



STAR STARK TRUMBULL AREA REALTORS®

Monthly News

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

President's Message

2024 | March

Arden Lingenhoel
2024 STAR President

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How is your year going so far? I can honestly tell you, I never thought the market would be as good as it is around here! Hopefully, the sunshine will bring us more listings to sell and more buyers to buy! Over 37 years of selling, I have found one thing out... in the spring and summer, more buyers scrutinize the curb appeal and outside of a home. Then in the fall and winter, buyers do the opposite and tend to scrutinize the inside of the home. Remember to counsel your sellers on where they need to concentrate their efforts this spring.

Taxes? I dislike that word! Don't you? Being self-employed has many advantages, but keeping track of expenses and filing taxes is definitely not an advantage. It is just hard work! I feel like I fill out every schedule there is with the IRS. It might be time for you to check out LLCs and S Corps if you haven't already, and see if you can take advantage of some of the deductions. Find a good accountant for more information.

Do you need a core class for your 30 hours of CE? Well, on March 18th, STAR will be hosting a free Ethics class via ZOOM. How can we make this any easier!!!!

Continue to get informed and keep up to date on our changing business. I just read that 85% of newly licensed agents get out of the business within 5 years. So, work hard to be a real estate professional, NOT a statistic!

We had a great night at the YPN Spelling Bee! I even spelled some words right! My wonderful wife came in 2nd place! Congratulations Lisa, and to all who turned out for the amazing evening! Get involved! We have a Trumbull County Shaker event on March 26th at the Cork & Cap in Warren. This is a FREE Event for our STAR REALTOR Members to network with our Affiliate Members!

I am excited to say, "Enjoy Spring"; I think it has arrived!

Arden

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

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!

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

APRIL

APR 17 REALTORS AT THE ROTUNDA
STAR Staff in Columbus - offices Closed

APR 23 [REGISTER NOW](#)
Treasurer Sprague Treasury Talk | 10:00 am - 11:00 am
STAR Office in North Canton
7110 Whipple Ave NW, Suite B, North Canton OH 44720

APR 30 [REGISTER NOW](#)
Shaker at MBAR | 5:00 pm - 7:30 pm
5260 Dressler Rd, Canton OH 44718

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and Informative
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Orientation Dates

Thursday, February 29

Thursday, May 30

Thursday, September 26

Thursday, November 21



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A Note from the CEO

March has arrived in a whirlwind, leaving me marveling at how swiftly time slips through our fingers. Already, we have traversed the 2024 billing cycle for NAR and OR dues, and now we stand on the brink of encountering our STAR Local Dues, slated to arrive the first week of May. The dawn of the new year at STAR has been nothing short of robust; from our stellar STAR and WCR Installation in January to the inaugural YPN Spelling Bee and our recent SHAKER event, each gathering has not only thrived but also boasted remarkable attendance.

I extend my heartfelt gratitude to all members who grace these occasions with their presence, breathing life and vitality into STAR. Special appreciation is due to our dedicated Staff, esteemed Board of Directors, and diligent Committees—your unwavering support fuels our collective success. Let us encourage agents to partake in these gatherings, fostering a tightly knit, nurturing STAR REALTOR Community.

The outpouring of praise from both new members and affiliates underscores our commitment to inclusivity and camaraderie. Their testimonials echo the sentiment that at STAR, everyone is welcomed with open arms, enveloped in a palpable atmosphere of mutual respect and admiration. This, undoubtedly, is the cornerstone of STAR's allure, drawing members toward our shared mission.

Let's sustain this momentum, propelling us toward our goal of building, empowering, and educating all STAR Members. Together, we shall cultivate a cadre of top-tier real estate professionals poised to serve Stark, Carroll, and Trumbull County with excellence.



Collene Burgess
Chief Executive Officer

Contact for:
Professional Standards, Ethics,
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ETHICS

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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
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Christi Nichols
Senior Loan Officer
NMLS: 1927253
OH: MLO-OH.1927253
330.631.4181



Dan Logan
Senior Loan Officer
NMLS: 172913
OH: MLO.021625.001
440.336.3173



Josh Pick
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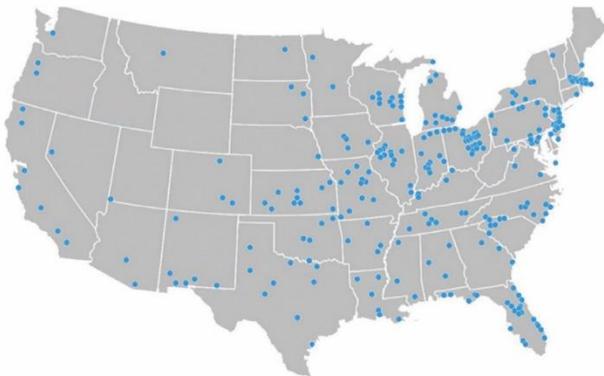
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Orientation Dates
Thursday, September 21
Thursday, November 30



