



Emily Levitt
2026 STAR President

In this Issue:

Classes & Events **2**

CEO Report **3**

GAD Report **13**

Housing STATS **16**

Membership Report **17**

Baby Boomers Remain
Largest Share of Home
Buyers as First-Time
Buying Falls to Record Low **20**

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STAR Monthly News

STARK TRUMBULL
AREA REALTORS®

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

President's Message

2026 | May

A Message from Your 2026 STAR President - Emily Levitt

Spring is here, and things are heating up in both real estate and at STAR! Listings are on the rise, and we're continuing to see steady price growth across the market. As we head into the busy summer season, momentum is building quickly—and as your President, I'm here to ensure you have the information and resources you need to succeed during this fast-paced time.

A quick reminder from STAR: it's time to pay your STAR Local dues. These dues are part of the Three-Way Agreement with NAR, which connects our local, state, and national associations into a strong, unified network that delivers value at every level. Your local dues provide access to educational programming, networking opportunities, and so much more—tools designed to support your business and professional growth.

Our Growth & Connection Committee also invites you to join us for our Bed & Breakfast event in Trumbull County on June 10th! This fun and friendly "Battle of the Brokers" challenges brokerages to see who can donate the most beds—so gather your team and join the competition. Not part of a brokerage group? You can still get involved! We'll need plenty of volunteers to help build the beds, making it a great opportunity for everyone to give back. Be sure to sign up [here](#) and take part in this meaningful cause. If you're interested in more events like this—or have ideas of your own—we encourage you to join STAR's Growth & Connection Committee and help shape future community initiatives while supporting STAR's educational offerings.

At STAR, our mission is to support you at every stage of your career through education, connection, and advocacy. We encourage you to take advantage of upcoming opportunities, get involved with a committee, and make the most of your membership. Together, we are stronger, more connected, and better equipped to serve both our clients and our community.

Warm regards,
Emily Levitt
2026 STAR President

Classes & Events

MAY

- MAY 6 Leg. Affairs / RPAC Committee | Staff Liaison: [Rich Cosgrove](#)
- MAY 6 [REGISTER NOW](#)
RPAC AUCTION | 5:30 pm – 8:00 pm
Glenmoor Country Club | 4191 Glenmoor Rd NW, Canton, OH 44718
- MAY 8 [REGISTER NOW](#)
Morning Mixer | 9:00 am – 11:00 am
Union Park Coffee | 4700 Everhard Rd NW Canton, OH 44718
- MAY 11 Growth & Connection Committee | Staff Liaison: [Maggie McAbier](#)
- MAY 21 [REGISTER NOW](#)
MLS NOW CE | Listing Input 1:30 pm - 3:30 pm
7110 Whipple Ave NW, Suite B, North Canton, OH 44720
- MAY 25 STAR OFFICES CLOSED | Memorial Day

JUNE

- JUN 9 [REGISTER NOW](#)
ZOOM 2 HR Lead Generation CE 10:00 am – 12:15 pm
- JUN 10 [REGISTER NOW](#)
SHP Bed and Breakfast | 10:00 am – 2:00 pm
7110 Whipple Ave NW, Suite B, North Canton, OH 44720
- JUN 12 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Maggie McAbier](#)
- JUN 18 [REGISTER NOW](#)
MLS NOW CE | CMA 1:30 pm - 3:30 pm
7110 Whipple Ave NW, Suite B, North Canton, OH 44720
- JUN 19 STAR OFFICES CLOSED | Juneteenth
- JUN 30 [REGISTER NOW](#)
ETHICS CE | 9:00 am – 12:00 pm
7110 Whipple Ave NW, Suite B, North Canton, OH 44720

JULY

- JUL 3 STAR OFFICES CLOSED | Fourth of July
- JUL 10 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Maggie McAbier](#)
- JUL 11 [REGISTER NOW](#)
Sophie Bowl | 9:00 am – 3:00 pm
HOF Sports Complex | 2121 George Halas Dr NW, Canton, OH 44708
- JUL 16 [REGISTER NOW](#)
MLS NOW CE | My Matrix & More 1:30 pm - 3:30 pm
7110 Whipple Ave NW, Suite B, North Canton, OH 44720



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Stark Trumbull Area REALTORS® has established an agreement with The CE Shop to promote online course information to consumers and real estate licensees. Stark Trumbull Area REALTORS® is not the developer of these courses and is simply providing a referral. Any questions regarding course content or technology should be directed to The CE Shop.

