



STAR Network News

Powering REALTORS Across Stark, Carroll, and Trumbull Counties...

In this Issue:

Upcoming Classes & Events	PAGE 2
Membership Report	PAGE 5
Congrats to our Shining STARS	PAGE 6
A Note from Kayla	PAGE 9
Use a Slow Winter to Prep for Spring Sales	PAGE 11

January 2023

President's Message

Happy New Year STAR Members!

It's an honor to serve as this association's President for 2023. I'd love to see as many members as possible at the installation event this week on Jan 12th as it will be the first time in a few years that we've been able to have an event like this since our consolidation with Warren due to the pandemic. It will be a great evening of networking as well as an opportunity to introduce the 2023 Board of Directors as well as recognizing some 2022 award winners.

During the last two years we saw a significant increase in REALTOR® members which opens a significant opportunity for STAR to show one of its many member benefits by really leaning into education in 2023. There will be many great education offerings this year via CE, lunch n learns, masterminds, and various other offerings. During this current slowdown in the market, there is no better time for members to "sharpen their saw" and no better way to do that than utilizing the great educational offerings of STAR. If any REALTOR® member or affiliate wants to get involved and host an



Kyle Oberlin
2023 STAR President

educational offering, please see one of our great staff members and they will make it as easy as possible to get it scheduled.

Myself, staff, and the entire leadership team of STAR are thrilled to serve the membership this year. If there is ever anything I can assist with, don't hesitate to reach out to me any time.

Thank you and have a great 2023!

Contact STAR Staff!

Office Hours: 8:00 am - 4:30 pm
Phone: (330) 494-5630

Collene Burgess
Chief Executive Officer
cburgess@STAR.Realtor

Trisha Adams
Communications Director
tadams@STAR.Realtor

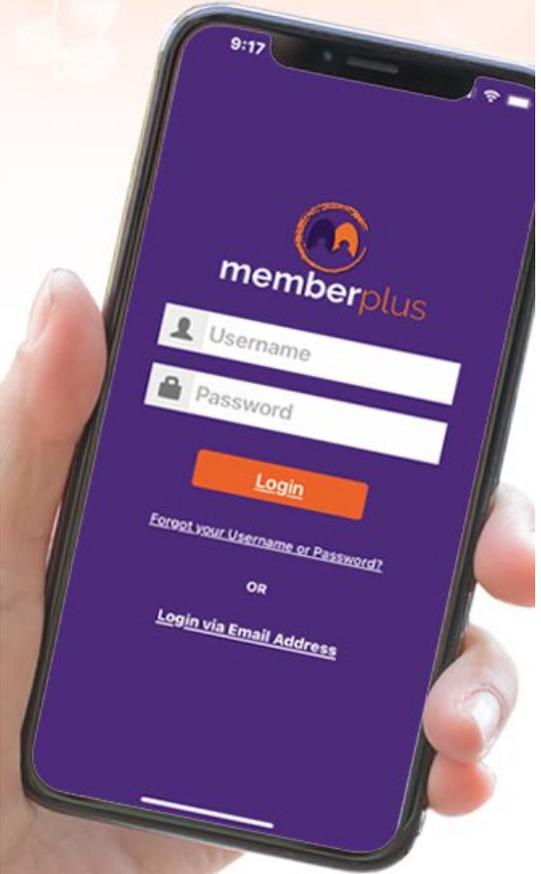
Membership Desk
membership@STAR.Realtor

General Information
info@STAR.Realtor

Upcoming Classes & Events

- JAN 2 STAR Offices Closed for New Years
- JAN 12 2023 President's Installation [REGISTER online](#)
Tom Benson Hall of Fame Stadium Club
Canton, OH 44708
- JAN 16 STAR Offices Closed for MLK Jr Day
- JAN 16-27 STAR RPAC Loves our Pets! [SUBMISSION info](#)
You must log-in to view/download the STAR RPAC Loves our Pets photo contest form. If you haven't already created your new log-in credentials, get connected today!
- JAN 22-24 OR Winter Conference
STAR Staff will be working remotely from the Conference. Offices will be closed, but we will be responsive to emails and checking voicemail.
- FEB 1-28 STAR RPAC Loves our Pets Contest Voting
Be sure to watch your email on how to vote for your favorite STAR Pet! Voting proceeds support STAR RPAC.
- FEB 15 Affiliate CE Day REGISTRATION coming soon!
Watch for information very soon for our Affiliate CE Day featuring National Speaker Nate Johnson teaching NAR's Certificate Course
Bias Override: Overcoming Barriers to Fair Housing
- FEB 20 STAR Offices Closed for President's Day

the NEW STAR InfoHub is Live!



