



Hi,

Real estate moves quickly, and staying effective means continuing to sharpen your skills while keeping up with new tools and market changes. This week's Insider highlights opportunities to strengthen your business, connect with peers, and stay informed on the resources that help you serve clients with confidence.

### Highlight of the Week

#### Jumpstart 2026 - Member Event

March 19 10am Bay East

Real estate is evolving quickly. The agents who stay ahead are the ones who continuously sharpen their skills, adapt to new tools, and stay connected to industry insights. Jumpstart 2026 is designed to help you do exactly that. Spend the day learning strategies to strengthen your marketing, manage leads more effectively, understand today's lending environment, and build a consistent pipeline. Plus enjoy lunch and networking at the Platinum Affiliate Expo.



[Register Here](#)

### We're Hiring at Bay East

While our members are busy selling homes, you might know someone in your network who would be a great fit to support the industry behind the scenes. Take a look at our open positions and feel free to share with anyone who may be interested. View current openings [here](#).

### Education Classes and Events



On-Demand Anytime

#### Supra eKEY® Pro & Supra Home Tour Training Webinar

Bay East members now have eKEY Professional. Watch our on-demand webinar to learn how to use the upgraded features, manage lockboxes more efficiently, and take advantage of tools like Supra Home Tour.

[Register Here](#)



March 12 4-6pm

#### YPN Meet the President Mixer

Join YPN at their Meet the President Mixer, a great opportunity to connect with leadership and fellow members in a fun, informal setting. Whether you're new to the industry or a seasoned pro, this is your chance to engage, ask questions, and expand your network.

[Register Here](#)

### Build Your Own Brand (B.Y.O.B.)

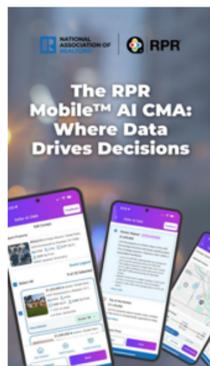
March 18 11am Virtual

Join us for the next B.Y.O.B. session on March 18. This monthly marketing office hours program gives members a chance to ask questions and get practical guidance to strengthen their brand. In this session, Marketing Don'ts, we'll explore common habits that may be holding your brand back across social media, email, follow-ups, and everyday outreach. Come with questions and leave with clarity.



[Learn More](#)

### MLS Updates



#### The RPR® Mobile™ AI CMA: Where Data Drives Decisions

March 19 10am Virtual

What if you could build a client-ready CMA from your phone in minutes? The RPR® Mobile AI CMA helps you do just that. In this session, you'll learn how to generate buyer and seller CMAs directly from your phone, review AI-scored comps, add or remove properties, and send branded reports to clients on the spot. It's a faster, smarter way to prepare for listing appointments, buyer consultations, and those quick client questions that turn into opportunities.

[Register Here](#)

### Marketing Meetings

- [AIMM](#) - Tues. Mar. 10 - To be announced
- [CCMG](#) - Wed. Mar. 11 - Leonard Spoto, 1031 Exchange
- [REAL](#) - Thurs. Mar. 12 - Kathy Young
- [TCMC](#) - Thurs. Mar. 12 - Brad Warren, Emergency Preparedness
- [VREN](#) - Fri. Mar. 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



Buyers are starting to come out of their winter slowdown, but the market is still warming up. David Stark breaks down inventory, pricing, and sales trends across the East Bay plus what the latest pending sales activity could signal for the months ahead. [Watch now.](#)