A Note from the CEO

CEO Corner - May Update

As we move into May, I want to take a moment to highlight a few important reminders and opportunities within STAR.

First, please be on the lookout for your **Local Dues Invoice**, which will be sent during the **first week of May**. As a reminder, local dues are **\$225** and will be **due by June 30**. We intentionally provide a full two months' notice to give everyone ample time to plan ahead and submit payment. Our goal is to avoid late fees whenever possible, so we strongly encourage you to take advantage of this window.

Any payments received after June 30 will incur a **\$25 late fee**, so please be mindful of that deadline. Timely payments help us continue providing the services, advocacy, education, and events that support your success as a REALTOR®.

In addition to dues season, we are also entering one of my favorite times of the year—**award nominations**. Be sure to watch for nomination forms for both **REALTOR® of the Year** and **Affiliate of the Year**, which will be shared in this newsletter, on social media, and via email.

These awards are incredibly meaningful because they recognize members who go above and beyond for STAR. Ideal candidates are those who are actively engaged—serving on committees, volunteering their time, and contributing to the overall success and professionalism of our association. Please note that individuals who are not currently involved in STAR committees or activities will not be considered. We want to celebrate those who are truly making a difference within our organization.

I also want to encourage anyone interested in becoming more involved with STAR to consider stepping into a **leadership role**. We currently have **two open Board of Directors positions**, beginning **January 2027**, each with a **three-year commitment**, as well as **one Affiliate Director position** starting **January 1, 2027**, with a **two-year commitment**. Serving on the Board is a great way to help **shape the future** of our association, build **meaningful relationships**, and make a **direct impact** on the direction of STAR.

If you are interested—or if you know someone who would be a great fit—please don't hesitate to reach out to me. I would be happy to talk through what these roles entail and how you can get involved.

Thank you all for your continued support, engagement, and commitment to making STAR a strong and thriving association.



Collene Burgess
Chief Executive Officer
cburgess@star.realtor
office: (330) 494-5630

Sincerely,
Collene Burgess
CEO, STAR

it's time to **PAY YOUR DUES**

how we BILL

STAR bills electronically to the email address on file. If you need to update or verify this information contact our Membership Desk:

membership@STAR.Realtor
(330) 494-5630 12:30 pm - 4:30 pm Mon - Fri

how to PAY

FROM YOUR INVOICE

Open the Invoice attached to your dues billing email and scroll down to the bottom for a pay link.

FROM THE MEMBERPLUS APP

Open the MemberPlus App on your phone and pay the balance due from the Billing section on the Dashboard.

ON OUR WEBSITE

Log in to the InfoHub by clicking on Member Login on our website and pay the balance due. Your Username is your email address on file (unless you have changed it).

IN PERSON

Drop payment or mail a check to our STAR Offices.

Mailed payments should be sent to:

Stark Trumbull Area REALTORS
7110 Whipple Avenue NW, Suite B
North Canton, OH 44720

OVER THE PHONE

Card Payments can be made over the phone during business hours. A \$5 Administrative Fee will apply to phone payments.



www.STAR.Realtor

DUES BILLING BREAKDOWN

State & National Dues

\$521

**Billed Nov 5
2026**

Due December 31, 2026

\$25 Late Fee Applies on January 6, 2027
Membership & MLS Access will be suspended
on February 7 for non-payment of dues.

\$295 = Ohio Realtors

\$201 = NAR

\$156 Dues +
\$46 Mandatory Consumer Ad
Campaign Assessment

\$25 = Optional STAR

RPAC Contribution

Local (STAR) Dues

\$225

**Billed May 5
2026**

Due June 30, 2026

\$25 Late Fee Applies on July 6, 2026
Membership and MLS Access will be suspended
on August 4 for non-payment of dues.



www.MLSNow.com | (216) 485-4100

**FREE to Register
Sign-Up TODAY!**

Register on MLS Now Website!