- Access from your Desktop or the memberplus APP
- Pay Dues & Fees
- Register for Events
- Download Forms

ALWAYS PUTTING YOU FIRST



We're here to help with all of your title and escrow needs.

Anna Barrick-Lavy

(330) 595-1181 | ORDERS@FM-TITLE.COM
WWW.FM-TITLE.COM

FIRST | MERIDIAN
TITLE AGENCY

**GET connected
TODAY!**

START 2023 OFF RIGHT – GET AHEAD ON YOUR CONTINUING EDUCATION TODAY



Save 30% when you enroll in one of The CE Shop's award-winning CE courses.

This year, make it your New Year's Resolution to start on your Continuing Education coursework early. Our partnership with The CE Shop makes keeping track of your requirements simple — because missing deadlines is so last year.

Start 2023 Strong

SAVE 30%

on all Continuing Education courses.

promo code

RESOLUTION

Enroll today at STARrealtor.TheCEShop.com

23

PRESIDENT'S INSTALLATION

January 12, 2023 from 4 pm - 7 pm

Tom Benson Hall of Fame Stadium Club

Hall of Fame Village

2331 17th St. NW, Canton, OH 44708

Park in the Unity Lot, and use the VIP
Entrance to the Stadium Club – Level 6



4 pm Tail Gate

CASH Bar

5 pm Kick-OFF

*Hors D'oeuvres
& Dessert*

6 pm Half Time

*Installation &
Special Recognition*

7 pm Game Over

Put on your **STAR Jersey** (Business Casual) and **JOIN US** as we
HAND OFF to the next STAR President, Kyle Oberlin.

ALSO PRESENTING our MVP AWARDS to the
REALTOR® and **AFFILIATE** of the **YEAR** for 2022!

Attendees will enjoy entertainment provided by
DJ Kyle White and a STAR Photobooth. This event is
FREE for STAR Members, and \$15 for Non-Members

Questions? Contact Collene Burgess, STAR CEO
(330) 494-5630 or cburgess@STAR.Realtor

**HALL
OF FAME
VILLAGE**

REGISTER ON OUR WEBSITE TODAY! www.STAR.Realtor

STAR Membership Report | December 2022

Just a reminder that your 2023 State (Ohio REALTORS®) and National (National Association of REALTORS®) Dues were due on January 6, 2023. A \$25 late fee will apply for any payments made after that date. Dues may be paid directly from the invoice link you received in your email. You may also pay dues by accessing your account online, or on your phone app.

If you haven't created NEW log-in credentials since our migration to GrowthZone, please do so! If you need help, you can call the office during regular business hours and someone will be able to assist you.

New Salespersons

Ian Smith, *Kiko*
Jamie Palumbo, *Keller Williams Chervenic Real*
Jarvis Fentress, *Keller Williams Legacy Group*
Joey Paolini, *Cutler Real Estate*
Marc Mifflin, *McDowell Homes Real Estate Services*
Maria Comas, *Keller Williams Legacy Group*
Melinda Hutton, *BHHS Stouffer Realty Salem*
Michael Lynn Blackburn, *BHHS Professional Realty*
Michelle Rucci, *BHHS Stouffer Realty*
Pamela Haggerty, *eXp Realty*
Peyton Wentzel, *RE/MAX Edge Realty*
Stephen Linsky, *DeHOFF, REALTORS*

Office Transfers

Ashley McCune, *eXp Realty*
Austin Heisler, *Cutler Real Estate - Jackson*
Avery Scott, *Hackenberg Realty Group*
David Bratanov, *Cutler Real Estate - Jackson*
James Williams, *Century 21 Home Star*
Julie Pinter, *Cutler Real Estate - Jackson*
Mary Locy, *Howard Hanna - Dressler*
Melissa Smith, *eXp Realty*
Michael Melic, *Cutler Real Estate - Jackson*
Milena Hunt, *Cutler Real Estate - Jackson*
Sherrill Armstrong, *Oakes Real Estate*
Tamika Moss, *Century 21 Home Star*
Tina Brown, *Cutler Real Estate - Jackson*

