# BAY EAST ASSOCIATION OF REALTORS® INSIDER

**Hello,**

In today's environment, consumers need a data-driven advisors to help them navigate one of the biggest financial decisions of their lifetimes. To help you stand out, we're featuring fresh housing statistics and RPR® market trend tools designed to make your next client conversation effortless. But staying ahead of the market also means staying ahead of industry changes. This week's Insider also covers vital information on upcoming MLS changes, a guide to NAR trademark protection, and the introduction of your 2027 Bay East Leadership Team.

### 2027 Bay East Leadership Team

The Board of Directors met Tuesday, May 26 and affirmed the Nominating Committees' recommended appointments for the 2027 Board. Congratulations to the 2027/2028 Board of Directors.

Learn More

### Housing Statistics and Market Intelligence

Clients are asking sharper questions and the data helps you answer them with confidence. The latest housing market statisticsare now available, with updated insights on inventory, pricing, and days on marketacross our communities. A quick look now can make your next client conversation much easier.

Learn More (Login Required)

### B.Y.O.B. Member Benefits

June 17 3pm Virtual

June's B.Y.O.B. is all about maximizing your Bay East membership.Learn how to access free tools and platforms for social media scripts, presentations, open house flyers, CMAs, marketing support, and more.

Register Here

### Upcoming MLS Changes

Effective July 6, the Cumulative Days on Market (CDOM) count will move from MLS listing reports to the History tab. Additionally, when a listing is marked Sold, Expired, or Cancelled, only the primary photo will display on IDX websites and syndicated portals, while all listing photos will remain accessible within the MLS.

Learn More

### NAR Trademark Protection Guide

NAR has created a number of videos to guide members through copyright and trademark law to ensure that they are using the REALTOR® mark properly.

Learn More

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## BUZZ **Video**

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## Marketing **Meetings**

**AIMM - Tues. June 9** - Dennis Evanofsky, There Are No Victorians in Alameda
**CCMG - Wed. June 10** - Jay Roadarmel, Lifeplan Lawyer
**REAL - Thurs. June 11** - Ryan Steele, NorCal Pools
**TCMC - Thurs. June 12** - Andrew Hughan - CAR Updates
**VREN - Fri. June 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).

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.

Located at 7021 Koll Center Pkwy, Pleasanton, CA, 94566 - 925.730.4060
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