

Hello,

Real estate moves fast, and staying competitive today means more than just closing transactions. Between growing your online presence, understanding changing legal issues, protecting your clients from fraud, and figuring out how AI fits into your business, there's a lot competing for your attention. This week's Insider highlights practical tools, education, and industry updates designed to help you stay visible, informed, and prepared for what's next.



### Bay East Office Holiday Closure

The Bay East office will be closed Monday, May 25, in observance of Memorial Day. If you need immediate assistance, please email [info@bayeast.org](mailto:info@bayeast.org).



### 2026/2027 Membership Dues

Your 2026/2027 [Annual Dues and Fees Statement](#) will be available in your member portal the week of May 11. This year's dues renewal reflects an increase in dues and fees consistent with the annual CPI for the Bay Area.

[Learn More](#)



### Be Everywhere or Go Nowhere

May 21 10am Virtual

Learn why being visible online is no longer optional, and how RateMyAgent helps turn your reviews, listings, and market activity into a consistent presence across the platforms that matter most, so you're showing up and getting chosen.

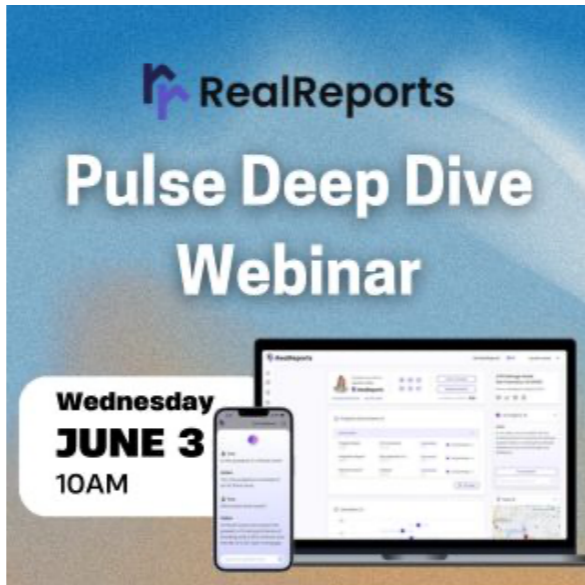
[Register Here](#)



### Introducing the Monthly Realtor.com® Report

The May 2026 Realtor.com Report highlights a strategic push to ensure REALTORS® remain central to the home search experience as consumer behavior shifts-especially with the rapid rise of AI.

[Learn More](#)

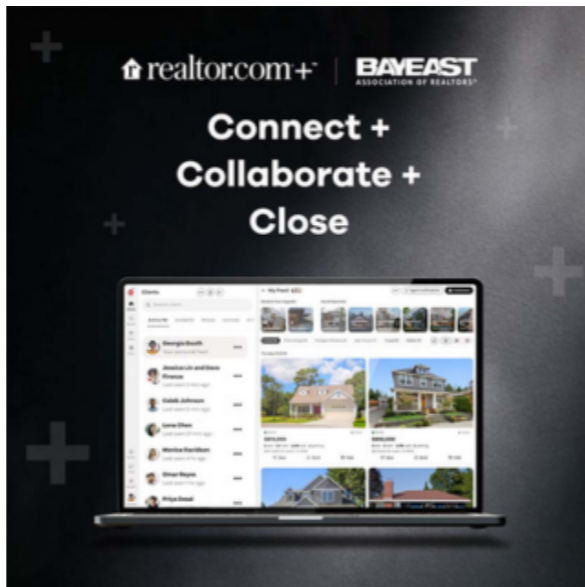


### Build a Real Estate Brand That Actually Gets You Clients

May 27 1pm Bay East

Join Bay East YPN for an engaging branding and social media panel designed to help real estate professionals grow their personal brand, strengthen their online presence, and attract more clients through proven strategies and meaningful networking.

[Register Here](#)



### Home Buyers and Sellers Generational Trends

The NAR's Home Buyers and Sellers annual report provides valuable insights into the behaviors, trends, and experiences of recent home buyers and sellers, reflecting the changing economic, social, and demographic landscape of the real estate market.

[Learn More](#)

### BUZZ Video



### Marketing Meetings

- [CCMG](#) - Wed. May 20 - David Stark, Bay East Updates and More
- [REAL](#) - Thurs. May 21 - JOX & Josh Dye, Photography Panel
- [TCMC](#) - Thurs. May 21 - Property Management - Rohit Sikka, Shamil Nawar
- [VREN](#) - Fri. May 22 - No Meeting
- [AIMM](#) - Tues. June 9 - To be announced

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

Effective July 1, 2026, AIMM, CCMG, TCMC, and VREN will operate independently, giving each group the flexibility to create a structure that best supports its attendees and local marketplace. REAL has already transitioned out of the Bay East umbrella as of March 31, 2026.

