

THE INSIDER

BAYEAST
ASSOCIATION OF REALTORS®

Paycheck Protection Program (PPP)

Businesses still have until August 8 to apply for a PPP Loan. Consult NAR's [SBA CARES Act FAQs](#), which includes a [step-by-step video guide](#) on how to complete the loan forgiveness application form.

View [this informative infographic](#), to understand the differences between a PPP Loan and a SBA Economic Injury Disaster Loan (EIDL).

Insider LIVE: Out of the Cloud and Into Escrow

Tune in on using the latest cloud-based real estate technology. Our panel of experts; Katie Smithson, Jessie Wong, Carl Medford, will share how to secure listings, connect with clients and close transactions. Register for this August 10 event [here](#).

Shredding Event Postponed

Due to COVID-19, we are postponing our annual shredding event. We will re-schedule when it is safe to hold the event.

BUZZ Video



During these challenging times, Bay East is proud to support you remotely in every way possible.

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

MLS News

A Step-by-Step Guide to Using Homesnap Stories for Virtual Tours

With Homesnap Stories, you can add unique, engaging marketing content right to your active listings through the Homesnap Pro app.

Homesnap Stories are similar to stories you post on social media and can even be shared in your Facebook and Instagram accounts.

[This guide](#) will teach you how to upload, edit, and post Homesnap Stories.

Download the Homesnap Pro App for [Apple](#) & [Android](#) devices.



Featured MLS Class:

[Virtual Class – RPR® - In-Depth Search Engine Overview](#)

Tuesday, July 30

1:30-2:30pm

Paragon will be down for maintenance on Tuesday, July 28 between 10pm and 4am.

Marketing Meetings

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

[AIMM](#) - Tues. July 28, 9am

[CCMG](#) - Wed. July 29, 9am

[REAL](#) - Thurs. July 30, 9am

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

[VREN](#) - Fri. July 31, 8:30am

Bay East Bulletin



Emerging Technology for Today and Tomorrow

While the industry has focused on virtual home tours as a solution for conducting business during the pandemic, you may be wondering what other tools can enhance your business now. NAR recommends [these tech tools](#) to strengthen your customer service skills.



Help Your Clients Understand the REALTOR® Advantage

The [REALTOR® Advantage brochure](#) includes insights into what sets REALTORS® apart and the importance of choosing the right person to represent clients in their real estate transaction. The brochure was designed to share with clients to show them who you are and what you stand for.



Flood Risk Data

Users can now test the Flood Factor™ program on [realtor.com](#). Features include a flood risk score and whether that risk is increasing, decreasing, or constant over the next 30 years, along with the FEMA-categorized flood zone for the property, and if flood insurance is required.



Bay East Association of REALTORS®

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