



Arden Lingenhoel
2024 STAR President

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Contact Us

Collene Burgess
Chief Executive Officer
cburgess@STAR.Realtor

Trisha Adams
Communications Director
tadams@STAR.Realtor

Brook Harless
Government Affairs Director
GAD@STAR.Realtor

Candice Likely
Administrative Assistant
membership@STAR.Realtor

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

President's Message

2024 | February

How do we maintain our sanity as busy REALTORS®? Some days, it is tough to do so! Keeping as stress-free as possible is healthy for us. Here are some tips to live by:

1. Always stand by your word.
2. Don't take things personally! Remember, when emotions go up, intelligence goes down.
3. Do not make assumptions.
4. Always do your best.

Remember, we all want to enjoy our jobs! That's why we got into this business!

On a lighter note: Have you registered your pets for the RPAC Favorite Pet Contest? Please make sure to vote for your favorite pet to help raise much-needed dollars for RPAC.

Our YPN group is hosting an Adult Spelling Bee Contest! If you can spell without Google or Siri, get signed up today! If you want to be a speller, be sure to sign up by February 6 with Candice at the STAR offices. If you want to come and watch and support, sign up on our website! The event will be on February 13th at the M-Bar in Belden Village!

On February 27th, from 5-7:30, come out and meet our wonderful Members and Affiliates at our first Shaker event of the year. This event will be at the M-Bar in Belden Village and is free for STAR members!

Let's get serious for a moment: We are facing some changes in our Real Estate industry. Anti-trust lawsuits over commissions have made us all very nervous. Everything that I am hearing suggests that there is no need to panic! Just stay in the loop with Ohio Realtors and NAR for updates. Keeping up to date with the news will help ease your mind. I am sure our great Brokers are leading you in the right direction on how to modify your business practices too!

Don't forget that this year is the year to make sure you get your Cycle 7 Code of Ethics done - the cycle ends on December 31, 2024. You can reach out to Trisha at the STAR Offices for more information.

I want to wrap up and tell each of you just how much I love this business! I am thankful for my business relationships and friendship with all of you! I look forward to moving into 2024 with all of you! Now, go be productive, and God bless!

Classes & Events

If you do not see a REGISTER NOW link next to an event, keep an eye on your inbox or our website for links soon!

FEBRUARY

- FEB 1 RPAC Pet Contest Voting Begins! [VOTE HERE](#) or by texting PETS2024 to 76278
- FEB 13 [REGISTER NOW](#)
YPN Adult Spelling Bee at MBAR | 5:30 pm – 8:00 pm
5260 Dressler Rd, Canton OH 44718
- FEB 19 STAR Offices Closed
- FEB 27 [REGISTER NOW](#)
Shaker at MBAR | 5:00 pm – 7:30 pm
5260 Dressler Rd, Canton OH 44718
- FEB 29 [REGISTER NOW](#)
New Member Orientation
North Canton STAR Office
7110 Whipple Avenue NW, Suite B, N Canton OH 44720

MARCH

- MAR 18 [REGISTER NOW](#)
ZOOM Ethics Class | 1:00 pm – 4:15 pm
If you need a hybrid option, please reach out to Trisha at the STAR Offices. ONLY Available for STAR Members.
- MAR 26 [REGISTER NOW](#)
TRUMBULL Shaker at Cork & Cap | 5:00 pm – 7:30 pm
3225 Elm Rd NE, Warren, OH 44483
- MAR 29 STAR Offices Closed

are you NEW to STAR?



**don't be NEW
& Confused...**

**JOIN US for a FUN
and Informative
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Orientation,
and take the
guesswork out
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Orientation Dates

- Thursday, February 29
- Thursday, May 30
- Thursday, September 26
- Thursday, November 21



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Adult Spelling BEE

Tuesday, February 13, 2024

5:30 pm - 8:00 pm at

MBar in Canton

5260 Dressler Rd, Canton OH 44718

**1 FREE Drink
Ticket**

While Supplies Last!

**SPELLERS
NEEDED**

25 Spellers MAX, Sign-up
by February 6, 2024!

Contact Candice
to sign up Today!