Each Class is Offered for
2 Hours Elective CE Credit EXCEPT
Listing Input.



1:30pm - 3:30pm

at Stark Trumbull Area REALTORS®

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

January 22: Listing Input

The Matrix Listing Input class should be taken by those who have broker permission to input listings. This class will go over how to properly use the input portion of Matrix while following MLS Now rules.

February 19: My Matrix and More

Explore the My Matrix tools, including custom headers and grids, personalized email signatures with photos and links, speedbar shortcuts, team settings, hot sheets for market tracking, and portal notifications to monitor prospect activity.

March 19: Real Reports

Real Reports consolidates tax records, public data, and property insights into a single platform—eliminating the need to jump between multiple systems. The AI-powered features help you translate raw data into client-ready insights, positioning you as the local expert.

April 16: CMA

Learn how to find comps using radius or map searches and create a CMA package with customizable reports, cover pages, and stats—saved under the contact for easy editing, printing, or emailing anytime

May 21: Listing Input

The Matrix Listing Input class should be taken by those who have broker permission to input listings. This class will go over how to properly use the input portion of Matrix while following MLS Now rules.

***Rayse: Showcasing Your Value as a REALTOR®**

Rayse is the all-in-one platform that helps agents deliver the transparency and professionalism today's buyers and sellers expect. You've seen how it works for buyers—now discover the new seller experience with tools like the Seller Services Presentation, Seller Journey, and enhanced reporting. These features make it easy to demonstrate your value from listing to closing.

To learn more, please allow 15 minutes after your class for a brief lesson.

MLS NOW LEARNING



Derby Day SOCIAL with STAR

STAR RPAC Committee presents our Annual
RPAC Auction & Dinner
WED, May 6, 2026

\$65 Dinner Ticket IF PAID BY MAY 1, 2026
\$70 Dinner Ticket at the Door

\$40 of your Dinner Ticket will go toward
your RPAC Investment



5:30 pm Doors Open
6:00 pm Dinner & Auction begins

Glenmoor Country Club
4191 Glenmoor Rd NW, Canton, OH 44718

SCAN CODE to sign up! SCAN the Code or text "LEAD2026" to 76278
to sign up today!

LIVE & Silent Auctions

CASH Bar

Questions? Contact Rich Cosgrove, GAD@STAR.Realtor

REALTOR® Packages

\$1,000 Major Investor

\$300 PAID BY 5/1/2026 WITH \$700
PAID IN FULL BY THE EVENING OF THE EVENT
Major Investor Package Includes:

Eight (8) Dinner Tickets
Table Sponsor Recognition
Program Recognition

\$150 Capitol Club

MUST BE PAID IN FULL BY 5/6/2026
Capitol Club Package Includes:

Two (2) Dinner Tickets



RPAC DISCLAIMER: Statement Restrictions on Foreign Contributions for Ohio Activity. Effective September 1, 2024, Ohio law (ORC 3517.121) prohibits "foreign nationals" from contributing to or spending on Ohio candidates, statewide ballot measures, and electioneering communications ("Ohio Activity"). Organizations, including Ohio REALTORS and its political affiliates (RPAC and ORPAF), cannot knowingly solicit, accept, or use such funds for Ohio Activity. "Foreign nationals" include non-U.S. citizens and foreign entities. On August 31, 2024, the U.S. District Court for the Southern District of Ohio issued a preliminary injunction partially blocking the enforcement of ORC Section 3517.121(A)(2). As such, at this time, Lawful Permanent Residents (LPRs or green card holders) are not included in the definition of "foreign nationals," and LPRs may now contribute to and participate in Ohio political and ballot issue activities. Significant portions of the law remain in effect, particularly regarding other categories of foreign nationals. Non-U.S. citizens, other foreign nationals, and foreign entities may not contribute to Ohio REALTORS, RPAC, or ORPAF for Ohio Activity and should opt out of related voluntary dues assessments. By contributing, you certify that you are a U.S. citizen or national, or LPR (green card holder), and all underlying sources of your contribution are from U.S. citizens or nationals, or LPRs, or entities organized domestically with a domestic principal place of business.