Transfer from another Board

Teresa Prouty, *RE/MAX Crossroads Properties*
Traci Lynne Pangrazio, *RE/MAX Crossroads Properties*

Membership Cancellations

Adam Johnson
Brittany Douglas
Bryan Phillips
Carla Groom
Chris Belmaggio
Clarence Baskey
Diann Stalder
Elizabeth Donley
John Wolanin
Kelly Keeton
Kristina Nakoneczny
Lisa Rhoads
Mary Butcherine
Nancy McPeak
Natalie Baker
Paula Buckingham
Sami Yacoub
Sarah Mazey
Terrance Faix
William Broxson



Arthur Duhaime CPI, RMS, CRT



CLEAR HOME INSPECTION LTD

You should have a CLEAR understanding of your home

330-277-2950

GHI - Infrared - Radon - Pest - Sewer Scope - Mold - Air Quality
Septic - Well - Water Quality - Drone & More.

www.clearhomeinspection.com OHI.2019005236



Congrats to our Shining STARS!

We are so excited to announce our Special Award winners. Please join us in congratulating our Shining STARS of 2022!

2022 STAR REALTOR of the Year | Marlin Palich



Marlin Palich served as President-Elect, President, and is now Past-President of Stark Trumbull Area REALTORS. He works as one of the General Managers and Principal Brokers of Berkshire Hathaway Home Services Stouffer Realty in Ohio. Marlin has one son, Christian, who is married to Minyet, and 2 amazing grandchildren, Nolan - 4 & Grace - 3. Since becoming a licensed real estate agent and REALTOR in 1978, Marlin has led a very accomplished career. Marlin worked diligently on the merger of the Stark County Association of REALTORS & the Warren Area Board of REALTORS (WABOR). He was a 3X President, and 3X Realtor of the Year for WABOR. He served numerous times as Chairman, Vice Chairman, and was very active in Trumbull County Committees.

Here are additional and notable achievements:

- Appointed by Governor Mike DeWine to the Ohio Real Estate Commission in 2021.
- Served as President, President-Elect of the CRIS MLS and assisted in the merger of CRIS & Normls to create MLS-NOW.
- Served as Chairperson & Vice-Chairperson of MLS-NOW.
- Federal Political Coordinator for Congressman Bill Johnson.
- REALTOR Emeritus (NAR)

2022 STAR Affiliate of the Year | Anna Barrick Lavy



Anna started as an escrow assistant in 1998 under Debbie Cuckler. She along with Jay Cutler have been her two most influential people in her career. She became licensed in 2006.

In 2008 she worked for 2 years in the lending industry, and this helped her become a more well-rounded person in the profession.

She went back to Title in 2011 until finally in 2019 Anna Barrick and Brittany Michael started their own title company.

She has been married since 2014 to Chris but her greatest accomplishments of course are her kids Jacob 18 and Ella 16.

She is a member of WCR, Stark Trumbull Area REALTORS as an Affiliate member, and Medina Countyboard where she will be the Affiliate Director in 2023.

She loves everything about what she does and is reminded daily how blessed she is.



WE'VE MOVED!

NEW LOCATION IN THE HEART OF BELDEN VILLAGE!

330-479-3000

4120 WHIPPLE AVENUE NW, CANTON, OH 44718

www.ptagencyinc.com ★ title.office@ptagencyohio.com



Patriot Title Agency, Inc. is your source for full title and escrow services, offering competitive pricing and a wide range of title products that make us the best value in the business. We provide real estate settlement services and issue title insurance policies in 20+ states.



Choose Us to Close Your Next Deal!

We will close anytime, anywhere.



Michelle Williams
Owner



Jeff Boccuti
Owner/Manager



Scott J. Orille
General Counsel

★ CLOSINGS MADE SIMPLE ★
★ REAL ESTATE EXPERTISE ★ UNDERWRITING
★ TRUSTWORTHINESS ★ IN-HOUSE ATTORNEY

Do buying or building
a home right.

DollarBank[®]
Let's get you there.

Call a mortgage expert today
at 330.580.5787 or visit
Dollar.Bank/Mortgage.

