

C.A.R. All-Member Town Hall: Board of Directors Update

Join the California Association of REALTORS® (C.A.R.) on October 14 at 10am for a virtual recap of its latest Board of Directors meeting. Get up to speed on the key issues, decisions, and priorities shaping C.A.R.'s work on behalf of REALTORS® across California. [Register here](#).

Grow Your Network. Grow Your Business. Get Involved.

Are you interested in expanding your network, increasing business opportunities, and having fun while you're at it? The Bay East Young Professionals Network (YPN) Work Group is recruiting new members. Connect with fellow professionals, build leadership skills, get involved, and help create opportunities for Bay East members. Ready to join YPN? Complete the [Committee Interest Form](#) or [email](#) for more information.

When the Unexpected Happens, Know Your Resources

As the season changes, it's a good reminder that circumstances can change unexpectedly, too. If a sudden illness, death, accident, violent crime, or other emergency hardship creates financial need, Members Helping Members™ (MHM) may help eligible Bay East members and their immediate family with essential living expenses. Learn more and access the [MHM application](#).

All the Great Ways to Use RPR®'s AI Property Insights

Turn property data into talking points in seconds. RPR®'s AI Property Insights combines property details, local market trends, and nearby points of interest into clear, ready-to-use summaries. Whether you're preparing for a listing appointment, answering client questions, or discussing a neighborhood, this tool helps you deliver valuable insights without spending hours on research. [Discover how](#) to put it to work for your business.

Medical Benefits Open Enrollment

Bay East members can choose to enroll in a variety of medical, dental, and vision insurance from October 15 through December 15, 2026. You can learn about available plans and rates [online](#) or contacting USI Insurance Services at 916.883.0708.



BAYEAST
ASSOCIATION OF REALTORS®

BRINGING THE CLASSES TO YOU!

innovate: Socials
SOCIAL MEDIA STRATEGIES FOR REAL ESTATE

<p>WHAT</p> <p>A half-day event with expert speakers sharing the latest social media strategies to grow your real estate business.</p>	<p>WHEN</p> <p>Thursday, Oct. 22 10:00 AM - 1:00 PM</p>
<p>WHY IT MATTERS</p> <p>Social media is the top lead source for REALTORS®, ahead of your CRM and the MLS.</p>	<p>WHERE</p> <p>Moose Lodge 20835 Rutledge Ra, Castro Valley, CA</p>
<p>WHAT TO EXPECT</p> <p>Actionable strategies, expert insights, and networking with fellow members.</p>	<p>WHO SHOULD ATTEND</p> <p>Bay East members looking to elevate their social media presence.</p>

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



BAYEAST
GLOBAL NETWORK

CONNECT
EXPLORE
INVEST
GLOBALLY

A World of Opportunities Awaits

3RD ANNUAL INTERNATIONAL REAL ESTATE EXCHANGE

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

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



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

[Unsubscribe](#) | [Manage Preferences](#)