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NMLS: 134546
OH: MLO.031660.001
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Sarah Cole
Senior Loan Officer
NMLS: 79345
OH: MLO.021156.003
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Keegan Fetter
Loan Officer
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OH: MLO.055644.000
330.571.2749

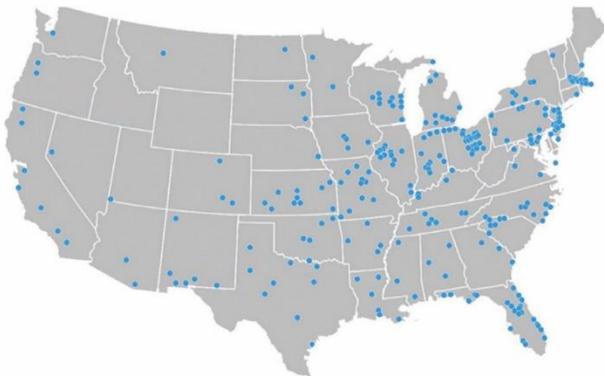


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JOIN US for a FUN and Informative NEW Member Orientation, and take the guesswork out of getting started!

Orientation Dates
Thursday, September 21
Thursday, November 30

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OHIO
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The value of your membership.

Ohio REALTORS® is proud to serve as your professional partner. Your association is here to support you, our members and local boards, and the work you do to make homeownership a reality for your clients. Through invaluable member benefits like the legal hotline, advocacy at all levels of government, professional development, world-class events and networking opportunities and more, your membership with Ohio REALTORS® unlocks tools and resources that enables you to thrive in a fast-paced, constantly changing real estate industry.



ADVOCACY

Ohio REALTORS® advocacy efforts focus on supporting housing, real estate, and private property rights, addressing various REALTOR® issues in Washington, Columbus, and local governments across Ohio. As the leading champions of private property rights in the state, we remain dedicated to combating pressing issues such as wholesaling, rising property taxes, rental registrations, occupational licensing, affordable housing and more. Our commitment is to protect the American dream for homeowners in Ohio.



PROFESSIONALISM

The public has come to recognize those who use the trademark of REALTOR® to be members of NAR and, as such, providers of real estate-related services consistent with the REALTOR® Code of Ethics and Standards of Practice, the highest standard of professionalism in the real estate industry. Ohio REALTORS® programs for professional development and professional standards guarantee that REALTORS® maintain the utmost professionalism, providing top-notch service to both clients and communities.



EDUCATION

Ohio REALTORS® educational offerings cover a range of topics essential to the real estate industry, including legal and ethical training, market and economic trends, negotiation strategies, fair housing, REALTOR® safety, property management, broker management, and more. Whether someone is just entering the real estate field or an experienced professional seeking to enhance their skills, Ohio REALTORS® education offerings aims to provide comprehensive and high-quality training to take your skills to the next level.

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OHIO
REALTORS®

Value of your membership.



As a REALTOR® member, you showcase your commitment to real estate professionalism. Ohio REALTORS® is dedicated to aiding your success, and the listed services encompass the full range of benefits included in your membership.



LEGAL FORMS

Real estate professionals, association staff and legal counsel work to create forms you can use to do business. Including the Statewide Purchase and Buyer Broker Representation contracts.



LEGAL HOTLINE

The hotline provides general legal information on a variety of real estate topics, including Ohio license law, agency, commission issues, contract questions, earnest money, and disclosure.



LEGISLATIVE ADVOCACY

We are advocating for your industry at the Ohio Statehouse. Legislation matters and we're having an impact. We are focused on legislation that protects private property rights and advances the real estate industry in Ohio.



TIMELY NEWS

Stay up-to-date on the latest industry news and trends by visiting all of our communication streams: website, podcast, buzz blogs, magazines, social media, and more.



CONTINUING EDUCATION

Ohio REALTORS® offers hundreds of hours of CE Credit, designation courses, and other professional development opportunities that allows you to meet your Ohio license law requirements and grow your business.



NETWORKING EVENTS

Grow your professional network and get to know other REALTORS® by attending events such as the Annual Convention, Winter Conference, REALTORS® at the Rotunda, Broker Summit, and more.



MEMBERSHIP BENEFITS

Your membership includes money-saving discounts and deals on different services such as tech help, car rentals, health insurance, Pearl - Errors and Omissions, and so many more.



PROFESSIONAL STANDARDS

Ohio REALTORS® offers a statewide program to members to assure compliance in Code of Ethics Enforcement and Arbitration proceedings. Many members have taken advantage of these quick and cost-effective procedures.



