



Hi,

This week's Insider brings a mix of practical upgrades, upcoming education, and opportunities to stay connected. From the complimentary eKEY Pro enhancement to business-building events like B.Y.O.B. and Jumpstart 2026, there's plenty designed to support how you work and grow. Take a few minutes to see what's new, what's next, and where you can plug in. Bay East is here to help you stay informed and move forward with confidence.

Highlight of the Week

eKEY Professional Upgrade

Your Supra eKEY experience is getting even stronger. Beginning February 17, the eKEY Basic will automatically transition to eKEY Pro, adding:

- Search and view MLS listings offline
- Agent roster with contact info
- Capture Client Feedback with Supra Home Tour
- Wireless lockbox management



Smarter tools for smoother, more efficient showings.

[Learn More](#)

Thank You for Making the 2026 Inaugural Unforgettable

Thank you to everyone who joined us for our Inaugural Gala celebrating the installation of 2026 President Bill Espinola, our Bay East Officers, and Board of Directors. Your presence made the evening truly memorable. Relive the night and download photos in the [2026 Inaugural Photo Album](#). Visit the [2026 Inaugural Event Page](#) to view our sponsors, digital program, and more.

Education Classes and Events



Feb. 24 9am Virtual

Essential Commercial Real Estate Playbook

Looking to expand into commercial real estate or strengthen your existing business? RPR® provides powerful tools to help you locate commercial listings, analyze local market dynamics, and guide clients with confidence.

[Register Here](#)



March 19 10am Bay East

Save the Date: Jumpstart 2026

If growing your business is a priority this year, this is the event you don't want to miss. Join us March 19 for Jumpstart 2026, a full day designed to help you gain real strategies, sharpen your skills, and build meaningful connections that move your business forward.

[Register Here](#)

Build Your Own Brand - B.Y.O.B.

Feb 18 11am Virtual

B.Y.O.B. is Bay East's new marketing office hours for REALTORS®. Each month focuses on a rotating branding or marketing theme and gives you direct access to industry marketing professionals who are ready to answer your questions. For our first session, we are diving into social media. Whether you are starting from scratch, feeling inconsistent, or looking to refine your approach, all questions are welcome.



Bring your curiosity. Bring your challenges. Leave with clarity.

[Register Here](#)

MLS Updates



Feb. 26 10am Virtual

Finding Homes by Lundy: Voice-Activated Home Search

Discover "Finding Homes" by Lundy, an innovative Alexa skill designed to simplify the home search experience. This voice-activated tool allows users to search for homes using simple voice commands. Learn how this technology can support your business and enhance the client experience.

[Register Here](#)

Marketing Meetings

- [CCMG](#) - Wed. Feb. 18 - Sandy Martinez, Social Media
- [REAL](#) - Thurs. Feb. 19 - James Callejas, 1031 Exchange
- [TCMC](#) - Thurs. Feb. 19 - Pete Alexander, Financial Update
- [VREN](#) - Fri. Feb. 20 - Mayor Jack Balch, City of Pleasanton
- [AIMM](#) - Tues. Mar. 10 - 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



January traditionally brings a slower pace to the housing market and 2026 is following suit. In this month's East Bay Real Estate Weather Report, David Stark breaks down the latest inventory, pricing, and sales trends across the region. Watch the [Weather Report](#) now.