Contributions to RPAC. 26 U.S.C. 162(e) requires that the portion of dues attributable to lobbying and political activities at the Local, State, and Federal levels of government be considered nondeductible for income tax purposes. Contributions are voluntary and are used for political purposes. The RPAC amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. 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. 70% of each contribution is used by your State RPAC to support state and local political candidates; 30% is sent to National RPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. Notwithstanding this general allocation formula, the allocation may change, and all or a portion of your contribution may be allocated to other political accounts maintained by Ohio REALTORS if a contribution exceeds limits under the and/or if a contribution falls outside time limits under 52 U.S.C. 30102.

Non-Deductible Percentages of Dues Payments & Assessments. \$40 of Ohio REALTORS dues is used by Ohio REALTORS to engage in independent political expenditures for purposes of influencing the election or defeat of State or Federal candidates, as well as Local or State ballot issues; this amount is non-deductible for the member's income tax purposes. For the additional dues of \$255 per member, Ohio REALTORS computes 10% or \$25.50 to be non-deductible due to Ohio REALTORS lobbying effort. Total non-deductible for Ohio Realtor dues is \$65.50. For 2024, with dues at \$156 per member, NAR computes 35% or \$55 to be nondeductible for the member's income tax purposes due to NAR lobbying efforts. Please note that the entire \$45 Consumer Advertising Campaign special assessment qualifies as fully deductible.



STAR

Morning Mixer

9:00 am - 11:00 am

Complimentary Coffee and Pastry

Join the STAR Affiliates for a Fun and Relaxing Networking Event!
FREE for STAR REALTOR® Members

Morning Mixer in Stark
at UnionPark Coffee and Cocktails in Canton

4700 Everhard Road NW
Canton, OH 44718

Friday, May 8

Friday, November 13

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- Top of Mind Marketing & SEO
- Lead Gen Traffic & Lead Mgt
- ChatGPT (AI) Integration
- Video Marketing
- Blogging for Success & More

WHEN:

Tue, June 9, 2026, 10:00AM EST

Check-in Opens at 9:45 AM

WEBINAR ID: 881 7785 5335

REGISTER NOW



BED & BREAKFAST

(LUNCH TOO!)



VOLUNTEER, DONATE, and SHINE
with STAR as we Raise Funds to
Sponsor and Build Beds for Kids!



**SLEEP IN HEAVENLY PEACE
TRUMBULL COUNTY**

2525 Larchmont Ave
Warren Ohio 44483

WEDNESDAY

June 10, 2026 from 10am - 1pm

BROKER BATTLE!

Collect the Largest Donation
Donate and Recruit others in your Brokerage
to sponsor the most beds at \$100 each.
June 1, 2026 Deadline for Donations.

DONATE YOUR TIME!

We need LOTS of VOLUNTEERS
Sign Up to Build Beds! Breakfast, Lunch, and Drinks
will be provided. June 3, 2026 Deadline for Volunteers!

SIGN UP TODAY!

**Sign up on our Website to
Sponsor or Volunteer!**



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are provided by
your STAR Affiliates!

QUESTIONS? Reach Out 330.494.5630
or communications@STAR.Realtor

www.STAR.Realtor

Hybrid 3-Hour

ETHICS

*Ethical Excellence in Ohio Real Estate:
Navigating Professional Standards and
Practices*

TUES June 30, 2026

9:00 AM to 12:00 PM

IN Person and Via ZOOM

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

FREE

FOR STAR MEMBERS

\$20 for Non-STAR Members

Credit: This course is certified for 3 hours of State Required ETHICS credit for Ohio Licences.

Per ODRE requirements, attendees must be present 90% of the program.

Registration Deadline: Monday, June 29, 2026

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 Maggie McAbier
Communications@STAR.Realtor | 330.494.5630

SIGN UP TODAY!