STAR

Shaker

5:00 pm - 7:30 pm

Complimentary Food & Drinks

Join the STAR Affiliates for a Fun & Relaxing Networking Event!

FREE for STAR REALTOR® Members \$20 for STAR Affiliates

Rumble in Trumbull

at Cork & Cap

3225 Elm Rd NE
Warren, OH 44483

Tuesday, March 26

Tuesday, August 6

After Dark in Stark

at MBAR in Canton

5260 Dressler Road
Canton, OH 44718

Tuesday, February 27

Tuesday, April 30

Tuesday, September 24

Tuesday, October 29



RSVP TODAY! www.STAR.Realtor

CONTINUING EDUCATION

ZOOM 3-Hour

ETHICS

To Boldly Go Where No Ethics CE Class Has Gone Before...

MON March 18, 2024

1:00 PM to 4:15 PM

via ZOOM

FREE

FOR STAR MEMBERS

\$20 for Non-STAR Members

Registration Deadline: Friday, March 15, 2024

STAR NO-SHOW POLICY: You will be charged a \$20 No-Show Fee if you do not cancel your reservation 24 hours prior to the event.

QUESTIONS? Contact Trisha Adams
tadams@STAR.Realtor | 330.494.5630

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Course Instructor
KATIE McCARTNEY
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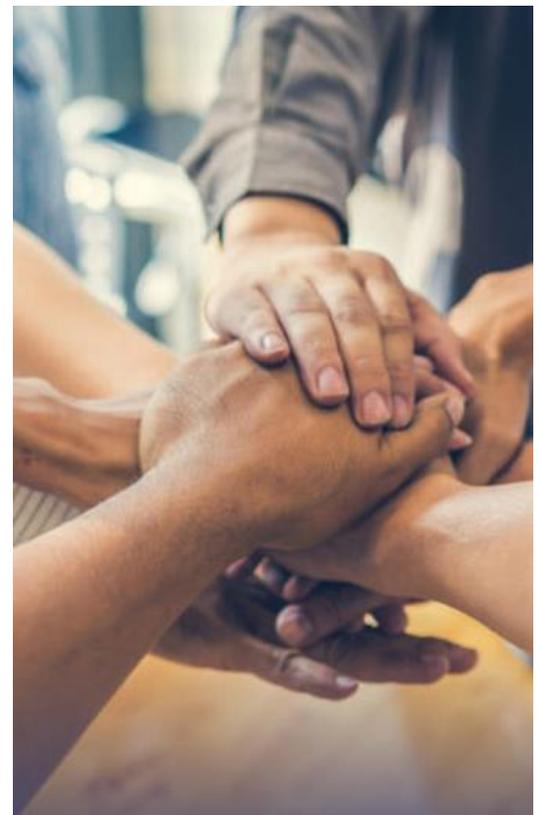
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Reasons to Become a Member



- 01 A GLOBAL COMMUNITY & LOCAL CONNECTIONS**
With nearly 28,000 members, RRC provides opportunities to build your network with exclusive peer-to-peer interaction.
- 02 CREDENTIALS THAT MEAN MORE**
Earn the CRS Designation and/or obtain advanced certificates in trending niches and special skills.
- 03 EDUCATION EXCELLENCE**
12+ free member benefit webinars, and learn from CRS certified instructors in various formats
- 04 JUST IN TIME INFORMATION**
Stay in-the-know with The Residential Specialist, member-sourced magazine and complimentary subscription to Inman Select

<https://crs.com/membership>



GET INVOLVED with your **STAR** Association **TODAY**



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STAR Membership Report | January 2024

New Salespersons

Annette Buchanan-Phillips, *BHHS Stouffer*
Dana Thompson, *BHHS Stouffer*
Madison Wilber, *eXp Realty*
Melanie Ratay, *Re/Max Crossroads*
Summerly Rowlands, *McDowell Homes*
Ashley Richards, *Keller Williams Legacy Group*
Preston Ford, *Re/Max Crossroads*
Jordan Cera, *Anthony Thomas Ass.*
Julie Christopher, *Re/Max Edge Realty*
Amanda Mitchell, *Keller Williams Legacy Group*

