BAYEAST ASSOCIATION OF REALTORS®

INSIDER

Your Next Client Could Be Watching Your Content

You don't need thousands of followers to build a successful real estate business. You need the right people to recognize you, trust you, and think of you when it's time to buy or sell. At Innovate Socials on October 22, explore how visibility, credibility, and profitability work together to grow your real estate business. It's time to think beyond likes and followers and focus on meaningful business opportunities. Register here.

Protecting Your Clients and Your Business From Fraud

Real estate fraud is on the rise, and AI is making scams harder to spot. NAR's new resource helps REALTORS® prevent, detect, and report fraud at every stage of a transaction. Put it to use to help you get to your next transaction with more confidence. Explore the resource at nar.realtor/fraud.

Find your X factor at NAR NXT™

What's your X factor? Discover it at NAR NXT™ through expert sessions and strategic networking. Connect with the tools, tech and big brands that can drive your next big move. New members who joined after NAR NXT 2025 get a free registration to NAR NXT 2026. Make your next move at NAR NXT™. Register here.

The Code of Ethics is Good Business

The REALTOR® Code of Ethics helps build trust and supports good business practices. Explore NAR's *The Code of Ethics Is Good Business*, which organizes the Code of Ethics Standards of Practice by transaction stage to make them easier to find and apply in your daily work.

Get More Business from a Tool You Already Have

RPR® gives you access to powerful property data, market trends, prospecting tools, AI features, and customizable client reports at no additional cost. Join this introductory webinar to discover how to use RPR® to save time, strengthen your marketing, and better serve buyers and sellers. Register today and start putting this member benefit to work!

BUZZ **Video**

Are People Scrolling Past Your Real Estate Posts?

If your social media is full of text-heavy listings and "Just Sold" posts, you could be missing opportunities to connect with potential clients. In this month's BYOB Quick Tip, we're breaking down 3 social media mistakes REALTORS® make, from slow introductions to overcrowded posts, and sharing simple ways to grab attention and keep people watching

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Marketing **Meetings**

Toursheets are available here (login required).

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

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