Instructor: JAMIE HAREN



www.STAR.Realtor



connect · serve · grow
Stark Trumbull Area REALTORS®
Growth & Outreach Committee

In Your Shoes
The Sophia Capo 
Memorial Foundation

give the gift of life!

BLOOD DRIVE



Join the STAR Growth & Connection Committee in support of the Sophia Capo Memorial Foundation. Be sure to Register in Advance with Vitalant so they can plan ahead!

Details on the STAR Website

Saturday, July 11, 2026

from 9 am - 3 pm

during the Sophie Bowl Flag Football Tournament

Hall of Fame Village Sports Complex

2121 George Halas Dr NW, Canton, OH 44708



SCAN HERE

Sign-Up to Donate Blood!



QUESTIONS? Contact Maggie McAbier via email or phone maggie@STAR.Realtor | 330-494-5630

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2
CHECK HOUSEHOLD MEMBERS



3
ASSESS YOUR RISK

IDENTITY VERIFICATION

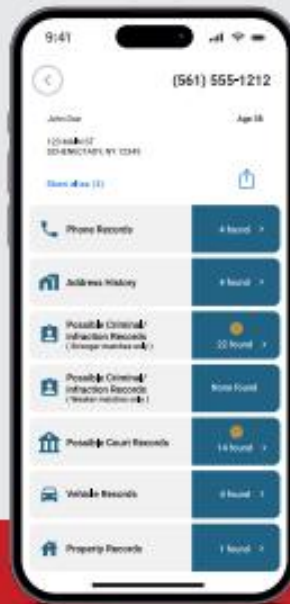
Verify the identity of anyone that is part of the real estate transaction and address potential risks.

KNOW YOUR CUSTOMER

Instant knowledge allows you to better understand your customers and serve them more effectively.

GAIN CLIENT CONFIDENCE

By working to prevent fraud, mitigate risk, and promote safety, you help protect not only yourself, but your buyers and sellers as well.



Search by phone, name, or address
(verify prospect and household members)



Instantly search for criminal history
(criminal records)



Verify financial risks
(bankruptcies, liens, judgments, and foreclosures)



Verify current assets
(properties and vehicles)

**Know your prospect...
in seconds**

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April 2026 GAD Report

Chestnut Run Energy to build large electric plant in Carroll County: CARROLLTON - Chestnut Run Energy wants to build a large natural gas-powered electric plant in Carroll County. State hearings have been scheduled for the proposed \$2 billion project. The 30-acre facility will be southeast of Mobile Road NE and Cobbler Road NE on 240 acres of privately owned land in Washington Township and located a little over a mile northeast of the existing Carroll County Energy plant. It will produce about 1,300 megawatts of electricity or enough to power up to 900,000 homes, according to Chestnut Run Energy. By comparison, Carroll County Energy is a 700-megawatt facility on 77 acres along state Route 9 northeast of Carrollton

Trumbull County residents sign petition to limit size of future data centers in Ohio: NILES, Ohio (WKBN) - Local residents met this morning at Cadence Coffeehouse in Niles for an effort to limit the size of future data centers in Ohio. The group behind it is Ohio Residents for Responsible Development. In Trumbull County, AI data

centers have been proposed in numerous communities, including Hubbard, Lordstown and Niles. Those who signed the petition say they're concerned about how beneficial the data centers will be.

NAR protects members in new settlement: Late Friday, April 10th, the National Association of REALTORS® announced that it had reached a settlement agreement in a class-action lawsuit brought by home buyers. NAR wasn't named in the suit, but the association is delivering on its commitment to protect members and the industry from liability claims related to buyer-agent commissions. The agreement follows the dismissals of several antitrust case over the last nine months and helps ensure that NAR members can confidently go about the business of unlocking the American dream for future generations.



THE BEST LOVE
STORIES START AT
HOME

WE'LL HANDLE THE MORTGAGE.

