

# THE BAY EAST INSIDER

Stay Informed, Stay Ahead

*"Relationships are the real currency of real estate."*

## Bay East Bulletin



**Coming Soon: Business Promotion Office Hours:** Have questions about promoting yourself and your business? Starting next month, join us for a casual, focused space to get feedback on social media, video, photography, and building your personal presence. Practical guidance you can actually use. Help shape these sessions and get an early look at what's coming. [Feedback Form Here→](#)



**Your Mission Awaits: The 2026 Bay East Inaugural:** Every journey has a moment when the mission becomes clear. This year's Bay East Inaugural invites you to step into that moment. Join us for an evening of elegance and celebration as we honor the installation of 2026 President Bill Espinola, Bay East Officers, and the Board of Directors. [Register Here→](#)



**Market Statistics Available Now:** Clients are asking sharper questions—and the data helps you answer them with confidence. The latest housing market statistics are now available, with updated insights on inventory, pricing, and days on market across our communities. A quick look now can make your next client conversation much easier. [Learn more→](#)



## MLS Updates and Info

**CubiCasa - Learn to Create Free & Easy Floor Plans in Minutes:** Used by thousands of real estate professionals, this free app makes it easy to enhance your listings and strengthen your listing presentations. We'll cover why floor plans matter, how they improve your marketing, and how the technology works—step by step. [Register Here→](#)

## Education Classes

**RPR® ChatGPT Social Media:** Learn how to use RPR® market data and ChatGPT together to create clear, engaging content that positions you as the local expert. From captions to video scripts, you'll walk away with practical ideas you can use right away—no marketing background required. [Learn more→](#)



## Marketing Meetings

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

[CCMG](#) - Wed. Jan. 14 - Angie Javier, Real Estate Marketing

[REAL](#) - Thurs. Jan. 15 - Insurance Panel with Becca Mock and Stacey Logan

[TCMC](#) - Thurs. Jan. 15 - Susan Munkner, Financial Update

[VREN](#) - Fri. Jan. 16 - David Stark, Market Update

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

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## BUZZ Video



In this month's East Bay Real Estate Weather Report, we take a look back at the key market trends and economic factors that shaped the East Bay housing market in 2025—and what they may mean for buyers and sellers heading into 2026. [Watch now.](#)



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

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