

Tech Xperience

Being up-to-date on technology is a necessity these days. Don't miss C.A.R.'s virtual tech summit on March 9, 2022. Catch up on the latest tech trends, digital marketing best practices, practical solutions and new innovations.

This high-energy and engaging one-day summit is jam-packed with invaluable tips, takeaways and resources from tech strategists, industry experts, top REALTORS® and more. Register [here](#).



BUZZ Video



Bay East Foundation will be accepting scholarship [applications](#) starting March 1.

[Learn more in this week's BUZZ](#)
(1:19)

MLS Corner

Paragon MLS Enhancements

The following features have been added into Paragon:

- Co-Listing Agent Edit -When listing agents are caught up in all the nitty gritty details associated with a property, your trusted co-listing agent can now make quick changes on the MLS for you!
- A more eye-catching button for potential renters to apply for your lease rental listings
- Ability to delete a point in Polygon Map Drawing Tool
- Price Analysis is now on Paragon Connect
- Friendly reminder on ADU feature
- Expanded Full Screen on Collaboration Center
- Updated Colors on Contact Activity Widget
- Enhanced Listing Congratulations Modal in Listing Input
- Expanded Full Screen on Collaboration Center
- Mapping – AVM Data on Parcels

Review all of the enhancements [here](#) or watch this short [video](#). If you have any questions, please call our MLS Tech Support at 925.730.7100.



Featured MLS Class: [The Basics of Paragon](#)

March 3 | 11am

In this class you will review the basics and overall functionalities of Paragon MLS.

Marketing Meetings

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

[CCMG](#) - Wed. Mar. 2, 9am | Real Talk

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

[REAL](#) - Thurs. Mar. 3, 9am | Wanda Allen - Follow Up Strategies to Close More Sales

[VREN](#) - Fri. Mar. 4, 9am | Pamela Ott - Deputy City Manager for City of Pleasanton

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

Bay East Bulletin



2021 Achievement Club Certificates

[REALTOR® Achievement Club](#) certifications are now available. Please review your inventory on the MLS and make sure all your sales/listing status are up to date. If you feel that you should be placed in a different category, you will have until Tuesday, March 22, to send in backup documentation to [Member Services](#).



Virtual Legislative Day

Take your virtual REALTOR® voice to Sacramento on March 2. [Register](#) for the Legislative Briefing and other events. Attending Legislative Day is not only a great investment in your business, but it will also provide you with an opportunity to hear from the state's most dynamic political leaders and the leadership of your state association.



Tickets on Sale Now

For 100 years, the Bay East Association of REALTORS® has set the standard for leadership, innovation, professionalism, and service. Join us April 14, 2022 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](#).



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