 Equal Housing Lender. Member FDIC.
Copyright © 2022, Dollar Bank, Federal Savings Bank.
MOR059_22

NATIONAL AQUA SERVICE INC

We Specialize in:

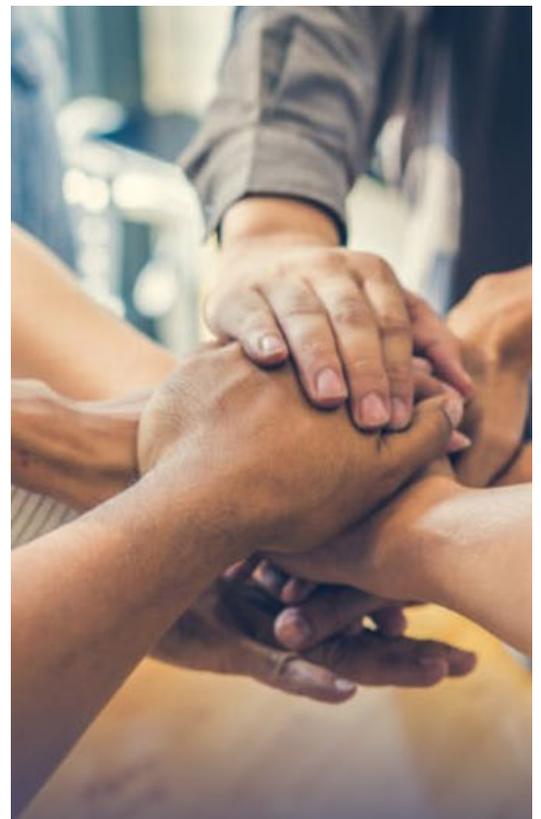
- Well & Septic Inspections
- FHA & VA Inspections
- Flow Tests - Chlorination
- Winterized or Vacant Homes
- HUD / FHA
- Farmers Administration
- Department of Agriculture
- Rural Housing Development
- Fannie Mae / Freddie Mac
- Banks
- Title / Mortgage Companies
- Government Refinances

**SERVING NORTHEAST OHIO
FOR OVER 30 YEARS**

330.492.8262

naswell35@sbcglobal.net

Registered / Certified Service Provider for Stark & Summit Counties



**GET INVOLVED
with your**

**STAR
Association**

TODAY



www.STAR.Realtor



STAR RPAC loves our PETS!

The Stark Trumbull Area REALTORS® RPAC Committee wants you to **show the love** for your furry friends in our RPAC Pet Contest!

Vote for your Favorite Beginning Feb 1, 2023

Contest Rules:

Pet Photo Submissions:
January 16 - January 27, 2023

\$50 Submission Fee. Multiple Pets must be entered separately.

Voting will take place
February 1 - February 28, 2023
\$15 = 1 vote

"People's Choice" will be held separate from contest via social media

Pet Photo Submission Form

Email Completed Form to GAD@STAR.Realtor

Pet's Photo included with this form.

Pet's Name: _____

Pet's Bio: _____

Pet Owner: _____

Email: _____

Phone: _____

Contributions to RPAC are not deductible for federal income tax purposes. Contributions are voluntary and are used for political purposes. The amounts indicated are merely guidelines and you may contribute more or less than the suggested amounts. The National Association of REALTORS and its state and local associations will not favor or disadvantage any member because of the amount contributed or a decision not to contribute. You may refuse to contribute without reprisal. Your contribution is split between National RPAC and the State PAC in your state.

QUESTIONS? Contact STAR via phone or email
GAD@STAR.Realtor | 330.494.5630

www.STAR.Realtor

For the last year and half, I have had the privilege of serving as your Government Affairs Director, GAD, working to advance the real estate profession through public policy and political advocacy. From day one this Association has welcomed and walked alongside me in these efforts. We have raised over \$28,000 in support of RPAC, lobbied our State and Federal elected officials, and advocated for private property rights in our communities. We have raised the profile of STAR and our over 1,400 REALTORS and affiliates from town hall to Congress. These achievements would not be possible without the help and guidance of our committee chairs and volunteers. I would like to personally thank Legislative Affairs Chair, Steve Ferree, RPAC Chair, Amanda Talkington, and Community Outreach Chair, Donna Pugh, for investing in me and our organization over the last year.

One of the greatest achievements of 2022 was the relationships I have built with you, the membership. It is bittersweet that I must announce my departure from STAR as I begin my new role with Congressman-elect Max Miller on January 3, 2023.

