

# THE BAY EAST INSIDER

Stay Informed, Stay Ahead

*“Success in real estate isn’t overnight—it’s one conversation at a time.”*

## Bay East Bulletin

- Holiday Hours:** The Bay East office is closed today, January 19. If you need immediate assistance, please email, [info@bayeast.org](mailto:info@bayeast.org).
- Inside the Advocacy Strategic Plan:** NAR's advocacy team is kicking 2026 off with a podcast episode that breaks down the advocacy priorities in NAR's new Strategic Plan. The episode covers 2026 policy goals focused on increasing housing supply, addressing affordability and equity challenges, and protecting access to homeownership and REALTOR® representation. [Listen Here→](#)
- Last Call: Your Mission Awaits:** This is your last chance to join us at the 2026 Bay East Inaugural. Celebrate our incoming leadership, connect with fellow members, and help set the tone for the year ahead. Tickets close January 21. [Register Here→](#)
- Stay One Step Ahead:** The market keeps changing, and staying connected matters. On Instagram and Facebook, we share timely reminders, education highlights, and updates that help you prepare for what's next. [Follow Us→](#)



### MLS Updates and Info

**CRS Tax Data System:** Finding new leads is an important part of growing your business, and Prospecting makes it easier to get started. You can quickly build a targeted list and export it or create mailing labels in just a few steps. Watch the [overview video](#) to see how it works. To access CRS Tax, log into Paragon, click TAX, and select CRS Tax Data System.

### Education Classes

**Proving Your Value to Buyers and Sellers:** Clearly explaining your value is more important than ever. On January 22, Michael Lee shares practical strategies to help protect your compensation and strengthen conversations with buyers and sellers. [Learn more→](#)



## Marketing Meetings

[\*\*CCMG\*\*](#) - **Wed. Jan. 21** - Garrick Werdmueller, Beast Mode Prospecting

[\*\*REAL\*\*](#) - **Thurs. Jan. 22** - David Stark, Real Estate Market Update

[\*\*TCMC\*\*](#) - **Thurs. Jan. 22** - Tricia Thomas, Marketing Meeting Updates

[\*\*VREN\*\*](#) - **Fri. Jan. 23** - Sal Covarrubias, FinCEN's New Real Estate Reporting Rule

[\*\*AIMM\*\*](#) - **Tues. Feb. 10** - Doug Waite, Tax 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



### **Mission Accepted — We'll See You**

**There:** Step into an evening of elegance, mystery, and celebration at the 2026 Bay East Inaugural — *License to Celebrate*. Accept the mission before time runs out. [Purchase your ticket now.](#)



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

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