



STAR Network News

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



Rich Cosgrove
2021 STAR President

President's Message

December 2021

Fellow STAR REALTORS®, this is my last message to you as your president. This is a bitter-sweet time as I have had the opportunity to meet so many of you over the course of my time at the association. Many years ago, when I first became licensed, I thought about what the local association does for me and why I pay dues?

As the president, I wanted to do everything within my power to answer that question for all REALTOR® members. I know it is a cliché; however, my goal was to leave the association in a better place than when I first arrived. I feel I have done that with the help of the board. Without the amazing volunteers that make up the board, we could not have been so successful.

We have consolidated two associations during the last two years, forming a 1,400 plus member association that encompasses 3 counties. In addition, we hired a Government Affairs Director, which is a huge win for our members. We are only 1 of 6 associations in the State to have a GAD. This will elevate our presence as REALTORS® throughout all the areas we serve. It gives us an opportunity for politicians and municipalities to see STAR as the voice of local real estate.

We have been able to add to our member benefits with FOREWARN. This app

allows agents and affiliates to do a background check on potential clients before arriving to meet with them. We have all heard horror stories of REALTORS® who have been assaulted, mugged, murdered, etc. This app is a tool to help keep REALTOR® members safe, and STAR was the 2nd association in the entire State of Ohio to bring it to our members. By being financially responsible and with the help of our affiliates, this app is offered as part of your dues dollars without requiring an increase.

One of my favorite activities was bringing in a consultant from NAR to help us with our strategic plan. The two days spent with the board members and the consultant helped shape our path. It turned out to be an unexpected team-building exercise where we were able to see how each board member enhanced the association and leadership team. We were able to grow as an association because of it.

So many changes have come from following our 2019 strategic plan, and there is more to come.

In the final half of 2021, we have seen some staff changes. Change is always hard and never comfortable. However, change is inevitable. I am very happy to report that after a national search we have hired a CEO. Collene Burgess, who has

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President's Message Continued...

been with the association for over 16 years and filled in as our acting CEO for the last several months. The presidential advisory committee interviewed four possible candidates and presented their findings to the board. The board voted, and Collene Burgess was hired as our new CEO. I am so excited to see Collene in this position and can't wait to see what new heights the association is elevated to under her leadership.

I encourage all members, no matter how long you have been a REALTOR®, to get involved at some association level. You never know how much you may help shape another person's life through community outreach, become engaged with politics through the legislative committee, or become our next association president. If you had asked me when I became licensed if I would

ever get involved in the local association, my answer most likely would have been no. The association has made me a better person both professionally and personally. I have been able to grow, travel, and lead amazing people.

Thank you for the opportunity.

Upcoming Classes & Events

1
DEC

Wine with the GAD | [More info](#)
4pm - 6pm
North Canton Office
7110 Whipple Avenue NW Ste B
North Canton, OH 44720

11
DEC

Breakfast with Santa | [More info](#)
9am - 12pm
Maps Air Museum
2260 International Parkway
North Canton, OH 44720

15
DEC

Conversations with your Congressman | [More info](#)
8:30am - 10:15am
Hippodrome
150 High Street NE
Warren, OH 44481

24
27
DEC

Association Closed for the Holidays

31
DEC
3
JAN

Association Closed for the Holidays

The Warren STAR Office will be closed December 20 - 23 for our 2022 STAFF Planning Session in N. Canton. You will still be able to reach Warren staff via phone or email during that time.

Have a Safe & Happy Holiday Season!

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www.STAR.Realtor

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The GAD's Corner...

Fairness of legislative districts has been a topic of discussion for decades. With many viewpoints stemming from concerns around compactness and competitiveness. Frequently the term gerrymandering was used to describe the redistricting process and both legal scholars and citizens questioned whether current congressional districts adequately represented Ohio.

With growing concerns around legislators picking their voters versus voters picking their legislators, a citizen driven ballot initiative, Issue 1 The Congressional Redistricting Procedures Amendment, was enacted. With the passage of Issue 1, Ohio's Congressional districts must be contiguous, compact, and maintain community interest. Keeping in mind these goals and the political makeup of Ohio, the Ohio General Assembly introduced three bills, two in the Ohio Senate (S.B. 237 and S.B. 258) and one in the Ohio House (H.B. 479) that included three maps seeking to accomplish fair districts.

