

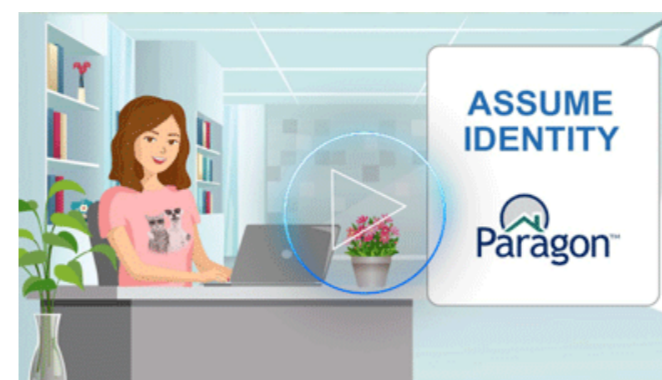
Bay East will be closed November 25 and November 26 for the Thanksgiving holiday.

### NAR Board approves MLS Recommendations

The National Association of REALTORS® (NAR) Board of Directors has approved six new policies/recommendations related to data feeds, IDX and VOW attribution, listing broker compensation, clarifying the use of the term “free,” and not allowing filtering of listings based on offers of compensation.

All MLS providers must comply with these new policies by January 1, 2022. Bay East will have more information soon about how these new policies will be implemented locally. Details about the NAR MLS rules are available [here](#).

### BUZZ Video



"Assume Identity" is a way for assistants to log in to Paragon under their own unique login and then “Assume the Identity” of the agent or broker they are working for.

[Learn more in this week's BUZZ \(2:14\)](#)

## MLS Corner

### All About Customization

When you click on a MLS number on Paragon, you see the Agent 2-Page (New) report since last week. Do you know you can choose other reports as the default if you prefer?

The following videos are all about customization on Paragon:

- [Change the theme on Paragon](#)
- [Display your contact phone on your listing](#)
- [Change the default map location](#)
- [Choose your own preferred reports](#)
- [Change your search criteria](#)



### Featured MLS Class:

[MLS Tools Overview](#)  
November 22 | 11am

This informative class will help new and seasoned agents get the most value from their membership.

Paragon will be down for maintenance on Monday, November 22, from 10pm-4am.

## Bay East Podcasts - NorCal MLS Alliance Expands



Our podcasts are designed to help real estate professionals understand where the profession is right now and where it's going. The NorCal MLS Alliance has added more counties to their database and the changes are groundbreaking! Listen to the [Insider Podcast](#) now.

Host: Fay Yassini - Guest: Roya Chaudhry, MLS Director

## Marketing Meetings

Bay East Marketing Meetings are being held virtually. **No marketing meetings the week of November 22!** Check out these speakers beginning December 1:

[CCMG](#) - Wed. Dec 1, 9am | Real Talk with CCMG

[TCMC](#) - Thurs. Dec. 2, 8:30am | Last 2021 Meeting - Open Forum

[REAL](#) - Thurs. Dec. 2, 9am | Jessica Mauser - East Bay Commercial Real Estate Trends

[VREN](#) - Fri. Dec. 3, 8:30am | World Financial Group

[AIMM](#) - Tues. Dec. 14, 9am | To be announced

Celebrate the holiday season with the Marketing Groups!  
Purchase your [Holiday Party](#) tickets today!

## Bay East Bulletin



**Celebrate Generosity**  
[GivingTuesday](#) is a global generosity movement, unleashing the power of people and organizations to transform their communities and the world. This November 30, show generosity in a variety of ways, whether it's helping a neighbor, advocating for an issue, sharing a skill, or donating to a cause. The [Bay East Foundation](#) would appreciate donations of any amount to help support Members Helping Members™, scholarships, and community charities.



**Build Your Skills with Designations and Certifications**  
November is [Designation Awareness Month!](#) To celebrate the Center For REALTOR® Development (CRD) is offering their designation and certification online courses at 20% off! Designations offer extensive benefits which are continually improved upon and expanded. To get started or to look at all the center has to offer, visit their [website](#).



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