

Federal Reserve Interest Rate Increases Have Media Asking Questions

Following recent Federal Reserve rate hikes, local news outlets reached out to Bay East to examine the changing real estate market. These stories from KTVU and CBS News look at how rising interest rates can affect borrowing costs and potentially impact homebuyers and real estate conditions across the Bay Area. Read [here](#).

Regional REALTOR® Town Hall: California Insurance Commissioner Candidate Ben Allen - October 15

Join Bay Area REALTOR® associations for a regional virtual town hall with State Senator Ben Allen, candidate for California Insurance Commissioner. Hear directly from Senator Allen about his priorities and approach to California's insurance challenges, followed by a discussion of the issues most important to REALTORS® and the real estate industry. Register [here](#).

Office Hours with C.A.R. Experts: Live Q&A - October 20

Get your zipForm® and Transact questions answered live. Bring your questions and troubleshoot functionality issues with the experts, plus learn how to get more from these tools. Can't attend live? [Register](#) anyway to receive the webinar recording.

The Future of Agent Safety

Real estate agents face risks that many consumers never see, from meeting strangers at showings to navigating remote properties alone. The latest episode of [NAR REALTOR® News Change Agents Podcast](#) shares why agent safety deserves more attention across the industry, and how AI could help agents stay protected while improving client service.

REALTOR® and Affiliate Wellness - RAW Group

Real estate is a high-pressure world, and you don't have to navigate the stress of your business or personal life alone. This is a confidential space designed for members to support members. Whether you need to vent, listen, or just find a moment of serenity among peers, our doors are open. Our next meeting is September 29, and registration is not required. [Learn more](#).

3RD ANNUAL INTERNATIONAL REAL ESTATE EXCHANGE

OCTOBER 20, 2026
11:30 AM - 1:30 PM

A World of Opportunities Awaits

Different Cultures. Bigger Connections.

Come dressed in your cultural attire and network the Bay East Global Workgroup.

There will be food and great company.

Feel free to bring your favorite food from your country of choice!

7021 KOLL CENTER PARKWAY
PLEASANTON, CA

SCAN TO REGISTER

PEOPLE | IDEAS | MARKETS | OPPORTUNITIES

BRINGING THE CLASSES TO YOU!

WHAT
A half-day event with expert speakers sharing the latest social media strategies to grow your real estate business.

WHEN
Thursday, Oct. 22
10:00 AM - 1:00 PM

WHERE
Moose Lodge
20835 Rutledge Rd,
Castro Valley, CA

WHY IT MATTERS
Social media is the top lead source for REALTORS®, ahead of your CRM and the MLS.

WHO SHOULD ATTEND
Bay East members looking to elevate their social media presence.

WHAT TO EXPECT
Actionable strategies, expert insights, and networking with fellow members.

KEY TAKEAWAYS

- Best platforms to grow your business
- Build a consistent brand people remember
- Create content that engages and converts
- Turn social activity into leads and transactions

REGISTER TODAY!
bit.ly/inno1022



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



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

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