After months of public comment and weeks of legislative hearings S.B. 258 became the legislative vehicle for congressional redistricting reform. On November 20, 2021, Governor Mike DeWine signed the legislation

comprised of 15 districts that included a 12-2 split in favor of Republicans and one swing district comprised of Summit and Medina counties. Due to the bill not receiving bipartisan support the Congressional Maps will be effective for four years rather than ten.

Under the new maps Mahoning, Trumbull, and Stark counties remain whole for the first time in several decades. REALTOR® members in Stark County will be represented by Congressman Bob Gibbs and REALTOR® members in the Mahoning Valley and Carroll County will be represented by Congressman Bill Johnson. With compact districts and fewer members representing the area we will be able to speak with a more unified voice.

STAR encourages you to get involved with our Legislative Affairs Committee and RPAC as we work to advocate for policies that promote home ownership and protect private property rights. STAR members will have a chance to speak directly with Congressman Bill Johnson on December 15th at our upcoming Conversations with a Congressman. We look forward to hosting Congressman Johnson in Warren and will be extending an invitation to Congressman Gibbs to engage with members in early 2022.



Kayla Atchison

Stark Trumbull Area REALTORS®
Government Affairs Director
katchison@STAR.Realtor

With nearly a decade of public policy and political experience, Kayla brings a wealth of knowledge and professionalism to the role.

Kayla is a proud graduate of the University of Akron where she received her Bachelor of Arts in Political Science, Philosophy, and Economics.



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Obituaries

Stark Trumbull Area Realtors extends its deepest sympathies.

Ronald D. Howard (1946- 2021)

Ronald D. Howard, a STAR member passed away November 3, 2021. He was a Canton resident for 61 years. He was a trusted and well- respected real estate agent for 50+ years and was most recently employed with Hayes Realty in Canton, OH.

STAR Dues Update

Dues Billing has gone out for State & National Dues, and must be paid by December 31, 2021 to avoid a late fee.

You can easily pay your dues online by accessing the Member Section of our website [CLICK HERE](#) to access.

Questions? Please contact Heather Pyers (330) 494-5630 or via email at membership@STAR.Realtor



If you have received an email from STAR or from your Broker/Manager in the past month, you likely need to complete this requirement. **PLEASE REACH OUT if you are unsure!**

[CLICK HERE](#) to check your COE STATUS, or to take COE training through the NAR Website.

Questions? Please contact Trisha Adams (330) 494-5630 or via email at tadams@STAR.Realtor

Get Involved!

STAR needs your involvement and ideas to make our association the best it can be! [CLICK HERE](#) to visit our website and get involved with your STAR Committees!

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STAR Shaker

Shaker Event Highlights!

We had a great turn out for the Shaker event held at the M-Bar in North Canton, November 9th. REALTORS® and Affiliates socialized and networked as they enjoyed drinks and delicious food.

There were two prize giveaways for our REALTOR members. The prizes were a quarter page add in the Canton Repository and a \$25 gas card. Be sure to join us at our next Shaker event in February 2022!



