

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!



BAYEAST
ASSOCIATION OF REALTORS®

BRINGING THE CLASSES TO You!

Innovate Socials
SOCIAL MEDIA STRATEGIES FOR REAL ESTATE

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



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

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!

Different Cultures. Bigger Connections.

**7021 KOLL CENTER PARKWAY
PLEASANTON, CA**

SCAN TO REGISTER

PEOPLE | IDEAS | MARKETS | OPPORTUNITIES



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



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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