Office Transfers

Matthew Shafer, *Re/Max Infinity*
Jason Margo, *Keller Williams Legacy Group*
Morgan Stuart, *Keller Williams Legacy Group*
Mark Esber, *Hayes Realty*
Aaron Port, *Real Brokerage Tech*
Kaitlynn Erb, *Real Brokerage Tech*
Brianna Oliver, *Hayes Realty*
Michael Thomas, *Keller Williams Legacy Group*
Michael Sakotas, *Keller Williams Legacy Group*

Transfers from another Board

Ashley Schroth
Sara King
Monique Brown
Charles Slabaugh
Sara King
Christine Brown
Michael Gaia
Mark Gallagher
Evelyn George
Ron Smail
Kriseana McCullon
Jennifer Bartoletta
John Stepic
Faith Stepic
Miranda Zurcher
Alisha Anderson
Carly Bailey
Amy Watkins
Kristi Blazek
Savanna McElwain
Claudia Margelowsky

Transfers from another Board cont.

Michael Sales Jr
Sean Cemm
Shaena Gonzalez
Daniel Quinlan
Nancy Hinchliffe

New Secondary Member

Linzee Steinmetz
Jeremy Raby

New Affiliate Office

Ark Basement Service
Seanna Creeks

The Cleaning Solution

Charley Thompson
Aaron Otte

The Ohio RPC

Heather Prince

Dropped Members

Rick Wiley
Amber Wauffull
Anna Buff
Andrea Campbell
Jannette Fitzgerald
Sara Sultan
Dina Picciano
Mirabel Promotions LTD
Felicia Fouty
Kari Lambes
Latissha Perry
Valerie Sarvis
Zachery Wilson
Devon Coffelt
Trezla Nunemaker
Anthony Damschroder
Bruce Stepp
Avery Scott
Krystal Melcarek
Alexis Sinclair
Donald Newell
Bernice Marino
Doreese Ragland

Dropped Members cont.

Samantha Pagano
Julie Castner
Noah Callahan
Zach Friedt
Eric Taber
Jillian Sutton
William Paolillo
Danielle Basham
Corey Fuller
Anna Stollings
Patti L'Amoureux
Melany Weyer
Susan Quilter
Melissa Millmier
Rachel Wolfe



Candice Likely
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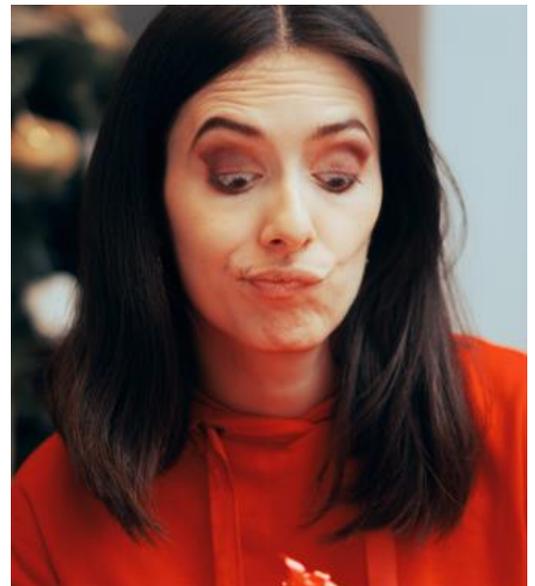
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OVERVIEW

- 10 virtual classes offered, one per month.
- Each class counts as 1 hour of Continuing Education (CE).
- Certification requires completion of 6 out of 10 classes.

QUALIFYING CLASSES

- Fairhaven
- Bias Override
 - Note: If you have already taken Fairhaven and Bias Override, they qualify.



Upcoming Classes:

- Alex Cruz | March
- John Zimmerman | April

Cost:

Classes are FREE only for 2024 dates. Take advantage now!

Stay Informed:

More information will be provided soon. Visit QR code link for updates.



