personal information appears on your professional page and vice versa. Use the social media site's security to help ensure your information is private. More information about Real Safe Agent and how to download the app is available [here](#).



### Livestream NAR Real Estate Forecast Summit

On December 11, National Association of REALTORS® (NAR) will hold a real estate forecast summit to provide a year-end review and outlook on the real estate market and the economy. NAR will record and broadcast the session giving REALTORS® the opportunity to discuss and strategize about the market with their clients. Visit [NAR's website](#) for livestream information.

## BAY EAST MEMBER BENEFIT

### Computer Repair Services

Tech Support is here to help with our free in-house computer repair. Receive help with most computer needs, up to twice a year. [Click here](#) to download the computer repair form.



Bay East Association of REALTORS®

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