





Bay East Bulletin

-  **Helping Clients Understand Listing Agreements:** The latest resource in NAR's "Consumer Guide" series covers what a listing agreement is, some of the most common variations, and guidance to help find the option that works best for sellers. Download and share the resource directly with prospective clients. [Learn more→](#)
-  **Member Benefit – Professional Headshots:** A high-quality headshot is just one step in building a brand that clients can trust. Professional headshots are available as part of your Bay East membership. [Learn more→](#)
-  **Housing Matters Podcast - 2025 Housing Market Forecast:** With mortgage rates expected to moderate further in 2025, California homes sales and price are projected to increase as buyers and sellers return to the market. Join C.A.R. economists as they discuss the latest economic update and look ahead at potential market changes in the upcoming year. [Learn more→](#)
-  **2025 Inaugural Gala:** Join us on February 1 for the speakeasy-themed Inaugural Gala as we celebrate the installation of 2025 Bay East President Tracey Esling, Officers, and Board of Directors. [Learn more→](#)



MLS News

RPR's Next Gen Reports offers a flexible, customizable reporting interface, while still providing access to the legacy format for those who prefer the familiar style during the beta period. Watch this [video](#) or attend an upcoming webinar on November 12 to [learn more](#).

Education News

Jumpstart Your Success – A Roadmap for New Agents: Bay East has developed a new comprehensive program to provide new real estate agents with the skills and tools they need to succeed in the industry. [Learn more→](#)



Marketing Meetings

- [CCMG](#) - **Wed. Oct. 23** | Alameda County Fire, Emergency Preparation
- [REAL](#) - **Thurs. Oct. 24** | Halloween Charity Auction Benefitting Sunflower Hill
- [TCMC](#) - **Thurs. Oct. 24** | Rosanna Garcia, Lead Generation
- [VREN](#) - **Fri. Oct. 25** | James Callejas, 1031 Exchange
- [AIMM](#) - **Tue. Nov. 12** | Alameda Housing and Human Services Manager

In-person locations can be found [here](#). Weekly toursheets available [here](#) (login required).

BUZZ Video



Have you ever noticed the little icons underneath the photos in the agent report? We call them skittles, like the candy. Each one is an action icon that is helpful to get more information on the property out of the MLS. Learn more in this week's [BUZZ](#).