As we embark on a new year and I on a new professional chapter, I hope to build on the relationships forged here at STAR and continue to be an advocate for housing and property rights in Northeast Ohio. Please know that I am just one phone call or email away and will forever be an ally. I look forward to the opportunity to work with REALTORS in Cuyahoga, Medina,



Wayne, and Holmes County in my new role as District Director for Congressman Max Miller.

Thank you for allowing me to serve you and your Association. I wish you all well in 2023 and beyond.

Best,
 Kayla Atchison
 Former STAR GAD
 katchison48@gmail.com
 330-631-4147

a **FREE MEMBER BENEFIT** paid for by your
STAR AFFILIATES *Your Partners in Business*



SAFER SHOWINGS SMARTER ENGAGEMENTS

FREE Benefit Available for All STAR Members!

Know your prospect... *in seconds*



Reverse incoming call to verify prospect
 (name, phone, and address)



Instantly search for criminal history



Verify financial risks
 (bankruptcies, liens, judgments)



Verify current assets
 (properties and vehicles)

Agents can properly plan for showings with a higher level of confidence.



To activate your free FOREWARN account brought to you by the STAR Affiliate Committee email STAR STAFF info@STAR.Realtor





**OHIO
REALTITLE**

YOUR NORTHEAST OHIO TITLE COMPANY

MARY HOGUE-SCOTT
TERRITORY MANAGER

4512 DRESSLER ROAD NW
CANTON, OHIO 44718

Mobile: 330-204-6087 maryhoguescott@ohiorealtitle.com

www.ohiorealtitle.com



The Commercial & Savings Bank

Your local partner for simple closings!




BUY?

BUILD?

Now Accepting Online Applications!






Dave Dolan
Retail Lending Manager
330.818.7037
NMLS ID# 684492

Steve Struckel
Mortgage Loan Originator
330.415.0783
NMLS ID# 697445

LEARN MORE >

Local trust. National scale.

And the tech to put it to work for you.



We have deep roots in more than 260 communities across North America, and more than 150 million consumers rely on USA TODAY NETWORK local media brands for news and information. We can connect you to these consumers through local marketing strategies backed by data, expertise, and technology.

Repository

| LOCALiQ

Part of the



the NEW STAR InfoHub is Live!



- Access from your Desktop or the memberplus APP
- Pay Dues & Fees
- Register for Events
- Download Forms

GET connected TODAY!

Use a Slow Winter to Prep for Spring Sales

When you hit the usual sales slump during the cold months, here's what you can do to keep your business from freezing until spring.

Published [REALTOR® Magazine](#) January 4, 2023 | Dave Charest, Nancy Griffin



It's that time of year again when most real estate professionals are bracing for a dip in sales in the cold winter months and many home buyers and sellers go into hibernation. Even if you don't have a lot of active clients during this time, there's plenty you can do to keep your business from freezing while you wait for consumers to return to the market in spring.

The winter downtime is perfect for taking stock of your marketing techniques and assessing what you can do differently for your overall business. By the time you've identified and incorporated some changes, you'll be ready to hit the ground running when the busy spring selling season emerges again. Here are five items to put on your winter checklist.

1. Clean up your contact list. You've built a healthy list of contacts who you sincerely believe will be interested in your newsletter, blog, and social media content. But it takes hard work to keep the list as clean and up-to-date as possible. Look at the bounce rates of recent messages you've sent to your customer base, and when possible, track down a new email address for contacts whose information is outdated. You'll be surprised what you can learn about a client when you follow up to find out why their email address changed. You might discover, for example, that they have a new job that requires a move in the near future. Keep in mind, though, that when it comes to keeping your contact list tidy, if people unsubscribe, you should honor their request immediately.

2. Test email marketing services. There are many options out there, but a lot of practitioners still rely on their personal email addresses to send bulk messages. What you might not realize is that when you send bulk email from your personal account, those messages are more likely to get caught in spam filters. But even if your message does reach your customers, you won't get insights into what they do once they receive it. Email marketing providers can keep track of your contact list, let you know which emails were opened and when, and tell you which articles were clicked on and shared. (Not to mention that most have a deliverability rate of more than 95 percent, meaning your message won't get stuck in a spam filter.) So use this time to check out different services and take advantage of a free trial. Find what works for you now, and by the time spring comes, you'll be engaging customers and driving referrals through your newsletters.

