

Bay East Turns 100

Sunday, March 6, 2022, was the 100th anniversary of Bay East receiving its charter from the National Association of REALTORS®. Cheers to our REALTOR® and Platinum Affiliates and staff for participating, serving, volunteering, and contributing to make Bay East the success it is today.

To celebrate, we are throwing an in-person gala that will be a night to remember! Join us for an evening of food, fun, and dancing on April 14, 2022 at Casa Real Winery in Pleasanton. Fashion trends have also changed a lot of the past 100 years. Feel free to wear your favorite styles from 1922 to 2022, and dress to impress! We may have prizes for the best dressed attendees!

Purchase admission for our [100th Anniversary Gala](#) before ticket prices increase March 15!

BUZZ Video



Thank you for 100 years of leadership, innovation, professionalism, and service!

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

MLS Corner

NAR Transparency Rules Mean MLS Changes

New mandates from NAR mean some MLS features for filtering listings and Buyer Agent compensation information have changed. Read all the changes [here](#).

RatePlug Places Live Payment Calculators on Your MLS Listings

[RatePlug](#) is built into the MLS system and is taking point in the mortgage technology sphere by promoting special finance options from the Agent's trusted lending sources directly within the listings.

RatePlug gives homebuyers live, accurate mortgage payment information from your preferred lenders and also notifies the buyer if the property is eligible for special financing. Showing rates from your lenders helps to ensure that buyers are getting financing from someone you trust.

Sign up for RatePlug under the Resources tab within Paragon and take advantage of this great tool.



Featured MLS Class: Intro to zipForm® Edition March 9 | 11am

In this class, learn time-saving functionalities to organize your files.

Marketing Meetings

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

- [AIMM](#) - Tue. Mar. 8, 9am | Phong La - Alameda County Assessor
- [CCMG](#) - Wed. Mar. 9, 9am | Adam Peterson - New Real Estate Laws for 2022
- [REAL](#) - Thurs. Mar. 10, 9am | Teresa Fluegel - Updates on 1031's
- [VREN](#) - Fri. Mar. 11, 9am | Melissa Hernandez - Mayor of Dublin
- [TCMC](#) - Thurs. Mar. 17, 8:30am | Donald James - Good Manners

Bay East Bulletin



National Women's History Month

When the National Association of REALTORS® was founded in 1908, the membership was 100% male. Today, women account for 63% of NAR members. In this [REALTOR® Magazine article](#), female brokers talk about the path to leadership and fostering a community of support for women who want to rise in the ranks of the real estate industry.



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](#).



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](#).



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