Chad Loughry
NMLS# 426008
Lucy Staten
NMLS# 62943
Jason Kruger
NMLS# 620077
Valerie Volchko
NMLS# 1106205
Chad Jones
NMLS# 796540
Dave Dennison
NMLS# 2042306
Christine Schell
NMLS# 282286
Jeremy Kruger
NMLS# 3973708
Rachel Latin
NMLS# 842872



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Rich Cosgrove
Government Affairs Director

Contact for: Legislative Affairs, RPAC

<mailto:GAD@STAR.Realtor>
Office: (330) 494-5630



it's time to be
Recognized

STAR is accepting nominations for...
STAR REALTOR of the Year
STAR Affiliate of the Year

If you or someone you know is deserving of these Prestigious Special Awards, Fill out our SIMPLE online Form to make your nomination TODAY!

CONTACT: Collene Burgess (330) 494-5630 with questions today!



www.STAR.Realtor

Special Awards!

Each year STAR Accepts nominations for several Special Awards. If you or someone you know is deserving of one of these Prestigious Special Awards, just click the images (or the links below) to fill out our SIMPLE Online Form!

[CLICK HERE](#) to fill out the online form for our:

- STAR REALTOR of the Year
- STAR Affiliate of the Year

[CLICK HERE](#) to fill out the online form for our:

- STAR Lifetime Achievement Award

Contact Collene with Questions or if you want to know more!

cburgess@STAR.Realtor or (330) 494-5630



it's time to be
Recognized

STAR is accepting nominations for...
STAR Lifetime Achievement Award

If you or someone you know is deserving of this Prestigious Special Award, Fill out our SIMPLE online Form to make your nomination TODAY!!!

CONTACT: Collene Burgess (330) 494-5630 with questions today!



www.STAR.Realtor

calling all LEADERS!

It's **ELECTION TIME** at STAR,
and we want to hear from you!

To be considered for a position on the
STAR Board of Directors, click the link
and complete the application form.

want to know more?
Lets TALK!

Collene Burgess, STAR CEO
cburgess@STAR.Realtor
(330) 494-5630

CLICK THE IMAGE and fill out the
form to be considered for one of
the available positions on the
STAR Board of Directors!

Contact Collene with Questions
or if you want to know more!

cburgess@STAR.Realtor

or (330) 494-5630

e-mail us TODAY!

info@STAR.Realtor



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Taylor.bake@rural1st.com



Derby Day
SOCIAL
with STAR

RPAC Auction & Dinner
WED, May 6, 2026



Stronger partnerships.
Smoother *closing.*

Farmers proudly supports our REALTOR® community with flexible mortgage options, responsive loan officers, and dependable local service.

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Danette Stone - Title Processing
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Attorney Michael Gruber
mgruber@aghattorneys.com

Attorney David Thomas
dthom@mckinley-title.com

2732 Fulton Drive NW
Canton, OH 44718
(330) 497-8883
www.mckinley-title.com



Monthly Market STATS

March 2026

[CLICK HERE](#) to check out our Blog for shareable assets and watch social media for April STATS soon!

Market UPDATE

STARK COUNTY

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



NEW Listings
490



SOLD Listings
294



Average SALE Price
\$251,917



Average MARKET TIME
43 Days

MARCH 2026

THIS INFORMATION IS SOURCED FROM MLS-NOW AND IS DEEMED ACCURATE BUT NOT GUARANTEED.



Market UPDATE

CARROLL COUNTY

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



NEW Listings
41



SOLD Listings
13



Average SALE Price
\$286,761



Average MARKET TIME
67 Days

MARCH 2026

THIS INFORMATION IS SOURCED FROM MLS-NOW AND IS DEEMED ACCURATE BUT NOT GUARANTEED.



Market UPDATE

TRUMBULL COUNTY

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



NEW Listings
206



SOLD Listings
139



Average SALE Price
\$204,116



Average MARKET TIME
77 Days

MARCH 2026

THIS INFORMATION IS SOURCED FROM MLS-NOW AND IS DEEMED ACCURATE BUT NOT GUARANTEED.