October 2021

Stark, Carroll & Trumbull
County Stats

Stark County

New Listings: 1,112

Average Days on Market: 32

Average Sale Price: \$192,289

Homes Sold: 549

Carroll County

New Listings: 112

Average Days on Market: 83

Average Sale Price: \$274,484

Homes Sold: 34

Trumbull County

New Listings: 731

Average Days on Market: 56

Average Sale Price: \$150,786

Homes Sold: 281

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Meet your STAR Staff

Listed Left to Right

Heather Pyers
Membership & Communications Administrator

Collene Burgess
Chief Executive Officer

Trisha Adams
Education & Events Administrator

Kayla Atchison
Government Affairs Director





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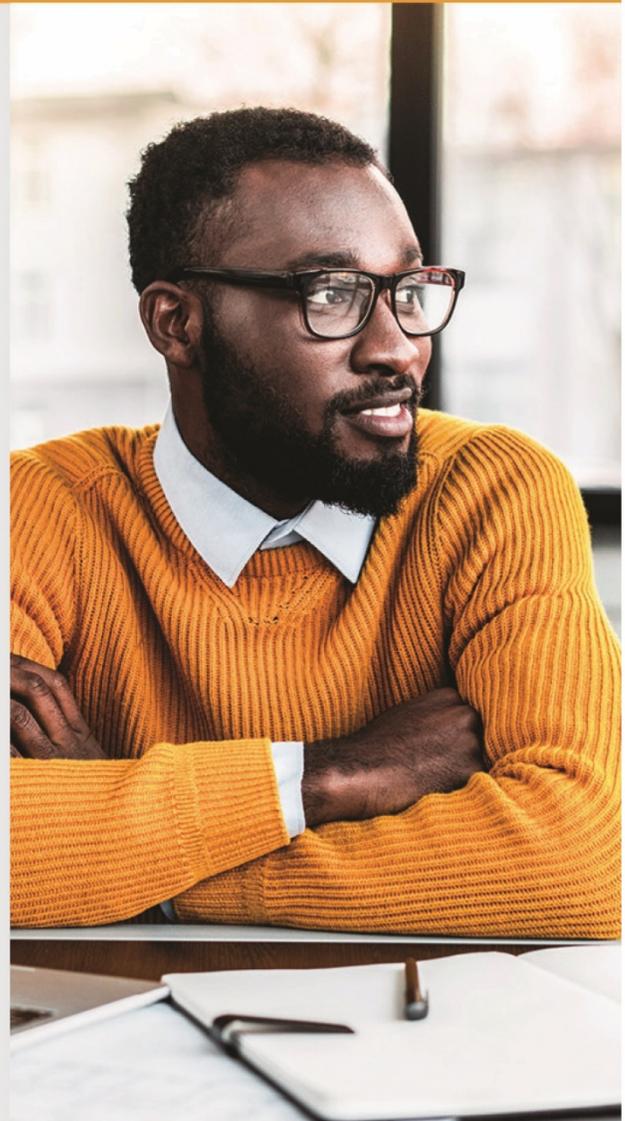
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Collene Burgess

Stark Trumbull Area REALTORS®
Chief Executive Officer

Have questions or ideas to share?
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at cburgess@star.realtor or give me a
call at (330) 494-5630. My door and
ears are always open.

The CEO Update...

It is my pleasure and honor to serve the Stark Trumbull Area REALTORS® as your CEO. I started at the Arizona Association of REALTORS® when I was 19 years old as a receptionist and worked my way up over the past 30 years to this point in my life.

Although I do not have the traditional background of a CEO, my 16 years of experience with the Association and ability to listen and learn has given me the skills necessary to lead this organization.

My path in life has not always been easy but I have had the great fortune of working with incredible and brilliant individuals along the way.

I look forward to this opportunity to help lead our Association and with the help of great STAR Staff, Board of Directors, Affiliates, and REALTORS®, we can accomplish anything.

I ask that you please be patient with the staff and me as we work behind the scenes brainstorming on ideas that will soon become a reality to make STAR an incredibly successful association.

Thank you to President Rich Cosgrove and President-Elect Marlin Palich for seeing a spark in me and giving me a chance to lead this association. I promise that great things are to come.

One of my goals is to get more membership participation on our committees and offer some incentives for volunteering your time, so please [CLICK HERE](#) to visit our website and fill out the 2022 Committee Request Form.

Please help us, help you become a shining STAR!

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Please Join Us for our Annual Installation and Award Ceremony on December 8, 2021

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La Pizzeria

3656 Dressler Rd NW, Canton

11:15am Registration

COST IS \$25

Family Style Lunch

RSVP by December 3rd

\$Cash Bar\$

Register by paying with PAYPAL at www.wcrstark.org
(select "Business Resource Meetings")

2022 Officers

President: Melanie Kidder

Treasurer: Fran Mucci

Membership Director: Christine Schell

President Elect: Debi Zeren

First Vice President: Robyn Clark

Program Director: Ginger Kuhn



Women's Council of
REALTORS[®]
Stark County

STAR Membership Report - November 2021

New Salespersons

Angela Carlile - Tanner Real Estate
 Ashley Beal- BHHS Stouffer Realty
 Heidi Harris- Cutler Real Estate
 Gena Van Orsdale - Howard Hanna
 Kylie Nelson - EXP Realty
 Jeffrey Ullom - McDowell Homes RE
 Lisa Watkins - KW Legacy Group
 Martha Maple - Cutler Real Estate
 Valeria Glean - Principi Realty

