

Dave Stark

From: Dave Stark
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To: Dave Stark
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FOR IMMEDIATE RELEASE

REALTOR® Association Mergers Bring Residential and Commercial Real Estate Professionals Together

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Pleasanton, California (August 23, 2016) – The merger of three REALTOR® associations will multiply services available for residential and commercial real estate professionals throughout the San Francisco Bay Area.

Members of the Northern California Commercial Association of REALTORS® (NCCAR), Alameda Association of REALTORS® (AAOR) and the Bay East Association of REALTORS® (Bay East) recently approved a merger which makes NCCAR and AAOR part of Bay East.

The NCCAR merger is effective October 1, 2016 and the AAOR merger is effective January 1, 2017.

“Combining three associations into one enables us to focus resources on additional services; help us better promote home ownership and protect private property rights, and provide better access for all of our members,” said Kim Ott, 2016 Bay East President.

The merger of NCCAR with Bay East will increase services to the commercial real estate community and provide new opportunities for Bay East members.

“Many REALTORS® are branching out into managing commercial real estate or involved in commercial transactions,” said Ott. “We’re excited about expanding the current NCCAR member services and working with our colleagues on the commercial side of real estate.”

The NCCAR / Bay East merger gives commercial real estate professionals a brick-and-mortar location for education and networking events. All Bay East REALTOR® members will have access to the commercial listings database (CPIX), commercial marketing groups and broker exchanges, referral programs, transaction documents, and risk mitigation resources.

“The combination of NCCAR’s experience in commercial real estate coupled with the outstanding Bay East commitment to member success means members of all three associations will be well served,” said Dennis Byron, 2016 NCCAR President.

Bay East will maintain its offices at 7021 Koll Center Parkway in Pleasanton and open a North County Service Center in Alameda accessible to all Bay East members. Current NCCAR and AAOR staff will join the Bay East team.

The North County Service Center will offer: continuing education; legal, technology and professional development classes; MLS training; lockbox and key service; networking and marketing events, and a REALTOR® Store.

“As the Alameda Chapter of Bay East Association of Realtors we will continue to offer premium services locally to our members and clients but with highly expanded resources that will benefit both. I’m looking forward to the next chapter in our association’s long and storied local tradition here in the City of Alameda,” said Steve Sorensen, 2016 AAOR President.

Federal, state and local government is actively involved in both residential and commercial real estate. The expanded Bay East membership of more than 5,400 REALTORS® and 400 Affiliate members will mobilize around legislative issues that impact home ownership and the sale and leasing of commercial properties.

Ott concluded, “joining forces with the Alameda and Commercial REALTOR® associations is consistent with the Bay East core values of collaboration, innovation, vision and leadership. We look forward to working together to make the mergers succeed for the benefit of our members.”

About the Bay East Association of REALTORS®

The Bay East Association of REALTORS® is a professional trade association serving more than 5,000 real estate professionals throughout the San Francisco Bay Area by providing programs and services to enhance their ability to conduct business with integrity and competence. Bay East offers access to the Multiple Listing Service, professional development training, advocacy to protect private property rights and promote home ownership and a variety of networking opportunities and events.

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