

Bay East is closed today, January 17, in observance of Martin Luther King, Jr Day.

In Person Computer Repairs

Bay East computer repair is still rockin'! Our Tech Support team is in the office for appointments only. Make an appointment with the Bay East Support Team at 925.730.7100 to drop off your computer for repair Tuesdays, Wednesdays, and Thursdays. There are many [computer issues](#) that our Tech Support team can fix virtually.

BUZZ Video



Looking back at 2021, the COVID-19 pandemic had a massive impact on buyers and sellers in the East Bay. [Learn more in this week's Weather Report \(3:15\)](#)

MLS Corner

Cloud MLX and Cloud Stream Discontinued

CloudCMA is here to stay but effective January 24, Cloud MLX and Cloud Streams, which allowed you to search MLS data from Paragon, neighboring MLSs, set up email notifications, and allow you to text listings to your clients, will no longer be provided due to limited use of these products.

Data from neighboring MLSs is now available in the Paragon MLS. As an alternative to Cloud MLX and Cloud Streams, automatic email notifications, setting up your clients to search data within the Collaboration Center, and texting listing information may now all be done via Paragon MLS.

Bay East has quick videos about using the Collaboration Center and sending listings by text [here](#).

Price Analysis Feature

Price Analysis can be used by agents to determine pricing of a listing by viewing the potential number of buyers and any available AVMs (if enabled). This is a great tool when helping sellers decide on a list price! Watch this [highlight video](#) to learn more or register for an [upcoming webinar](#) on January 31 at 11 am.



Featured MLS Class:

[Supra Keys and SupraWEB](#)

January 20 | 9:30am

Learn how Supra can help monitor your keys and lockboxes, and how to generate informative reports along the way.

Marketing Meetings

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

- [CCMG](#) - Wed. Jan. 19, 9am | Sean Smith - Re-imaging Racism
- [TCMC](#) - Thurs. Jan. 20, 8:30am | James Callejas - 1031 Exchange
- [REAL](#) - Thurs. Jan. 20, 9am | Adam Pederson - Real Estate Laws 2022 Explained
- [VREN](#) - Fri. Jan. 21, 9am | Justin Ramos - IT Cybersecurity with Bay East
- [AIMM](#) - Tue. Feb. 8, 9am | David Stark - Market Update

Bay East Bulletin



Store Items Available for Pre-order

REALTOR® store items are available for curbside pick-up in Pleasanton. In addition to lockboxes, signs, and shoe covers, we offer sanitizing wipes, hand sanitizer, and Personal Protective Equipment (PPE) including gloves and a variety of face masks. Follow [these instructions](#) to place an order.



That's Who We R

Life looks different these days, but the expertise REALTORS® have has remained constant. They have the same dedication to connect with clients and continue to find new ways to share their knowledge. Sharing your pride in the "That's Who We R" campaign is easy! Use [Photofy](#) to personalize campaign content with your photo, logo, or contact information and share to your social media accounts.



Housing Market Predictions for 2022

The housing market has been dynamic over the last two years. Looking for patterns and understanding the relationships between different economic factors can help real estate professionals anticipate where the housing market may go next. As the new year approaches, [here's](#) what NAR experts are saying.



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