



# 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

#### In this Issue:

Classes & Events	2
CEO Report	3
Membership Report	8
GAD Report	12
Communications Report	13
Words and Phrases Leaders Should Avoid	14

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](mailto:cburgess@STAR.Realtor)

**Trisha Adams**  
Communications Director  
[tadams@STAR.Realtor](mailto:tadams@STAR.Realtor)

**Brook Harless**  
Government Affairs Director  
[GAD@STAR.Realtor](mailto:GAD@STAR.Realtor)

**Candice Likely**  
Administrative Assistant  
[membership@STAR.Realtor](mailto: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

# are you NEW to STAR?



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

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

### Orientation Dates

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



**Sign-Up TODAY!**

While you find the home you love,  
we're here to help finance it!

#### Farmers offers:

- Fixed Rate Mortgages
- Variable Rate Mortgages
- Lot Loans
- Construction Loans
- Home Equity Loans and Lines of Credit
- Jumbo Financing

Download the  
Farmers Mobile  
Mortgage App



- Easy payment calculation
- Safe document uploads from your phone
- Message your loan officer instantly and get updates as you go

**FARMERS**  
NATIONAL BANK

1.888.988.3276 | farmersbankgroup.com



## 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,  
Grievance, Arbitration & Mediation,  
Sponsorship/Advertising, Affiliates,  
Media Relations

[cburgess@star.realtor](mailto:cburgess@star.realtor)  
office: (330) 494-5630

## PUMPHREY-HAMEL INSURANCE

HOME • AUTO • BUSINESS • LIFE • BONDS

**(330) 837-3848**

CALL or SCAN the CODE  
for your Custom Quote



YOUR INDEPENDENT INSURANCE AGENCY

**Kendra Hamel, Owner**



**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**

**SIGN UP TODAY!**



**Course Instructor**  
**KATIE McCARTNEY**  
**REALTOR®, CRS, & SRES®**



**www.STAR.Realtor**

# We're your **LOCAL LENDERS**



**Lori Fetter**  
VP, Branch Manager  
NMLS: 832832  
OH: MLO.040203.000  
**330.715.1320**



**Brittany Adams**  
Senior Loan Officer  
NMLS: 2299851  
OH: MLO-OH.2299851  
**216.704.0615**



**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**  
Senior Loan Officer  
NMLS: 134546  
OH: MLO.031660.001  
**330.760.2254**



**Sarah Cole**  
Senior Loan Officer  
NMLS: 79345  
OH: MLO.021156.003  
**216.855.1199**



**Keegan Fetter**  
Loan Officer  
NMLS: 1673268  
OH: MLO.055644.000  
**330.571.2749**



**Medina**  
3995 Medina Road, Suite 210  
Medina, Ohio 44256  
**Apply online at**  
[ruoff.com/lending-centers/medina](http://ruoff.com/lending-centers/medina)

Ruoff Mortgage Company, Inc., d/b/a Ruoff Mortgage, is an Indiana corporation. For complete licensing information visit <http://www.nmlsconsumeraccess.org/EntityDetails.aspx?COMPANY/141688>. This is not an offer for extension of credit or a commitment to lend. All loans must satisfy company underwriting guidelines. Information and interest rate are subject to change at any time and without notice. Equal Housing Lender. NMLS#141688. 01232024

## Local trust. National scale.

And the tech to put it to work for you.



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

**Repository | LOCALiQ**



**CSB** The Commercial & Savings Bank

*Home loans made simple!*

**APPLY TODAY >**

**STEVE STRUCKEL**  
Mortgage Loan Originator

Member **FDIC**   
NMLS ID# 697445

# are you **NEW** to **STAR?**



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

**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

**STAR**  
**AFFILIATES**  
Your Partners in Business

**Sign-Up TODAY!**



**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](http://www.STAR.Realtor)**



# BEACON TITLE AGENCY

## Real Estate Title & Escrow Services

4505 Stephen Cir NW, Ste 104  
Canton, OH 44718

Phone 330.492.3090  
Fax 330.493.9079  
docs@beacontitle.com

AT BEACON TITLE, SERVICE ISN'T EVERYTHING...IT'S THE ONLY THING!



For a better home buying experience,  
choose the **Mortgage Pros** at  
Pursuit Lending Group!

