

Coronavirus and Bay East

As of March 17, we are under a “Shelter in Place” order for Alameda county. In compliance with this directive, both the Alameda and the Pleasanton office locations will be closed for the duration of the Shelter in Place order. Please note, we are still able to assist members with MLS and most other services, but we are unable to issue lockboxes at this time. Our staff will be working remotely, and you can continue to reach us using the contact information provided [here](#).

We will keep you updated frequently on changes to our services. All information can be found on our website at www.bayeast.org and on our COVID-19 webpage at bayeast.org/covid-19-guide. We will also post information on our [Facebook page](#) and on [LinkedIn](#). We are mindful that your email may fill up quickly, and we don't want to add that. We intend to make all information available to you on these channels and our website.

C.A.R. will also be sending a newsletter to all members every Tuesday morning with a comprehensive coverage and summary of COVID-19 issues related to you and your real estate business. Also look for information about a new website resource that will be released later this week. Finally, NAR will also send out information frequently. Now, more than ever before, it is critically important for you to stay connected to Bay East, C.A.R. and NAR.

Broker Tour and Open House Advice

We advise all members to heed the direction of your Local, State and National governmental entities regarding the COVID-19 outbreak. Based on the March 16 Directive to Shelter in Place until April 7, we strongly recommend that you consider other alternatives to Broker Tours and Open Houses. First and foremost, consider the health and well-being of your clients, your fellow agents and the public before holding a Broker Tour or Open House. We also suggest you seek the advice of your brokers and consider the wishes of your clients in how to market their properties at this time. Look for a legal Q & A from C.A.R. regarding Open Houses, which should be issued soon.

Disclosures Update

Contra Costa County Disclosure & Disclaimer Advisory (DDA) and addenda for the cities of Richmond and San Pablo have been updated and are now dated February 2020.

These forms are available for download on the Bay East [website](#) (login required) while they are being programmed into zipForm®.



Bay East offers many online training videos as one of your member benefits.

[Learn more in this week's BUZZ](#)

MLS News

Use Realtor.com® App to Get Leads Anywhere

The realtor.com® app allows agents to get notified of new leads, track existing leads, manage communication, and track your communication history in a convenient timeline view within the pro app.

Best of all, all of your data will sync between your desktop, mobile web and the native pro app.

Activate instant push notifications to be sent directly to your smartphone so you don't miss your any leads.

The [realtor.com® app](#) is available in the iOS App Store and Google Play.



Featured MLS Class:

[RPR® Webinar: Reining in Your Pickiest Buyers](#)

Thursday, March 19

11am-12pm

Paragon will be down for maintenance on Tuesday, March 17, 10pm-4am.

Marketing Meetings

Bay East Committee meetings, Marketing Meetings, events, training and office outreach are either cancelled or postponed through March.

Bay East Bulletin



How to Share an RPR® Report on Facebook

RPR® reports are an ideal option for agents who want to create enduring and results-oriented relationships through social media. Two of the most popular reports to share are the Neighborhood Report and the Market Activity Report. Read this short [tutorial](#) for instructions on how to share an RPR® report to Facebook.



Social Media Tips for REALTORS®

The National Association of REALTORS® (NAR) social media survey concluded that Facebook was the most used social network. Here are a few tips when using the social media site. Make yourself known by updating your status and staying engaged in discussions. Don't connect with people that you don't know. Extra tip, your Facebook Business page should focus on what would interest people living in the area. View NAR's [Social Media Series](#) for 101 tips.



Cyber Liability Insurance Program

The National Association of REALTORS® (NAR) now offers a cyber liability [insurance program](#) designed to meet the unique needs of real estate professionals. Malware, hacks, and data loss are very real threats in the real estate industry where high-value transactions and sensitive customer information are a prime target for hackers. Visit [cyberpolicy.com](#) or call Cyber Policy at 855.961.0069 for a personal consultation and to review full coverage details.

BAY EAST
MEMBER
BENEFIT

C.A.R. Legal Hotline

Speak directly with one of C.A.R.'s attorneys on topics ranging from arbitration, litigation, fair housing issues and more. Log into the C.A.R. website for more information on the legal hotline.



Bay East Association of REALTORS®

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Alameda Office | 2490 Mariner Square Loop Suite 200, Alameda, 94501 | 510.523.7229

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