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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



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- 01  **A GLOBAL COMMUNITY & LOCAL CONNECTIONS**
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- 02  **CREDENTIALS THAT MEAN MORE**
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- 03  **EDUCATION EXCELLENCE**
12+ free member benefit webinars, and learn from CRS certified instructors in various formats
- 04  **JUST IN TIME INFORMATION**
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<https://crs.com/membership>



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STAR Membership Report | FEBRUARY 2024

New Salespersons

LeDelvin Peavy, *Century 21 HomeStar*
Alisha Johnson, *KW Chervenik Realty*
Alexandra Reynolds, *KW Legacy Group*
Michael O'Neil, *Howard Hanna*
Tiffany Adams, *KW Legacy Group*
Timothy Tenney, *Howard Hanna*
Paige Heran, *KW Legacy Group*
Avery Bennett, *Coldwell Banker Schmidt Realty*
Luca Franz, *KW Chervenik Realty*
Richard Wade, *HomeStar*
Sara Hughes, *eXp Realty*
Ashley Torres, *BHHS Stouffer Realty*
Carleigh Loudon, *BHHS Stouffer Realty*

Office Transfers

Erica Sloan, *Real Brokerage Tech*
Storm Ross, *KW Legacy Group*
Elizabeth Ross, *KW Legacy Group*
Ying He, *Real Brokerage Tech*
Nicole Snyder, *McDowell Homes*
Madison Wilber, *KW Legacy Group*
Mikol Lanzer, *KW Legacy Group*
Jeffrey Frey, *KW Legacy Group*
Thomas Pozuc, *eXp Realty*

Transfers from another Board

Lori Pojman
Brandon Giovannone
Kenneth Gailey Sr
Joseph Hanna
Molly Wins
Kelly Brooks-Washington
Christopher Buck
Andrew Donohoe
Wes Davic
Kimberly Lipfird
Robin Penland
April Watson
Erika Jegede
Johnnita Stockwell
LaNishera Efford
Kathleen Searight
Elizabeth McCoy-Lawson
Cheryl McGraw
Amira Kollar

New Affiliate Office

Parson Insurance Agency
Tracy Fussell

Dropped Members

Clifton Gidcumb
Aqillah Al-Qadir
Brittany Wackerly
Jeff Desjardins
Jennifer Hanna
Gregory George
Bryan Stalner
Denny Fox
Joey Liston
Tamela Wurgler
Megan Maerean
Lynette Fulmer
Aaron Apticar

Dropped Members cont.

Jessica Larios
Tony Formisano
Julie Pinter
Tamica Shavers
Shannon Bragg
Melissa Bunnell
Ryan Tabor
Gabriel Pierce
Alan Nogle
Michael Platt
Peter Flohr
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Adam Marshall
Erika Jegede
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Treasury Talk

Keys to Home Prosperity

FEATURING: Ohio Treasurer of State, Robert Sprague

TUESDAY
April 23, 2024
10:00 am - 11:00 am

The Stark Trumbull Area REALTORS®
(STAR) Legislative Affairs Committee
invites you to attend:

