

# THE INSIDER

BAYEAST  
ASSOCIATION OF REALTORS®

## 100th Anniversary Gala

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

Join us April 14, 200 at Casa Real Winery in Pleasanton for an in-person, gala event celebrating Bay East's 100th Anniversary and honoring its leadership. Purchase your ticket [here](#).

See Bay East milestones from our first 100 years [here](#).



## BUZZ Video



Learn how to update your office image onto Paragon in this quick grab n go video.

[Learn more in this week's grab n go \(1:26\)](#)

## MLS Corner

### Paragon Save Properties to a Listing Cart

Listing Cart is a location, like a shopping cart, where you can put specific listings that you want to monitor for your client. After running a search, you may want to revisit some of those listings, this is when you would add those properties into a Listing Cart.

You are not limited to one Listing Cart at a time, you can have Listing Carts for multiple clients. This makes it easy for you to check on a price or status change for any of the listings in your Listing Carts. If you find a listing that you'd like to recommend to your client because it is a little bit out of their search criteria, you can put that listing into their Listing Cart.

When you turn on notifications for their Listing Cart, your client will be notified when there is a price or status change for any of their listings.

Watch this [video](#) to learn more.



### Featured MLS Class:

[Six Ways to Create a CMA](#)

February 25 | 9:30am

In this class you will learn six different ways to answer this question for your clients.

## Marketing Meetings

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

[CCMG](#) - Wed. Feb. 23, 9am | Virtual Selling, Paradigm shift for REALTORS®

[REAL](#) - Thurs. Feb. 24, 9am | Jordan Levine - Past, Present and Future

[VREN](#) - Fri. Feb. 25, 9am | To be announced

[TCMC](#) - Thurs. Mar. 3, 8:30am | Justin Ramos - IT Cybersecurity

[AIMM](#) - Tue. Mar. 8, 9am | Phong La - Alameda County Assessor

## Bay East Bulletin



**Shedding a Light on Solar**  
Join the Platinum Affiliates on March 8 to learn how solar affects your transactions and learn how the landscape can change with the pending California Public Utilities Commission's pending decision on taxing solar customers. This class is free for members however, we encourage you to register in advance. Register [here](#).

**Get Involved With the Bay East Foundation**  
Make a difference in your community by becoming a [Bay East Foundation Trustee](#)! The Foundation offers scholarships to college-bound east bay students, supports community programs and provides financial assistance to Bay East members who have experienced a catastrophic event. For more information, please contact [Rochelle Hatala](#).

**Bay East Offers More In-Person Services**  
Make an [appointment](#) to drop off your computer for repair Tuesday through Friday, [headshots](#) are available at the Pleasanton Member Service Center, the [Bay East Store](#) is open to provide products and curb-side pickup is available, and new member sign-up in-person will be available by appointment. Come see us!



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