Membership Report April 2026

New Salespersons

Mary Richards, *KW Chervenik Realty*
Patricia DeDent, *Howard Hanna*
Richard Longaberger, *Howard Hanna*
Gerald Ariyasingam, *KW Chervenik*
Bonnie Scarpino, *Icon Real Estate Services*
Matthew Gardner, *Great Move Realty*
Angel Robles, *Kelly Warren & Associates*
Austin Rovnak, *EXP Realty*
Lynne McCauley, *XRE Realty*
Carmesha Hightower, *KW Legacy Group*

New Secondary Member

Richard Kloth, *Glasshouse Realty*

New Secondary Office

Glasshouse Realty, *Richard Kloth*

Office Transfers

Marcus Williams, *KW Legacy Group*
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Mykaela Alabakovski, *KW Legacy Group*
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Baby Boomers Remain Largest Share of Home Buyers as First-Time Buying Falls to Record Low

Published April 16, 2026 | NAR Newsroom

WASHINGTON (April 15, 2026) – Baby Boomers remained the largest generational group of home buyers this year, while the share of first-time buyers fell to the lowest level on record, according to the [2026 Home Buyers and Sellers Generational Trends](#) report from the National Association of REALTORS®.

The report examines the similarities and differences among recent home buyers and sellers across generations¹. Among all home buyers in the past year, the generational breakdown was as follows:

- **Gen Z:** 4% (up from 3% last year)
- **Millennials:** 26% (down from 29% last year)
- **Gen X:** 25% (up from 24% in 2025)
- **Baby Boomers:** 42% (unchanged from last year)
- **Silent Generation:** 4% (unchanged from last year)

First-time buyers made up just 21% of all home buyers, down from 24% in the previous survey and the lowest share since NAR began collecting the data in 1981. Among buyers in each generation, the share who were first-time purchasers was:

- **Younger Millennials:** 60% (down from 71% last year)
- **Older Millennials:** 33% (down from 36% last year)
- **Gen X:** 21% (up from 20% last year)
- **Younger Boomers:** 8% (down from 9% last year)
- **Older Boomers:** 4% (unchanged from last year)
- **Silent Generation:** 3% (down from 5% last year)

“The housing market remains sharply divided between homeowners with equity and first-time buyers trying to break in—many of whom are younger Millennials,” said NAR Deputy Chief Economist Dr. Jessica Lautz. “For many younger households, affordability challenges and limited inventory are still making homeownership difficult to achieve.”

Millennials continue to lose market share overall. However, older Millennials are leveraging equity to become move-up buyers. These older Millennials had the highest median household income of any generation at \$132,700, bought the largest homes with a median of 2,100 square feet, and were far less likely to be first-time buyers than younger Millennials.

“Older Millennial buyers are now entering middle age, and with that comes a shift,” Lautz said. “This cohort is now the highest-earning generation of home buyers, buys the largest homes and is most likely to have children living with them. Those traits were once more commonly associated with Gen X buyers, who are now increasingly looking toward empty-nesting and retirement.”

Multigenerational homes are declining in overall market share. Across all buyers, 14% purchased a multigenerational home (down from 17% last year), with top reasons including caring for aging parents, cost savings, and adult children moving back home. Among buyers in each generation, the share who purchased a multigenerational home was:

- **Younger Millennials:** 9% (up from 7% last year)
- **Older Millennials:** 14% (up from 12% last year)
- **Gen X:** 19% (down from 21% last year)
- **Younger Boomers:** 14% (down from 15% last year)
- **Older Boomers:** 11% (down from 13% last year)
- **Silent Generation:** 16% (down from 21% last year)

Among Gen Z home buyers, the youngest generation in the market, key findings include:

- 35% of Gen Z buyers were single females—the highest share among all generations
- 17% of Gen Z buyers were unmarried couples—the highest share among all generations

“What stands out about Gen Z is how confidently they’re beginning to define homeownership for themselves,” Lautz said. “They may still be a small share of the market, but they’re already challenging old assumptions about who buys a home and when. For many of these buyers, marriage and children are no longer the defining milestones before a home purchase. The driving force is simply the desire to own a home of their own.”

