

Bay East will be closed January 17 in observance of Martin Luther King, Jr Day.

January is Innovation Month

Innovation Month brings together a new generation of creative minds to explore the industry of the future.

This week, check out NAR's [Right Tools, Right Now](#) and discover innovative products and services that will help keep your business one step ahead of the competition.



BUZZ Video



January is Innovation Month and we're celebrating by sharing some Bay East innovations that help you succeed in business.

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

MLS Corner

Wildcard Search on Paragon / Tax / CRS Tax Data

There will be times when you are uncertain of the correct spelling of an owner's name, street address or subdivision. To help you find the property you need, you can use the percentage symbol (%) as a wildcard search.

To begin a wildcard search, enter the % symbol in the search field. The wildcard search looks for combinations or variations of the criteria you input. For example, if you are looking for a last name and you know part of it has the word "Harris," you can conduct a wildcard search to generate a list of names with the combination of letters used in the word "Harris." The dropdown list will contain the top 20 results and hopefully one of them is what you're looking for!



Featured MLS Class:

[Learn more with a CRS Tax Suite Trainer](#)

January 12 | 11:30am

Spend some time learning how to navigate the new CRS Data MLS Tax Suite Comparables (CMA) enhancement.

Bay East Podcasts - Smart Homes



Our podcasts are designed to help real estate professionals understand where the profession is right now and where it's going. This week hear from the Chair of Bay East's Global Network Group, Garrick Yan as he shares his information on turning your house into a smart house! Listen to the [Insider Podcast](#) now.

Host: Fay Yassini - Guest: Garrick Yan, Global Network Group Chair

Marketing Meetings

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

[AIMM](#) - Wed. Jan. 11, 9am | Alameda County Auditor-Controller/Clerk-Recorder

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

[REAL](#) - Thurs. Jan. 13, 9am | Downsizing Panel

[VREN](#) - Fri. Jan. 14, 9am | James Callejas - 1031 Exchange

[TCMC](#) - Thurs. Jan. 20, 8:30am | James Callejas - 1031 Exchange

Bay East Bulletin



December 2021 Market Statistics Available Now

Curious about what's happening in your local real estate market? Inventory, units sold, days-on-market and pricing information for real estate markets in the East Bay are now online by clicking [here](#) and selecting the city of interest. To schedule a virtual market analysis presentation, contact [David Stark](#) at 925.730.4068.



Financial Wellness LIVE

Taxes don't have to be scary! Learn about new governance regulations and receive tips on how to improve your personal wealth by spotting opportunities in your tax return, what to do if the IRS comes knocking, and more. Register to attend NAR's Center for Financial Wellness Tax Summit four-part series virtual event beginning February 2. Register [here](#).



From Paralyzed To Powerful with CCMG

Join CCMG for the first meeting of the year on January 12 at 9am featuring Robert Paylor. He will share the mindset and principles developed to overcome quadriplegia. Paylor's life experiences, perseverance, and skills are directly transferable to help you overcome the challenges you face in your real estate career and personal life. His message of hope will change how you work and live. Register [here](#).



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