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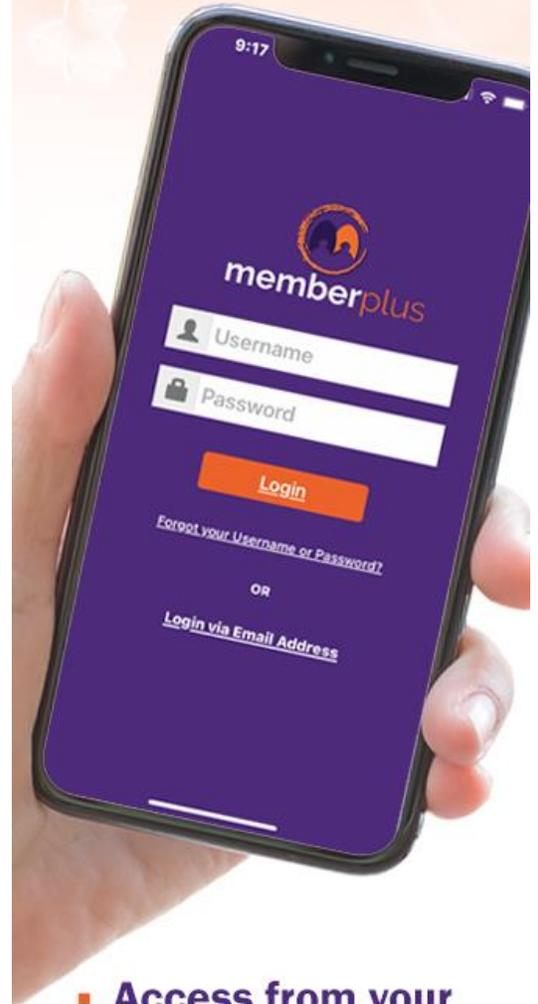
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The GAD's Corner

I am thrilled to provide you with a comprehensive update on recent events, initiatives, and opportunities within our association. Let's dive into the highlights of our activities, upcoming events, and a significant program aimed at supporting the dream of homeownership.

Our recent participation in the Realtor Party Training in Columbus, with our RPAC and Legislative Affairs Chairs in attendance, proved to be an insightful and engaging experience. The knowledge gained promises valuable insights for our association and its members.

On a lighter note, our STAR Loves Our Pet contest is in full swing! Explore adorable entries and cast your votes at \$15 per submission, with all proceeds contributing to RPAC. **VOTE HERE** or by texting **PETS2024** to **76278**. As we gear up for a crucial election year, spanning from state representatives and senators to congressional races, your participation is vital.

Contest Voting is open until the end of February, so don't miss the chance to make your voice heard.

A sincere thank you to those who have already contributed to RPAC this year! With 526 out of 1,492 members generously donating, we've had a phenomenal start to the year. Let's maintain this momentum and collectively support the interests of our association.

Turning our attention to the political landscape, a special election looms for the Congressional 6th District, aiming to fill the vacant seat left by Bill Johnson. Early voting starts on February 21st, leading to the primary and special election on March 19th. Exercise your right to shape the future of our community by participating in the electoral process.

Mark your calendars for the RPAC Auction at DiLucia's in Warren on May 15th. This annual event promises laughter, fun, and fantastic auction items.

Another highlight is our STAR Realtor Feud on August 29th in Canton, Ohio. This year, we're expanding, allowing more teams to participate. The final two teams will battle for the coveted trophy in a friendly and competitive event.

Innovations from the Ohio Treasurer's office bring us the launch of Ohio Homebuyer Plus! This program supports Ohioans in realizing the dream of homeownership through a savings program offering above-market interest rates. To qualify, individuals must be Ohio residents, 18 years or older,



with a primary residence in the state. Accounts must be used within five years, maintain a minimum balance of \$100, and cannot exceed \$100,000.

The issue of housing is at the forefront of discussions across Ohio, and Ohio Homebuyer Plus aims to address challenges associated with homeownership.

Your contributions, whether through RPAC donations, event attendance, or community initiatives, drive our association's success. Let's continue working together to create a positive impact on our community and the real estate industry!

**Special Election Important Dates
6th Congressional District**

February 20
Deadline for Voter Registration for Special Congressional Election.

February 21
Early Voting Begins for March 19, 2024.

March 19
Special Congressional Primary Election Day!

May 13
Deadline for Voter Registration for the June 11, 2024, Special Congressional General Election.

May 14
Early Voting Begins for June 11, 2024.

June 11
Special Congressional General Election Day!

www.STAR.Realtor



Brook Harless
Government Affairs Director

Contact for:
Government Affairs, RPAC, Legislative Committee

GAD@STAR.Realtor

Office: (330) 494-5630
Mobile: (330) 284-5979

STAR Monthly Market STATS | December 2023

Every month, STAR releases the latest housing statistics, typically around the 16th of the month. Watch for our social media posts for release dates. On our website you can explore historical housing statistics, and find downloadable, shareable infographic assets. [CLICK HERE](#) to check out our Blog and watch social media for November STATS soon!



