

THE BAY EAST INSIDER

Stay Informed, Stay Ahead

"Success in the new year starts with intention today."

Bay East Bulletin

- Organize Your Business for a Stronger 2026:** Start the year with intention and momentum. Join us on January 12 for, *The Annual Business Plan That Actually Gets Executed* and learn to build a 12-month roadmap tailored to your goals. You'll walk away with clear milestones, measurable metrics, and a plan you'll actually use—not one that gets filed away. [Register Here→](#)
- Support for Mind, Life, and Business:** Your Bay East membership includes access to the Holman Group Member Assistance Program, a confidential support service available 24/7. Whether you need help managing stress, family or financial challenges, or simply want someone to talk to, The Holman Group connects you with licensed professionals and useful resources—so you can start the new year focused and resilient. [Learn more→](#)
- How AB 723 Changes MLS Photo Uploads:** California Assembly Bill 723 (AB 723) is designed to help buyers feel confident that listing photos truly reflects what a property looks like. It doesn't ban photo editing—instead, it simply asks for transparency. [Learn more→](#)



MLS Updates and Info

Stop Chasing Buyers—Start Closing

Rentals: This RentSpree webinar on January 15 breaks down the proven systems top agents use to streamline rental transactions, attract qualified tenants, and close deals faster—without the constant grind of chasing buyers.

[Register Here→](#)

Education Classes

Learn Anytime with Bay East On

Demand: Bay East On Demand is a free member benefit that gives you access to education anytime, anywhere. Catch up on classes, sharpen your skills, and stay current—on your schedule, at no extra cost. [Learn more→](#)



Marketing Meetings

[CCMG](#) - **Wed. Jan. 7** - Social Media Work Shop

[REAL](#) - **Thurs. Jan. 8** - To be announced

[TCMC](#) - **Thurs. Jan. 8** - To be announced

[VREN](#) - **Fri. Jan. 9** - No Meeting

[AIMM](#) - **Tues. Jan. 13** - Jason Russell, Turn AI Into Your Competitive Edge for 2026

More information on the individual marketing meetings and in-person locations available [here](#) and weekly toursheets are available [here](#) (login required).

BUZZ Video



In this short video, we'll show you how to add Labels and Descriptions to your listing photos. These fields help keep photos organized and give buyers and agents helpful context when viewing your listing. [Watch now.](#)



Located at 7021 Koll Center Pkwy, Pleasanton, CA, 94566 - 925.730.4060

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