North Canton STAR Office

7110 Whipple Ave NW, Suite B
North Canton, OH 44720

**Treasurer Sprague will discuss
programs such as the HomeBuyers
Plus Program, ECO-Link,
and more!**

FREE to attend. Seating is limited,
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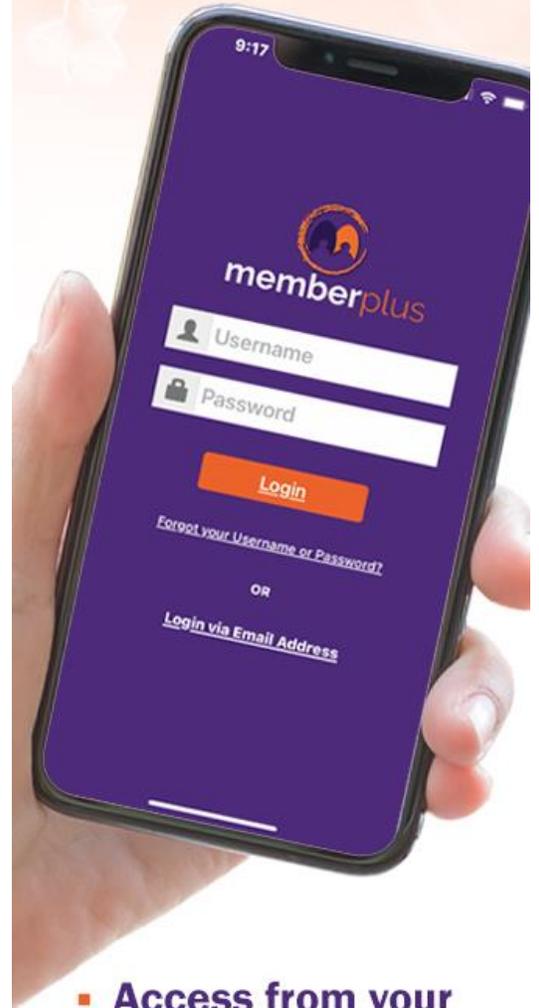
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The GAD's Corner

The yearly STAR RPAC Loves Our Pets event took place this month, with an upcoming RPAC auction and dinner in Warren on May 15th at DiLucia's. The theme is "Shine Bright with STAR: Bidding for a better tomorrow!" Donations for auction items are welcomed, with the goal of obtaining around 25 items. If you would like to donate, please feel free to contact me at gad@star.realtor. I can pick up the items or you can drop them off at one of our offices. Additionally, on April 23rd from 10 a.m. to 11 a.m., the Ohio Treasurer of the State, Robert Sprague, will discuss new programs his office has established benefiting potential and current homeowners. Keep an eye out for registration information, as seating is limited!

I would like to share information about an article from the Columbus Dispatch that discusses a misconception regarding the Ohio Township Association (OTA) impeding housing development, which is untrue. The OTA is actively looking for solutions to combat the housing crisis. The OTA is currently engaging with County Commissioners to gather feedback on significant wind farms and large solar facilities, as Ohio is emerging as a favorable location for such projects. Senate Bill 52 has granted County Commissioners the authority to designate certain areas as restricted, limiting the construction of these facilities. Townships are being asked to express their opposition, support, or neutrality on these matters. Additional resources and information on Townships' roles in wind and solar projects can be found on the Ohio Township Association's website under the Resource Center page: <https://www.ohiotownships.org/>. Utilize the search term "solar" for valuable resources, including video presentations.

Regarding the Ohio Housing Finance Agency's Single-Family Housing Tax Credit program, it aims to boost affordable single-family housing for Ohio's workforce through public-private

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!**



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partnerships. The program allocates \$50 million annually for four years to bridge the financing gap for housing development or rehabilitation. Dwellings must be sold to qualified buyers, with affordable sale prices (not exceeding 30% of the buyer's monthly income) maintained for 10 years post-sale. Proposed projects may receive up to \$50,000 in tax credits per dwelling, distributed upon project completion.

Registration is now open for Ohio Realtors' 2024 Realtors at the Rotunda Day on April 17th, offering an opportunity to enhance legislative knowledge, network with lawmakers, and gain insights on real estate industry policies and programs. To register, visit: <https://www.ohiorealtors.org/convention/>.

Housing continues to be the single highest monthly expense for people across Ohio's 13th Congressional District. Rep. Emilia Sykes welcomed HUD Secretary Fudge back to Northeast Ohio to highlight local efforts the district is taking to improve access to safe, affordable housing. They also discussed how the Invest in America agenda is lowering housing costs for people in our communities.



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 | January 2024

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!

Communications Update

Are you getting our emails? If you have unsubscribed from STAR emails, you are missing out on information about Continuing Education, Events, and other important information! If your In-Box seems a little light, reach out to STAR Staff so we can update your records!

We are working on an option within our website that will allow the public to easily find our members who speak additional languages. If you speak a language other than English would like to be included in this option, please email Trisha tadams@STAR.Realtor!

If you have Communication Questions, Concerns, or Suggestions email Trisha!

Market UPDATE

STARK COUNTY

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



NEW Listings
322



SOLD Listings
228



Average SALE Price
\$204,619



Average MARKET TIME
36 days

JANUARY 2024

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Market UPDATE

TRUMBULL COUNTY

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



NEW Listings
137



SOLD Listings
118



Average SALE Price
\$141,766



Average MARKET TIME
57 days

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Market UPDATE

CARROLL COUNTY

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



NEW Listings
19



SOLD Listings
11



Average SALE Price
\$222,118



Average MARKET TIME
81 days

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wbarrick@mckinley-title.com

Danette Stone - Title Processing
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Words and Phrases Leaders Should Avoid

Published [REALTOR Magazine Broker News February 22, 2024](#) | Written By: Dina Cheney



Communication is always a top priority. Brokers often want their agents to communicate more effectively and professionally. The best way to make that happen? Lead by example.

