



Hello,

Welcome to a refreshed Bay East Insider that better serves you with content that's timely, relevant, and easy to navigate. Each issue highlights key industry updates, education, events, and resources to help you stay informed and connected. You're not navigating this industry alone. Bay East is here to help you focus on what matters most as you grow your business.

Highlight of the Week

2025 Member Recognition Awards

Each year, Bay East recognizes members whose work makes a meaningful difference for their clients, their peers, and the communities they serve. Congratulations to the 2025 winners!



- REALTOR® of the Year:** Louis Heystek
- Rookie of the Year:** Anthony Geha
- Affiliate of the Year:** Trevor Frey
- Good Neighbor Award:** Glen Riggs
- Outstanding Leader Award:** Surprise
- John A. Deadrich Award:** Surprise

[Learn More](#)

Bay East Closed February 16

The Bay East office will be closed Monday, February 16, in observance of Presidents' Day. If you need immediate assistance, please email, info@bayeast.org.

Education Classes and Events



Feb 11 11am Virtual

Stand Out with Stats! RPR®'s Local Market Trends:

RPR®'s Market Trends are a way to look at data on a monthly basis and easily share information with clients. In this class, we'll focus on the details and how to position yourself as a local market expert.

[Register Here](#)



Feb 12 11am Virtual

Global Network Workshop: Beyond Bali

Curious about international real estate? This session explores what it looks like to do business and live in Indonesia covering market opportunities, cross-border considerations, and life beyond the usual hotspots.

[Register Here](#)

Build Your Own Brand

Feb 18 11am Virtual

We're launching BYOB: Build Your Own Brand with Bay East, a new monthly marketing office hours program for members. Each session focuses on a different branding or marketing topic and offers a practical space to ask questions and get real guidance.



The first session, Social Media 101, will focus on Instagram, Facebook, simple content ideas, to align your online presence with who you really are.

[Register Here](#)

MLS Updates

eKEY Pro Upgrade: Starting February 17, Bay East members will automatically receive eKEY Pro—at no additional cost. Get offline MLS access, built-in maps, property notes at the door, and more. No action required.



Feb. 10 10am Virtual

RentSpree: Master Smart Lead Nurturing

Leads aren't just numbers, they're opportunities someone else will grab if you forget to follow up. In this session, you'll learn a fail-proof nurture system that keeps your pipeline organized and your cost per lead low.

[Register Here](#)

Marketing Meetings

- [AIMM](#) - Tues. Feb. 10 - Doug Waite, Tax Update
- [CCMG](#) - Wed. Feb. 11 - Leonard Spoto
- [REAL](#) - Thurs. Feb. 12 - To be announced
- [TCMC](#) - Thurs. Feb. 12 - Napoleon Batalao, Fremont Chamber of Commerce
- [VREN](#) - Fri. Feb. 13 - To be announced

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

BUZZ Video



Award Winners Video - We are keeping it a surprise until Monday