NMLS  
248396

**Mike Lokie**  
Branch Manager  
330.280.3387  
mlokie@pursuitlendinggroup.com



NMLS  
248398

**Brian Winkler**  
Branch Manager  
330.573.7110  
bwinkler@pursuitlendinggroup.com



*"We Go  
the  
Extra Mile!"*

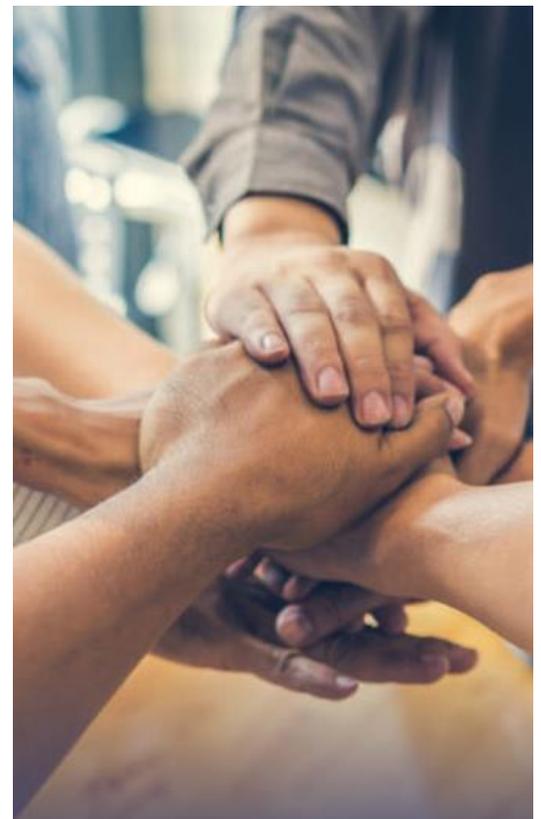
Pursuit Lending Group, a division of GVC Mortgage, Inc. All rights reserved. NMLS# 2334 (www.nmlsconsumeraccess.org). 600 Corporation Dr Ste 200, Pendleton, IN 46064. This is not a commitment to lend. Borrowers must qualify. Program guidelines are subject to change without notice. Loans not available in all states. Pursuit Lending Group is not acting on behalf of HUD, FHA, or any other federal or state government agencies. Call 317.437.4463 for details.

## 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**



[www.STAR.Realtor](http://www.STAR.Realtor)

# 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  
Brittany Wills  
Adam Marshall  
Erika Jegede  
Michaela Grate  
Diane Lahmers  
Jack Davis

FIRST | MERIDIAN  
TITLE AGENCY

# ALWAYS PUTTING YOU FIRST

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

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



**Candice Likely**  
*Administrative Assistant*

Contact for: Membership & Dues Inquiries,  
FOREWARN, Supra

[Membership@STAR.Realtor](mailto:Membership@STAR.Realtor)

Office: (330) 494-5630



**OHIO  
REALTILE**

YOUR NORTHEAST OHIO TITLE COMPANY

**MARY HOGUE-SCOTT**  
TERRITORY MANAGER

4512 DRESSLER ROAD NW  
CANTON, OHIO 44718

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

| www.ohiorealtile.com |



**HELP US WITH OUR  
YEAR ROUND  
STAR RPAC  
BASKET DONATIONS!  
ACCEPTING  
DONATIONS  
NOW  
and...ALL  
YEAR LONG!**



**Contact Brook Harless  
gad@STAR.Realtor  
(330) 494-5630**

**717 provides the key to homeownership**

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



**Amy Upton**  
Mortgage Loan Consultant  
NMLS# 436009

2301 State Route 59, Kent, OH 44240

phone: 330-372-8354  
mobile: 330-675-9120  
fax: 330-372-2500  
email: aupton@717cu.com





Respectfully. Yours.



**Do buying or building  
a home right.**

**DollarBank®**  
Let's get you there.

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

Equal Housing Lender. Member FDIC.  
Copyright © 2022, Dollar Bank, Federal Savings Bank.  
MOR059\_22



# 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,  
so register TODAY!



QUESTIONS: Contact Brook Harless, Government Affairs Director  
via email or phone GAD@STAR.Realtor | 330.494.5630

[www.STAR.Realtor](http://www.STAR.Realtor)

**Ron Brothers, CPI**

InterNACHI® Certified Professional Inspector®  
Ohio-Licensed Home Inspector #OH2023005419

**Office: 855-988-DART**

**Cell: 330-257-6674**

**rjbrothers@precision-inspections.net**

**www.pdidart.com**

**Make a  
Decision with  
Help from  
Precision**

**Precision  
Dwelling  
Inspections llc**

INTERNACHI® CERTIFIED



**TITLE  
PROFESSIONALS**  
Group, LTD

**Premier Provider of Title and  
Escrow Services in Northeast Ohio**

*We Value Our Clients!*

8790 E. Market St, Ste 300 | Warren, OH 44438  
330-392-7780

45 Manor Hill Drive, Suite 500 | Canfield, OH 44406  
330-286-4191

[www.titleprogroup.com](http://www.titleprogroup.com)



**LAURISA ROSADO**  
Business Development  
Representative

440-417-5597  
[laurisa@titleprogroup.com](mailto:laurisa@titleprogroup.com)

