

Dave Stark

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FOR IMMEDIATE RELEASE

REALTOR® Association Opens New Home

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Pleasanton, California (May 6, 2016) – The Bay East Association of REALTORS® is a new home owner.

The Pleasanton-based real estate trade association recently purchased and moved into a 17,000 square foot office building.

“Our new home reflects the Bay East commitment to an outstanding member experience,” said Kim Ott the 2016 Bay East President during an open house and ribbon-cutting ceremony on May 3.

The Bay East offices feature a conference center, computer training lab, meeting rooms equipped with focus group technology and a video production studio.

“We purchased our new building for the same reasons that people want to buy a home. It was a great investment that will appreciate in value. It strengthens our roots in the community. It allows us to customize the property to fit our members’ needs. And it gives us pride of ownership, knowing we have an asset that will benefit our members today and into the future,” said Tricia Thomas, the Bay East Chief Executive Officer.

William Brown, a Bay East member and 2017 President of the National Association of REALTORS® joined Geoff McIntosh, also a Bay East member and the 2017 President of the California Association of REALTORS®, Pleasanton Vice Mayor Kathy Narum, and Pleasanton City Council member Jerry Pentin for the ribbon cutting with more than 200 Bay East members and local business leaders standing by.

The May 3 event also included the dedication of the John A. Deadrich III room. Named for the first Bay East president and founding father of the association, three generations of Deadrich family members were present for the ceremony including John Deadrich’s son, Hank and granddaughter Melissa. Both are REALTORS® in San Leandro. “I think it’s fantastic to honor my Dad,” said Hank Deadrich. “Bay East is still doing what he envisioned, working together with a high ethical standard.”

Bay East received its charter from the National Association of REALTORS® in October, 1947. In 1995 it moved its offices to Pleasanton. Bay East currently serves more than 4,900 REALTORS®, 170 Affiliate members and 5,500 MLS users.

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