Language is powerful, says Jo Anne Preston, a workforce and organizational development expert and author of *Lead the Way in Five Minutes a Day: Sparking High Performance in Yourself and Your Team*. The words you use to interact with your agents can make all the difference. That's why she urges being thoughtful and intentional about the words you use and the delivery of what you're saying.

Although some language might seem harmless, its usage could make members of your team feel disrespected, disengaged, uncomfortable or excluded. Here are eight words and phrases Preston recommends nixing from your work vocabulary.

Subordinates

Stay away from "subordinates" and other language that could make your team feel diminished, suggests Preston. Instead, describe staff members by their profession and include a compliment, like "our top agent who works in Kansas City." Or try alternatives, such as "my team," "my colleagues," "frontline employees," or "folks who do great work here."

Manager

By saying "leader" instead of "manager," you'll highlight a positive aspect of overseeing others—working to inspire them—rather than focusing on the power differential. "By describing someone as a leader, it's like giving them a compliment," says Preston. "You're saying you're not just a manager by your title, but a leader by who you are."

Acronyms

Don't assume your audience will know every acronym, says Preston. If they're unfamiliar with a term, they might feel foolish asking for an explanation and could then tune out, she adds. "Every time you use an acronym, the listener's brain has to sidetrack to figure out what it's about while you're still talking," she adds, "which means they won't be paying attention to what you say afterward."

Preston equates using an acronym to a high school math class where, if a participant spends too much time trying to understand the first step, they'll miss the second step and won't be able to produce the answer to the problem.

I'm a perfectionist

If you describe yourself as a perfectionist, you might inadvertently send a message to your team that they, too, must operate as perfectionists, which

holds them to unattainable standards, says Preston. "They should be able to openly discuss their mistakes without fear of ridicule or overly high expectations." Instead, use language like "striving for excellence" and "working hard and doing your best," she suggests.

I/Me

If it weren't for agents, brokers wouldn't have a business, and it's important as leaders to acknowledge that. The team helps make the brokerage successful. "It's human nature to sometimes forget to thank people," says Preston, who overheard her manager taking credit for her work years ago and resolved to never repeat the practice. By using "we" and "us" and sharing the credit, you'll increase unity and help your employees feel like an integral part of your team.

The Girls

Subtlety is important and sometimes overlooked in communication. Referring to women as "girls" is one such instance that's often overlooked. Calling a grown woman a girl might feel belittling, Preston says. It could send a message as a leader that you do not see the person as professional or someone to be taken serious. Plus, it's important not to assume or assign a specific gender to someone, as this might cause harm to someone on your team who identifies as nonbinary or otherwise.

You Guys

Even though excluding females is likely not the speaker's intention, this phrase technically leaves them out. And again, the term is gendering. Instead, say "everyone," "folks," "all the people on my team," or "y'all."

Jargon

Using specialized language can cause listeners to tune out, says Preston. You want to make sure that

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your message is accessible to those listening so that they can take in your message. "Watch for any glazed-over looks or signs of distraction," she counsels. When in doubt, ask yourself if a general audience would be able to understand what you're saying

Talking Tips

Aim to speak in ways that will build up your team, Preston suggests. Try to make them feel respected, included, engaged, motivated, valued, heard, safe, and comfortable. Here's how.

Use a person's name. It's a more personal connection and lets them know you cared enough to learn their name. Also, make sure you pronounce names correctly.

Say "thank you" often. Always acknowledge exemplary work or when someone is trying their best. It might seem minor to you, but this kind of recognition goes a long way.

Listen first. "Sometimes, the higher up we get, the poorer our listening skills get," says Preston. To remind yourself to give your team space to talk, use the acronym WAIT—"Why Am I Talking?"

Pause. Instead of feeling you need to provide answers immediately, consider saying, "Let me think about that and get back to you because your question is important," suggests Preston. Your team will feel you hear and value them.

Be open. If a team member gives you negative or trying feedback, try to manage your defensiveness and thank them for speaking up, recommends Preston. Practice the talking tips from above: Pause, thank them for their feedback and ask them how you can communicate better with them in them in the future.

No one's perfect. Remember that you're a human being and you might make mistakes when communicating with your team. That's okay, and if you don't use the right language, start with an apology that is intentional and sincere. Then, commit to communicating better the next time.