

Honoring a Legacy of Leadership at Bay East

After more than 37 years of dedicated and impactful service, Tricia Thomas will retire as Chief Executive Officer of the Bay East Association of REALTORS® on December 31, 2026. Tricia's leadership, clear vision, and unwavering commitment to the REALTOR® profession have helped shape Bay East into the strong, forward-looking, culture-driven organization it is today, while her contributions to technology, advocacy, strategic planning, and member value have made a lasting impact locally and nationally. Please join us in celebrating Tricia and wishing her the very best in her well-earned retirement.

Visit our [website](#) to read more about Tricia's legacy, her years of service to Bay East, and the search for our next CEO.

A New Chapter for Bay East

Bay East is seeking a highly effective executive to serve as our next Chief Executive Officer and lead the Association into its next chapter. The CEO will work closely with the Board of Directors, volunteer leaders, members, and professional staff to strengthen member value, advance the real estate profession, embrace innovation, and support Bay East's long-term growth while building on our mission, values, and culture. If you or someone you know is qualified and interested in [applying](#), please send your cover letter, resume, and three references by Friday, October 2, 2026, to [Phipps Malta](#).

Don't Miss Cheers to the Future This Week

There's still time to join us for Cheers to the Future this week! Grab your clients, colleagues, friends, or team and head to 3 Steves Winery on September 18 for local wine, a Coastal Paella dinner, auctions, raffles, and a fun evening supporting the Bay East Foundation. Get your tickets [here](#).

Setting Up IDX on Your Website?

Start by choosing an approved IDX vendor from [Bay East's list](#). These vendors have been vetted and can help you add MLS listings to your public-facing website; simply choose the provider that best fits your needs and budget. Members are responsible for any fees charged by their selected IDX vendor. If you have questions, please [email us](#).

Using AI in Your Business? Start Here.

ChatGPT. Canva AI. Claude. Gemini. And the list keeps growing... But which one should you actually use? We put the biggest AI platforms head-to-head to see what they're actually good at: writing scripts, designing social media posts, researching, generating leads, and more. Before you pay for another AI tool, [watch this](#).



BUZZ Video



Marketing Meetings

Toursheets are available [here](#) (login required).

Marketing Group Meetings

Weekly & Monthly Networking | 9-10am | \$5-10

AIMM	Every 2nd Tuesday	— Jim's on the Course, 1 Clubhouse Memorial Rd, Alameda
CCMG	Every Wednesday	— Moose Lodge, 20835 Rutledge Rd, Castro Valley
REAL	Every Thursday	— First Street Ale House, 2106 First St, Livermore
TCMC	Every Thursday	— Realty Experts, 41051 Mission Blvd, Fremont
VREN	Every Friday	— Sidetrack Bar & Grill, 30 W Angela St, Pleasanton

