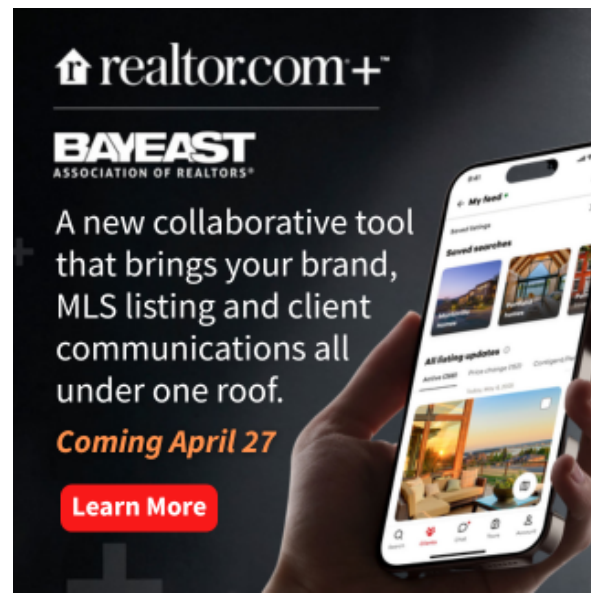


Hello,

Staying informed and prepared is key to protecting your business and making the most of new opportunities. In this issue, you'll find important updates on MLS policies and security alerts, learn about new tools and member benefits designed to enhance your workflow, and discover upcoming events and programs that support your growth, connections, and success within the Bay East community.



Office Closure

Bay East will be closing at 1pm on Friday, April 3 in observance of Good Friday. If you need immediate assistance, please email, info@bayeast.org.

Free Bus Ride to C.A.R.'s Fair Housing Day at UC Berkeley

Bay East members can enjoy a completely free bus ride and complimentary event registration for C.A.R.'s Fair Housing Day on April 14, provided they travel with the group. Seats are limited. Register today!

[Learn More](#)

MLS Photo Removal Requests

Due to California law requiring MLSs to retain listing data, including photos, for at least three years, photos cannot be deleted, but agents can use the "Private" photo option to keep them off public display while remaining compliant.

[Learn More](#)

Supra Single Access — Secure Property Access for Your Whole Team

Grant secure, time-limited lockbox entry to contractors, stagers, and out-of-area agents directly from the eKEY app, no code sharing required.

[Learn More](#)

Social Media Scam Targeting Real Estate Professionals

A new scam is using fake social media profiles to impersonate real estate agents and collect fraudulent deposits, so agents should report impersonations immediately and advise affected clients to contact their bank and document all activity.

[Learn More](#)

Bay East Foundation Scholarships

Applications for the Bay East Foundation Scholarship Program are open for students in Alameda or Contra Costa County pursuing higher education—learn more, apply, and help spread the word within your community.

[Learn More](#)

Marketing Meetings

[CCMG](#) - Wed. April 1 - Real Talk - Breaking Down Insurability

[TCMC](#) - Thurs. April 2 - Melissa Hernandez

[VREN](#) - Fri. April 3 - No Meeting, Good Friday

[AIMM](#) - Tues. Apr. 14 - To be announced

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

Starting April 1, the REAL Marketing Meeting will launch as an independent organization. Bay East will continue to support and promote REAL and there will be no changes to the meeting location or format. You'll also be able to explore REAL's new direction through a dedicated space on the Bay East website when available.

BUZZ Video