On the selling side, Baby Boomers also remained dominant, making up 55% of all home sellers. Across all generations, sellers typically stayed in their homes for 11 years before selling, while Younger Millennials sold after five years and Older Boomers typically sold after 15 years. “Baby Boomers are at a point in life when they have the flexibility to move, often with housing equity to help purchase their next home,” Lautz said. “In earlier years, Baby Boomers—like Millennials today—may have moved because of a job change or the need for a larger home. Today, many Baby Boomers are embracing choice and moving to be closer to friends and family, to downsize, or to retire and enjoy a work-free lifestyle.”

Baby Boomers Remain Largest Share Cont...

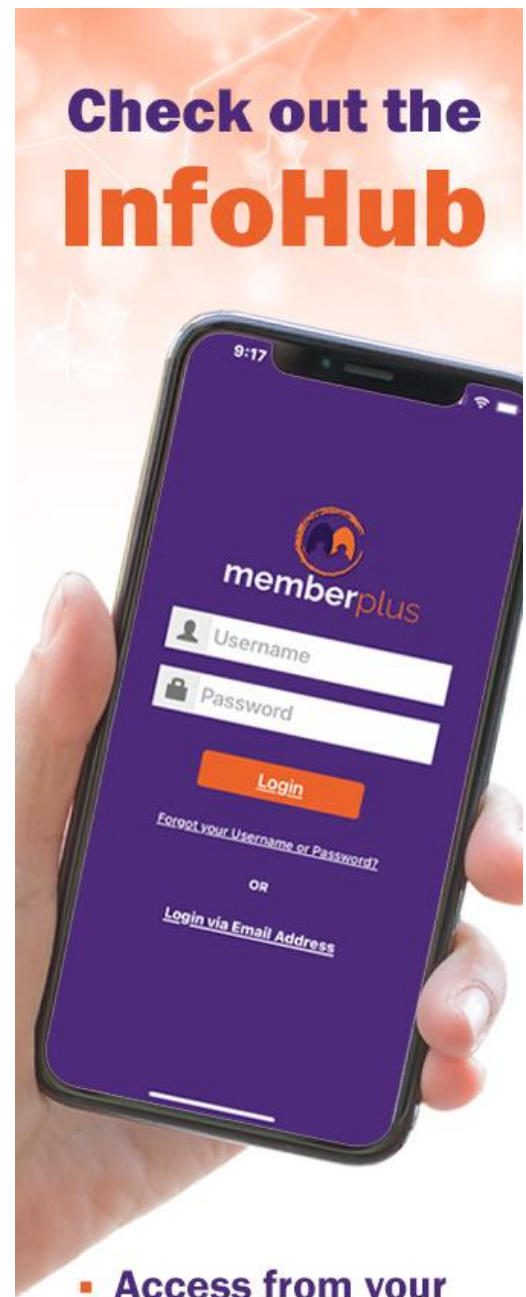
Even as generational patterns differ across the market, buyers and sellers alike continue to rely heavily on real estate agents.

Eighty-eight percent of all buyers purchased their homes through an agent. Buyers continued to show strong confidence in their agents, with 91% saying they would use their real estate agent again or recommend them to others. This was especially strong among Older Boomers (90%) and the Silent Generation (92%).

On the selling side, 91% of sellers worked with an agent, and homes typically sold for a median 99% of the final list price. Among sellers, Older Millennials were the most likely to use an agent at 92%. Younger Millennial sellers were among the strongest performers on price, with 19% selling for 101% to 110% of list price and 11% selling for more than 110% of list price.

Methodology

NAR mailed a 120-question survey to 173,250 recent home buyers in July 2025 using a random sample weighted to be representative of sales across geographic areas. Home buyers had to have purchased a primary residence between July 2024 and June 2025. The survey received 6,103 responses from primary residence buyers. After accounting for undeliverable questionnaires, the survey had an adjusted response rate of 3.5%. Data gathered in the report is based on primary residence home buyers. According to the REALTORS® Confidence Index, 84% of home buyers purchased as primary residences in 2024, accounting for 4,746,000 homes sold that year (new and existing homes combined). Using that calculation, the sample at the 95% confidence level has a confidence interval of $\pm 1.25\%$.



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