

Hello,

As the market continues to evolve, staying informed, connected, and adaptable is more important than ever. This week, we're focusing on tools and strategies designed to help you grow your brand, strengthen client relationships, and stand out. From learning how to build a real estate brand that actually gets you clients to leveraging AI-powered engagement tools and creating professional floor plans in minutes, we're bringing you resources that support your success. We're also proud to recognize REALTOR® Volunteer Days and celebrate members making a positive impact in their communities every day.



Bay East Office Holiday Closure

The Bay East office is closed Monday, May 25, in observance of Memorial Day. If you need immediate assistance, please email info@bayeast.org.



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.

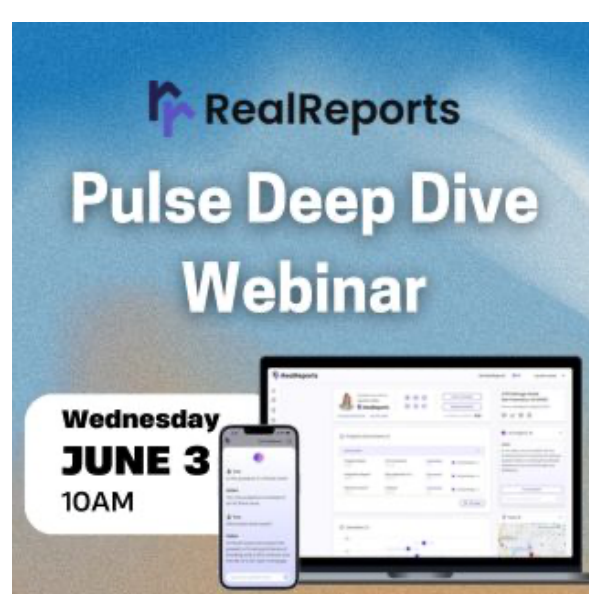
[Register Here](#)



NAR's Volunteer Days

Looking for a meaningful way to give back during [NAR's Volunteer Week](#)? Join Bay East on June 2 at Kids Against Hunger in Pleasanton to help package life-saving meals for children facing hunger locally and around the world.

[Learn More](#)



2026/2027 Membership Dues

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

[Learn More](#)



Be Everywhere or Go Nowhere

June 3 10am Virtual

Learn how RealReports can help you automate client engagement, deliver AI-powered property updates, and turn everyday interactions into repeat and referral business — all while building your pipeline on autopilot.

[Register Here](#)

Learn to Create Floor Plans in Minutes

June 10 11am Virtual

Learn how CubiCasa can help you create professional, agent-branded floor plans in minutes to boost listing engagement, impress sellers, and keep buyers interested — all with a quick 5-minute home scan and no training required.

[Register Here](#)

BUZZ Video



Marketing Meetings

- [CCMG](#) - Wed. May 27 - Mollyanne Sherman, Permitting it's not that hard
- [REAL](#) - Thurs. May 28 - To be announced
- [TCMC](#) - Thurs. May 28 - Stacy Lin, Insurance Update
- [VREN](#) - Fri. May 29 - Jason Matthews, Planning for Retirement While Supporting a Loved One with Special Needs
- [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.

