

The Bay East Pleasanton Member Center will be closed for all in-person services December 14 from 10:30am-5pm.

### Paragon MLS End-User License Agreement

Today when you log in to Paragon, you will be directed to accept the End-User License Agreement (EULA).

To accept the agreement, simply type in your name exactly as displayed on the EULA page. Be aware of any uppercase and lowercase letters as it is case-sensitive. Once you agree to the EULA, you will be directed back to Paragon, and you will receive a copy of the agreement.

We are required to register the MLS Database annually with the U.S. Copyright Office to maintain all copyright protections for the property listings compilation. As part of that process, each MLS user must renew the End Users License Agreement each year.

For more information, visit our [website](#). If you have any questions, please contact Tech Support at 925.730.7100 or email [mlsservices@bayeast.org](mailto:mlsservices@bayeast.org)

### BUZZ Video



Sellers are taking the holidays off while buyers are still in the market.

[Learn more in this week's Weather Report \(3:20\)](#)

## MLS Corner

### Paragon MLS Enhancements

The following features have been added into Paragon:

- **Price Analysis Widget** - View the Potential Buyers and any available AVMs if enabled
- **Updated Contacts and Saved Searches user-interface** - Removal of some extra space in the Activity Table and unnecessary scrollbar in the Comments Table
- **Paragon Connect – Contact List** -Upgraded to support several new features
- **Paragon Connect – Compose Email** - Allows you to choose one or more email addresses at a time before you compose the message
- **Paragon Connect – Texting** - While using a mobile device, it now displays all available phone numbers, and provides you with a SMS option

Review all of the enhancements [here](#). If you have additional questions, please call our MLS Tech Support at 925.730.7100.



**Featured MLS Class:**  
**The Basics of Paragon**  
**December 15 | 9:30am**  
Review the basics overall functionalities of Paragon.

Paragon will be down for maintenance on Tuesday, December 14, from 10pm-4am.

## Bay East Podcasts - Hayward Chamber of Commerce



Our podcasts are designed to help real estate professionals understand where the profession is right now and where it's going. This week, Hayward's Chamber of Commerce CEO Kim Hugget, shares about the thriving businesses in the city. Listen to the [Insider Podcast](#) now.

Host: Fay Yassini - Guest: Kim Hugget, Hayward Chamber of Commerce CEO

## Marketing Meetings

Bay East Marketing Meetings are being held virtually. For more information, view each Bay East webpage:

[CCMG](#) - Wed. Dec 15, 9am | Affiliate Appreciation

[REAL](#) - Thurs. Dec. 16, 8:30am | [Holiday Drive Thru Breakfast](#)

[TCMC](#) - Thurs. Dec. 16, 11:30am | [Holiday Party](#)

[VREN](#) - Fri. Dec. 17, 8:30am | [Holiday Drive - Breakfast](#)

## Bay East Bulletin



### Community Info & Statistics

Knowledge of recent market activity and trends will help you better serve your clients. Inventory, units sold, days-on-market, and pricing information for real estate markets in the East Bay are available [here](#). To schedule a virtual market analysis presentation, contact [David Stark](#) at 925.730.4068.



### REALTOR® Store Winter Sale

The [REALTOR® Store](#) is offering 20% off select products during the end-of-the-year 2021 Winter Sale. The online store is packed with best-selling publications and winning webinars to revenue-generating tool kits. Plus, enjoy exclusive member discounts until December 15. [Shop today!](#)



### I.D.E.A. Children's Book Fundraiser

Help children in our community learn to accept and celebrate who they are as individuals! The Bay East I.D.E.A. Committee is collecting donations to purchase children's books for local nonprofits. For more information on the fundraiser and how to donate, please visit our [website](#).



Bay East Association of REALTORS® | 925.730.4060  
Pleasanton Office | 7021 Koll Center Parkway, Pleasanton, 94566  
Alameda Office | 2490 Mariner Square Loop Suite 200, Alameda, 94501