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SCAN ME

Market UPDATE

STARK COUNTY

Stark Trumbull Area REALTORS®
Single-Family & TownHome Listing
Analysis of Stark, Trumbull, &
Carroll Counties



NEW Listings
249



SOLD Listings
268



Average SALE Price
\$210,331



Average MARKET TIME
33 days

DECEMBER 2023

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Market UPDATE

TRUMBULL COUNTY

Stark Trumbull Area REALTORS®
Single-Family & TownHome Listing
Analysis of Stark, Trumbull, &
Carroll Counties



NEW Listings
121



SOLD Listings
136



Average SALE Price
\$155,358



Average MARKET TIME
49 days

DECEMBER 2023

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Market UPDATE

CARROLL COUNTY

Stark Trumbull Area REALTORS®
Single-Family & TownHome Listing
Analysis of Stark, Trumbull, &
Carroll Counties



NEW Listings
8



SOLD Listings
16



Average SALE Price
\$211,668



Average MARKET TIME
51 days

DECEMBER 2023

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Janice Rich - Title Agent/ Office
Manager
jrich@mckinley-title.com

Wendy Barrick - Title
Agent/Escrow
wbarrick@mckinley-title.com

Danette Stone - Title Processing
dston@mckinley-title.com



Attorney Michael Gruber
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Revolutionizing Real Estate: The Impact of AI on Realtors

Published By: Jamie M. Haren, Esq., Arnold, Gruber & Haren, Ltd.

The real estate industry is no stranger to technological advancements, and in recent years, artificial intelligence (AI) has emerged as a game-changer for Realtors. AI is a field of computer science that aims to create computer systems that can perform tasks that typically would require human interaction and intelligence. From streamlining processes to enhancing customer experiences, AI is transforming the way real estate professionals operate. In this article, we will explore the various applications of AI in the real estate industry and how it empowers Realtors to thrive in a rapidly evolving market.

1. Personalized Customer Experiences:

AI-powered chatbots and virtual assistants are becoming integral to customer interactions in real estate. These tools can answer queries, provide property information, and even schedule property viewings, all without the Realtor managing those tasks. By automating routine tasks, Realtors can focus more on building meaningful relationships with clients and offering personalized services that cater to individual needs and preferences.

2. Property Valuation and Pricing:

AI algorithms are adept at analyzing various factors that influence property value, such as location, amenities, and market trends. This enables Realtors to generate accurate and competitive property valuations. Automated valuation models (AVMs) help streamline the pricing process, allowing real estate professionals to set optimal listing prices and attract potential buyers.

3. Facilitating Property Searches:

AI-driven recommendation systems enhance the property search experience for clients. By analyzing buyer's preferences, search history, and behavior, these systems can suggest properties that align with the client's requirements. This not only saves time for clients but also helps Realtors showcase relevant properties more effectively.

4. Enhanced Marketing Strategies:

One of the most common purposes of AI is to provide recommendations for products, movies, music, etc. based on users' preferences and online behavior. Think of those ads you see on the internet based on your online shopping history. In the same way, AI plays a crucial role in optimizing marketing strategies for real estate listings. Machine learning algorithms can identify target audiences, analyze their online behavior, and recommend personalized content. This ensures that marketing efforts are more focused and have a higher chance of reaching potential clients.

5. Risk Assessment and Fraud Prevention:

AI tools contribute to risk mitigation by assessing potential risks associated with real estate transactions. Fraud detection algorithms can identify irregularities in transactions, helping Realtors, clients, lenders and title companies avoid fraudulent activities. This adds an extra layer of security to the entire real estate process. However, users of AI must be careful not to input confidential information into the system in order to not violate ethics requirements.

6. Streamlining Documentation Processes:

The real estate industry involves extensive paperwork and documentation. AI-driven solutions simplify this process by automating document classification, data extraction, and verification. This not only reduces the risk of errors but also



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accelerates the overall transaction process.

The integration of AI into the real estate industry is revolutionizing how Realtors operate, bringing about increased efficiency, more targeted marketing efforts, enhanced client experiences, and improved decision-making processes. As the technology continues to evolve, real estate professionals who embrace AI will likely stay ahead of the curve in an industry and market that is constantly evolving.

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