3. Practice curating content that informs. Creating newsletters becomes more difficult than it needs to be when you think you need to produce

all the content yourself. That's why many real estate professionals end up just featuring listings in their newsletters, which doesn't offer customers anything they can't easily look up online for themselves. Instead, spend some time this winter researching relevant blogs and collecting trend pieces and news stories your clients will find interesting. Then make them your own by adding your views on the topic as the lead to the story. (Just be sure to give credit to the original source.) You'll learn that this will save you time and boost your credibility as a trustworthy and knowledgeable resource. By spring, you'll have collected enough perennial content to launch your reimagined newsletter.

4. Review and analyze your performance. Winter is the best time to look back on your year and compare your performance with the past three years to spot patterns. Also, take a closer look at the source of your sales, and break it down by referral, direct mail, email, open house, advertising, and other criteria. This insight is critical to knowing which avenues deliver the strongest ROI. You'll be armed with knowledge and know where to focus your efforts come spring.

5. Prepare for tax season. This is about your overall business. Don't wait until the last minute to find a great accountant with terrific bookkeeping skills. Use the winter to find the right accountant for you and to find those missing receipts for entertainment, postage, gas, and marketing materials. Also, don't forget to dig into your files to prepare your tax documents, including bills, medical costs, and donations. Depending on your relationships with your accountant, you might want to give them relevant files every two weeks so that you always know where you stand with sales, estimated taxes, budget, and savings. Use the winter to pick up this habit. Once it becomes part of your routine, it's a huge relief when April rolls around, and it'll allow you to focus on what you do best at a critical time in the year: sell houses!

Just because sales slow down in winter doesn't mean your business has to stall. Use these next few months to build or reinforce the foundation of your business and shore up solid leads for a successful spring season.

STAR AFFILIATES

Your Partners in Business

PLATINUM Level

7/17 Credit Union

Clear Home Inspection LTD

Dollar Bank

First Meridian Title Agency

McKinley Title Agency, Inc.

Ohio Real Title Agency LLC

Patriot Title Agency, Inc.

Rapid Mortgage Company

Residential Bancorp

The Commercial & Savings Bank

The Repository

GOLD Level

Farmers National Bank

Huntington Bank

Stonegate Title Agency

SILVER Level

2-10 Home Buyers Warranty

American Title Associates Agency

Beacon Title Agency, Inc.

Fairway Independent
Mortgage Corporation

First Commonwealth Mortgage

LeaderOne Financial

LoanDepot

MCTV

New Era Title Services, Ltd.

Pillar to Post The Ferguson Team

Rural 1st

Simler Inspections, Inc.

Whipple Title Agency, LLC

BRONZE Level

ASAP, Powered by Mirabel

CSE Federal Credit Union

Detective Homes Mitigation LTD

First Federal Community Bank, N.A.

Linkhorn Inspection Group

Pumphrey-Hamel Insurance LLC

Quest Title Agency, Inc.

TK Home Inspection

Wagoner Moving Systems



DAVID DENNISON

Loan Officer

M: 614.660.8366

ddennison@emailrnc.com

THECONRADTEAM.COM



13593 PEARL ROAD
STRONGSVILLE OH 44136

We make your life
Easy!



BRANCH NMLS#1848824. For industry professionals.

McKINLEY TITLE AGENCY, INC.

2732 FULTON DRIVE NW, CANTON, OH 44720
(330) 497-8883

Janice Rich - Title Agent / Office Manager

jrich@mckinley-title.com

Brenda Carpenter - Escrow / Closings

bcarp@mckinley-title.com

Danette Stone - New Orders / Title Processing

dston@mckinley-title.com



Over 40 years of experience in providing a full range of insurance, closing and other residential, commercial and development title services in all 88 Ohio counties.

7 17 provides the key to homeownership

7 17 Mortgage Loan Consultants can help you choose the right home loan to fit your needs as well as guide you step-by-step through the mortgage loan process. Contact us today!



Amy Upton

Mortgage Loan Consultant

NMLS# 436009

2301 State Route 59, Kent, OH 44240

phone: 330-372-8354

mobile: 330-675-9120

fax: 330-372-2500

email: aupton@717cu.com



Respectfully. Yours.

CREDIT
UNION