

Happy New Year

May this year bring new happiness, new goals, new achievements, and new inspirations in your life. We appreciate you and wish you a prosperous and healthy 2022.

Bay East In-Person Events Survey

We want to understand your comfort with attending in-person classes, meetings, and events. Look out for an email tomorrow morning with a link to a brief survey. Completing this survey will give us valuable guidance as we plan to move forward with reopening our offices.

BUZZ Video



For 100 years, the Bay East has set the standard for leadership, innovation, professionalism, and service.

[Learn more in this week's BUZZ \(3:08\)](#)

MLS Corner

Paragon MLS Enhancements Release - January 10

Residential and Lease Rental property classes: A new feature category named *2nd Upper-Level* will be added to accommodate listings that have more than two stories.

Number of listing pictures: Number of listing photos will increase from 40 to 60. Increasing the number of photos allows agents to highlight more of their listing and bring additional images from other MLS within Paragon.

Renaming a feature in *Style*: within the "*Style*" feature category, "*Fixer-Handyman Special*" will be renamed to "*Fixer Upper*."



Featured MLS Class:

[The Basics of Paragon](#)

January 5 | 11am

Learn the basics – the overall functionalities of Paragon, how to email listings, how to search listings in cities and specific locations.

Marketing Meetings

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

[TCMC](#) - Thurs. Jan. 6, 8:30am | David Stark – 2021 End of Year Market Update

[REAL](#) - Thurs. Jan. 6, 9am | Livermore School District Updates

[VREN](#) - Fri. Jan. 7, 8:30am | Networking

[AIMM](#) - Wed. Jan. 11, 9am | To be announced

[CCMG](#) - Wed. Jan. 12, 9am | [Robert Paylor - Inspirational Speaker](#)

Bay East Bulletin



Start 2022 With a New Business Plan

Writing a business plan may seem a daunting task. Take it one step at a time, and be sure to schedule regular review of your plan to ensure you are on track to meet your goals. [Here](#) are three tips for the goal-setting component of your business plan for the upcoming year.



Private Office Space Available for Rent

Start the new year off in a new office! Fully furnished private Executive Suites are available for short and/or long-term rent at the Bay East Pleasanton office. For more information or a [tour of the office](#), contact [Sona Rawat](#). During COVID-19, we have taken the necessary steps to prioritize the health and safety of members and employees in our office space.



Increase Your Business Commitment to Excellence (C2EX)

Commitment to Excellence (C2EX) from the National Association of REALTORS® empowers REALTORS® to evaluate, enhance, and showcase your highest levels of professionalism. The platform generates a customized learning path and recommends experiences and resources to enhance your individual skillset. View the program [here](#). Begin earning your C2EX Endorsement today!



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