



Hi,

The market continues to evolve, and staying sharp requires intention. Between new tools, client expectations, and shifting conditions, it's easy to stay busy without always stepping back to strengthen your strategy. This week's Insider highlights opportunities to refine your skills, expand your network, and make full use of the tools designed to support your business.

### Highlight of the Week

**Real Estate Fraud and Enhanced Verification:** Bay East is seeing increased reports of fraudulent activity, including unauthorized MLS access attempts and fraudulent listings. Enhanced verification steps have been added to the MLS to protect your account and listings. Visit our [website](#) for details (login required).

### Jumpstart 2026: Sharpen Your Skills. Expand Your Network.

March 19 10am Bay East

Most of us don't plan to fall behind. It just happens. The market shifts. Client expectations change. New tools roll out. Before long, you're working hard but not always with the clarity or support you intended. Jumpstart 2026 was designed to help you step out of that cycle.

This full-day event brings REALTORS® and Affiliates together to strengthen skills, explore practical tools, and build meaningful connections. You'll gain expert insights you can apply immediately, connect with peers who understand today's challenges, and meet trusted partners at the Platinum Affiliate Expo.



[Register Here](#)

### Coming Soon: Realtor.com®+

Bay East is excited to partner with Realtor.com®+, a new collaboration and home search platform designed specifically for REALTORS® and their clients. This upcoming benefit will offer MLS-level search capabilities combined with built-in communication tools, allowing you to share listings, track client preferences, and stay connected throughout the buying journey—all in one professional platform. Learn more about this partnership [here](#).

### Education Classes and Events



Feb. 24 1pm Virtual

#### eKEY Professional Training

Learn how to take full advantage of the eKEY Professional upgrade and enhance your showing experience. Learn about the new features, including offline MLS access, agent roster lookup, built-in navigation, lockbox management, and tools that help track buyer activity and feedback.

[Register Here](#)



March 3 12pm Virtual

#### Ask the Expert with MLS Trainer

Got MLS questions? Let's get them answered. Join our *Ask the Expert: MLS/Tech Virtual Q&A* and connect live with an MLS Trainer who can help with Paragon, reports, mapping, rules, and more. Bring your questions. Or just listen in. Either way, you'll leave more confident than you logged in.

[Register Here](#)

### C.A.R. 5th Annual Fair Housing Day

April 14 10am UC Berkeley

C.A.R.'s Annual Fair Housing Day Conference returns on April 14, at UC Berkeley—right here in the Bay Area. This must-attend event brings together economists, housing advocates, and policy experts to discuss issues impacting our region and beyond, including immigration and homeownership, inclusive housing solutions, multigenerational living, and intergenerational wealth.



[Register Here](#)

### MLS Updates



Feb. 25 Member Portal

#### Achievement Club Certificates will be available February 25

You worked hard this year — now show it. Members who qualified for the 2025 Achievement Club can download their official certificate beginning February 25.

Use your certificate in your marketing, on social media, and in client communications to highlight your professional accomplishments. Don't miss the opportunity to showcase your success.

[Learn More](#)

### Marketing Meetings

- [CCMG](#) - Wed. Feb. 25 - Andrew Hughan - C.A.R.
- [REAL](#) - Thurs. Feb. 26 - Adam Pedersen - Real Estate Attorney
- [TCMC](#) - Thurs. Feb. 26 - Leonard Spoto - 1031 Exchanges
- [VREN](#) - Fri. Feb. 27 - Jay Roadarmel - Probate
- [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



Ready to grow your real estate career and your network? Join Bay East YPN — a community of REALTORS® who learn, lead, and give back together. [Watch now.](#)

