

New Mandatory Shut Down

On Monday, July 13, Governor Newsom issued a new shutdown order - this order does not affect the current practices of real estate brokers or their offices. C.A.R. will continuously update its [Reopening Brokerage Offices FAQ](#).

“Open Houses” on a walk-in basis are still prohibited. All showings require either an appointment or a digital sign-in process prior to entry, including completing a PEAD form. Read the [Open House Guidance FAQ](#) for additional details.

Insider LIVE: The Future of the Paragon MLS

Join a lively conversation with representatives from Paragon MLS and Bay East to learn about what new features and gadgets are being added to Paragon. Bring your questions to the [July 27 Insider LIVE](#) and suggestions for making Paragon even better!

BUZZ Video



Make sure to exercise basic precautions when online, even when working from home.

[Watch this week's BUZZ video](#)

MLS News

Control Who Enters Your Listing

The Call Before Showing (CBS) feature allows a listing agent to control access into a home by requiring showing agents to call to obtain a CBS code. Each time the key container is accessed, the code must be entered.

Watch this [short video](#) explaining how to access a CBS code using an eKEY.



Featured MLS Class:

Marketing Meetings

Bay East Marketing Meetings are being held virtually, to get more information check out their Bay East webpages:

[AIMM](#) - Tues. July 21, 9am

[CCMG](#) - Wed. July 22, 9am

[REAL](#) - Thurs. July 23, 9am

[TCMC](#) - Thurs. July 23, 8:30am

[VREN](#) - Fri. July 24, 8:30am

Bay East Bulletin



NAR Reaffirms Its Stand on Fair Housing

NAR's new [fair housing ads](#) focus on the commitment REALTORS® make to fair housing amid social unrest around race. These ads are an extension of the “That’s Who We R” campaign. You can download the new logo to include it in your social media accounts [here](#).



RPR® Makes Building Charts Easy

Connect with consumers using graphic market charts for social media. RPR® offers more than working with buyers, nailing listing presentations, and creating an investment

analysis. [This article](#) provides step by step instructions to create attention-getting, data-packed graphic posts.



Virtual Food Drive Fundraiser Competition

The Marketing Groups are collecting financial donations for the Alameda County Community Food Bank for a fun, friendly competition to see which group can collect the most! [Use this link](#) and select the marketing group you want to donate with through July 31. Every \$1 you donate helps provide \$7 worth of food to children, adults and seniors in your community.



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

Located at, 7021 Koll Center Pkwy, Pleasanton, CA 94566, United States, 925.730.4070

[Unsubscribe](#) [Manage preferences](#)