Office Transfer

Charlotte Finney- Real Living Volpini Realty
 Donald Newell Jr - EXP Realty
 Jen Zeiger - KW Chervenik Realty
 Jessica Van Ryzin - EXP Realty
 Natalie Baker - Howard Hanna
 Nicole Hansen - Real Living Brokers Rlty Grp
 Rachel Wolfe - McDowell Homes RE
 Shonda Davis - Keller Williams Legacy Grp Rlty
 Trena Harrison - KW Legacy Group

Reinstating Member

Seloni Khetarpal - Hayes Realty

Membership Cancellations

Alicia Mills
 Brianna Gugov
 Constance Tarr
 Heather Schopp
 Jack Davis
 Katherine Noble
 Linda Booker
 Marissa Armstrong
 Melissa Porter
 Michelle Sears
 Michael Hall
 Ronald Howard
 Seth Reed
 Shannon Weber
 Theresa Peer
 Tracy Wanner
 Wade Foltz
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Toby Hoy
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4 Hot Tips to Generate More Incoming Referrals

From the REALTOR Magazine, by Gina Rautenberg

A 30-year industry veteran, Gary Rogers has always been focused on generating income from incoming and outgoing referrals and has even had years where 40% of his production has been attributed to referrals.

In his session on generating agent-to-agent referrals at the 2021 REALTORS® Conference and Expo in San Diego, Rogers shared how real estate professionals can prioritize referrals as a source of business and make them feel more meaningful and personal.

First, he shared four top tips for generating incoming referrals.

1. Go deep, not wide, when making connections. When meeting colleagues at a real estate conference, Rogers said, "Some cards go in my left pocket, some cards go in my right pocket." The audience laughed, recognizing that he was dividing the cards up based on which were worth keeping, and which would be discarded later.

While it is sometimes tempting to share a card with everyone you meet, Rogers said, that defeats the purpose of exchanging business cards at all. They are meant to be a way to facilitate further communication after an initial connection. "Today, if I can't talk to the person, I am not going to give them the card," said Rogers. "I'd rather go deep and make a connection." He recommends speaking with fellow attendees before offering a business card to them

2. Create referral business cards. Rogers does still believe in the value of business cards. He even urges REALTORS® to create a separate set that they use for networking with other agents and brokers. Referral business cards should include:

- One line that reminds the recipient who you are.
- A visual or text explainer of your exact market area.
- A nod to your experience, awards, or credibility.
- An easy, clear way to contact you.

3. Set up a referral website. If agents are serious about making referrals a primary funnel for their business, Rogers also recommends they create a dedicated website for referral business. The website should:

- Have an easy-to-remember URL.
- Share specifics about your market.
- Help you become memorable,
- with details on your life, hobbies, and interests.

Last, Rogers reminded the audience, be sure that your website includes testimonials from agents who have referred you and from clients who were sent to you by referral.

4. Customize your directory profile. Referral directories may seem outdated, said Rogers, but they are still widely used by many agents. If you belong to a referral directory, go beyond the bare minimum when filling out your profile. If there is space for a bio, write it in a way that makes you more interesting than the others in your market. Furthermore, make it clear that you are still active, because many directories don't weed out agents who have retired or left the industry.



Gary Rogers shares how real estate professionals can prioritize referrals during his session at the REALTORS® Conference & Expo.

Place Stronger Outgoing Referrals

When it comes to placing outgoing referrals, Rogers' primary advice is to show that you're taking that role seriously. The easiest ways to do this are to:

- Interview the client to determine what they need and what type of agent would best suit their needs.
- Research and interview a few agents to determine who would be the best fit by market, personality, and specialty.
- Tell the referral agent that you will be checking in to ensure that they have sufficiently serviced the lead.
- Follow up with your contact to see if they had a good experience with the agent you referred.

This is more work than referring agents typically put in, said Rogers. But the effort has a two-fold advantage. By front-loading the work for the referral agent, the deal is more likely to close and generate referral income. Secondly, the client will be more likely to use the referral agent when they recognize the work and thought put into making the connection.

Forge Deeper Connections

Referrals don't have to be an impersonal process, Rogers said.

He recalled a time when he spoke with a dog breeder who was relocating to South Carolina. He went to a referral directory and found three agents in the area. After doing a bit more research on them, Rogers was surprised to find that one was a dog breeder as well, and he made the connection.

"They're best friends to this day," he said. "They still talk about how they met, and I've received three referrals back from that agent as a result."

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