**Your Go-To  
Resource**



**It's Your Choice**

**Choose Us For Your Next  
Real Estate Transaction!**

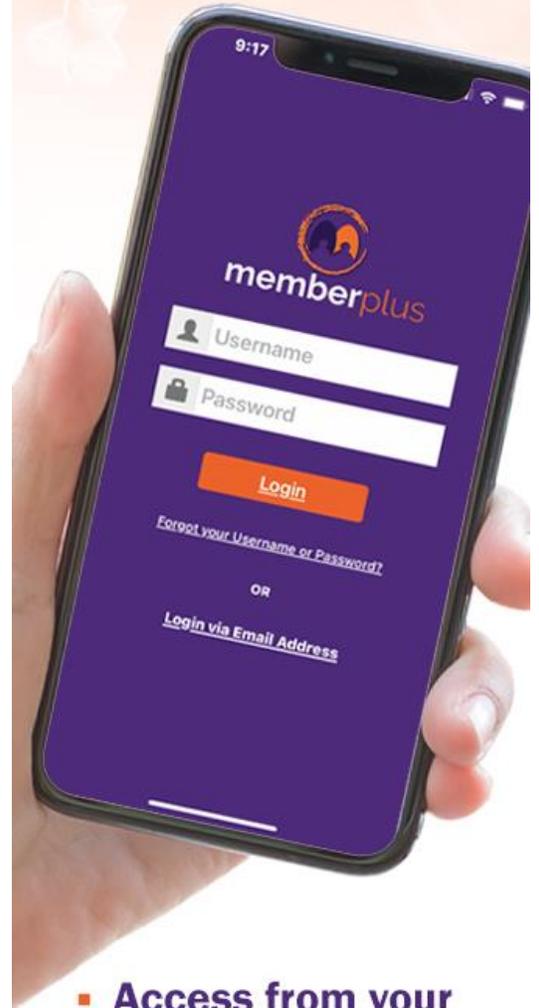
**330-479-3000**

[www.PTAGENCYINC.com](http://www.PTAGENCYINC.com)



SCAN ME

**Check out the  
InfoHub**



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

**GET connected  
TODAY!**

## 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](mailto: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!**



**www.STAR.Realtor**

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](mailto: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](mailto:tadams@STAR.Realtor)!

If you have Communication Questions, Concerns, or Suggestions email [Trisha](mailto: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**

THIS INFORMATION IS SOURCED FROM MLS NOW AND IS DEEMED ACCURATE BUT NOT GUARANTEED.  
© 2022-24 STARK TRUMBULL AREA REALTORS®. ALL RIGHTS RESERVED. EQUAL HOUSING OPPORTUNITY.



## 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

**JANUARY 2024**

THIS INFORMATION IS SOURCED FROM MLS NOW AND IS DEEMED ACCURATE BUT NOT GUARANTEED.  
© 2022-24 STARK TRUMBULL AREA REALTORS®. ALL RIGHTS RESERVED. EQUAL HOUSING OPPORTUNITY.



## 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

**JANUARY 2024**

THIS INFORMATION IS SOURCED FROM MLS NOW AND IS DEEMED ACCURATE BUT NOT GUARANTEED.  
© 2022-24 STARK TRUMBULL AREA REALTORS®. ALL RIGHTS RESERVED. EQUAL HOUSING OPPORTUNITY.



## McKINLEY TITLE AGENCY, INC.

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

Janice Rich - Title Agent/ Office  
Manager  
[jrich@mckinley-title.com](mailto:jrich@mckinley-title.com)

Wendy Barrick - Title  
Agent/Escrow  
[wbarrick@mckinley-title.com](mailto:wbarrick@mckinley-title.com)

Danette Stone - Title Processing  
[dston@mckinley-title.com](mailto:dston@mckinley-title.com)



Attorney Michael Gruber  
[mgruber@aghattorneys.com](mailto:mgruber@aghattorneys.com)

Attorney Jamie Haren  
[jharen@aghattorneys.com](mailto:jharen@aghattorneys.com)

Attorney David Thomas  
[dthom@mckinley-title.com](mailto:dthom@mckinley-title.com)

Does your title company measure up? With over 40 years of experience in providing a full range of insurance, closing and other residential, commercial and development title services in all 88 Ohio counties, McKinley Title has the solution to your most complicated title situation.



**Trisha Adams**  
Communications Director

Contact for: Website inquiries, Social Media, Communication & Newsletter, Continuing Education, Code of Ethics, Sponsorship/Advertising, Affiliates, Community Outreach, Norma L Good Scholarship

[tadams@STAR.Realtor](mailto:tadams@STAR.Realtor)

Office: (330) 494-5630

# 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

# STAR AFFILIATES

Your Partners in Business

## PLATINUM Level



## GOLD Level

Stonegate Title Agency  
Huntington Bank

## SILVER Level

American Title Associates Agency  
Linkhorn Inspection  
MCTV  
Pumphrey Hamel Insurance  
Prime Lending

## BRONZE Level

Barry Sigler Inspections  
DVP Media Solutions, LLC  
Guaranteed Rate Mortgage  
Fairway Independent Mortgage  
Rural 1st

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.