

Amy McConnell 2025 STAR President

## In this Issue:

Classes & Events

5

CEO Report

GAD Report

9

Housing STATS

1/2

Membership Report

13

Baby Boomers Regain Top Spot as Larges Share of Home Buyers

15

## **Contact Us**

## Collene Burgess

Chief Executive Officer <a href="mailto:cburgess@STAR.Realtor">cburgess@STAR.Realtor</a>

#### Trisha Adams

Communications Director <u>tadams@STAR.Realtor</u>

#### Maggie McAbier

Communications & Education Administrator maggie@STAR.Realtor

#### Rich Cosgrove

Government Affairs Director <u>GAD@STAR.Realtor</u>

#### Candice Likely

Administrative Assistant membership@STAR.Realtor



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

## **President's Message**

2025 | April

## Join STAR's Growth & Outreach Committee for an Impactful Event: "Bed & Breakfast (and Lunch Too!)"

Are you ready to make a difference in the lives of children in need? STAR is excited to announce a new and meaningful way to give back to our community. On May 21, 2025, from 9 AM to 2 PM, we're replacing our annual Breakfast at the Park with something even more impactful—our "Bed & Breakfast (and Lunch Too!)" Volunteer & Sponsorship Event!

We are partnering with the Trumbull County chapter of Sleep in Heavenly Peace (SHP), a national 501(c)3 organization dedicated to ensuring that no child sleeps on the floor. Right now, 482 children in Trumbull County do not have a bed to call their own. We have the power to change that, but we need YOUR help!

## **Two Ways to Get Involved**

## 1. The Broker Challenge - Rally Your Team & Sponsor a Bed!

Are you ready for a little friendly competition? Gather your brokerage and take on the challenge to sponsor the most beds at \$100 per bed. Every bed sponsorship provides a child with a safe and comfortable place to sleep, complete with a mattress, bedding, and a pillow.

The brokerage that sponsors the most beds will win a FREE lunch for your office (up to \$500 value)! Step up, challenge your peers, and make an incredible impact!

## 2. Build Day Crew - Roll Up Your Sleeves and Join Us!

Looking for a hands-on way to give back? Join us on Build Day to help assemble beds for children in need! No experience? No problem! All tools and materials will be provided, and our SHP partners will guide you through the process.

## **President's Message...continued**

2025 | April

In addition to the rewarding experience of building beds, all volunteers will enjoy breakfast, lunch, drinks, and a FREE STAR SHINE T-shirt, courtesy of the STAR Affiliate Committee.

## **Why This Matters**

Every night, hundreds of children in our own community are going to sleep on the floor, on couches, or in unsafe sleeping arrangements. Something as simple as a bed can make a world of difference for a child's well-being, self-esteem, and ability to focus in school.

Sleep in Heavenly Peace has already changed the lives of so many children, and now it's our turn to step up and help. By sponsoring a bed or participating in Build Day, you're giving a child more than just a place to sleep—you're giving them comfort, security, and hope for a brighter future.

## **How to Sign Up**

We need YOU to make this event a success! Whether you're signing up as a brokerage to sponsor beds or volunteering to build, your contribution will leave a lasting impact.

## To sponsor a bed or register for Build Day, [Insert link].

Let's come together as a STAR community and show what real estate professionals can do when we work together for a great cause. Let's build beds, build community, and build brighter futures!

We can't wait to see you there! Amy





## **Classes & Events**

Scroll through the newsletter for FLYERS for all our events which provide the MOST INFO for you!

## **APRIL**

Growth & Connection Committee   Staff Liaison: <u>Trisha Adams</u>
Leg. Affairs / RPAC Committee   Staff Liaison: Rich Cosgrove
YPN Committee   Staff Liaison: Candice Likely
Affiliate Committee   Staff Liaison: Collene Burgess / Trisha Adams
OFFICES CLOSED   Good Friday
REGISTER NOW Trumbull County Shaker at Cork & Cap
STAR OFFICE CONSTRUCTION BEGINS Offices Closed to Walk-in Visits - Please Contact Us if you need schedule an in person appointment.
REGISTER NOW ZOOM Continuing Education Class   3 Hour CORE LAW
Growth & Connection Committee   Staff Liaison: Trisha Adams
REGISTER NOW Stark County Shaker at MBar
YPN Committee   Staff Liaison: Candice Likely
Affiliate Committee   Staff Liaison: Collene Burgess / Trisha Adams
REGISTER NOW on our Givesmart Site Annual RPAC Auction in Warren
REGISTER NOW
BED & Breakfast Volunteer & Fundraising Event

## **JUNE**

JUNE 9	Growth & Connection Committee   Staff Liaison: Maggie McAbier
JUNE 11	Leg. Affairs / RPAC Committee   Staff Liaison: Rich Cosgrove
JUNE 12	YPN Committee   Staff Liaison: <u>Candice Likely</u>
JUNE 13	Affiliate Committee   Staff Liaison: Collene Burgess / Maggie McAbier
JUNE 19	OFFICES CLOSED   Juneteenth
JUNE 26	ZOOM Ethics CE Class - Information coming soon!



Spend your money on CE that actually makes you a better agent.



to



#### https://starrealtor.TheCEShop.com

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.

# BELLA BREAKFAST (LUNCH TOO!)



Stark Trumbull Area REALTORS®
Growth & Outreach Committee

**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

May 21, 2025 from 9am - 2pm

## **BROKER BATTLE!**

**Collect the Largest Donation** 

Donate and Recruit others in your Brokerage to sponsor the most beds at \$100 each. May 9, 2025 Deadline for Donations.

The Brokerage who sponsors the most beds wins Lunch up to \$500 at their office sponsored by Farmers National Bank

## **DONATE YOUR TIME!**

We need LOTS of VOLUNTEERS

Sign Up to Build Beds! Breakfast, Lunch, and Drinks will be provided. Every Volunteer gets a FREE T-shirt!

May 16, 2025 Deadline for Volunteers!

## **SIGN UP TODAY!**

Sign up on our Website to Sponsor or Volunteer!

SLEEP IN HEAVENLY PEACE ®



Food, Drinks, & Volunteer T-shirts are provided by your STAR Affiliates!

Your Partners in Business

QUESTIONS? Reach Out 330.494.5630 or communications@STAR.Realtor

www.STAR.Realtor

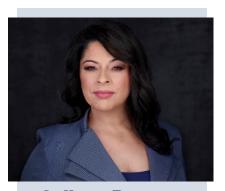
## A Note from the CEO

## **Exciting Transformations Ahead at the STAR Office!**

We're thrilled to announce that major renovations at the STAR office will begin on Friday, April 25 and continue through June 9. These improvements reflect our continued commitment to serving you—our valued members—with a space that is modern, functional, and designed to meet evolving member needs.

During the renovation period, the STAR office will be closed to walk-in visitors. We kindly ask that members schedule an appointment in advance if you need to visit in person. Our staff remains available and ready to assist you via phone or email.

In addition, all May meetings typically held at the STAR office will either be hosted virtually via Zoom or relocated off-site. Committee chairs and group leaders will provide specific details for your meetings.



**Collene Burgess**Chief Executive Officer

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

#### What's in the Works?

The STAR Board of Directors saw this renovation as a unique opportunity to reimagine our space and deliver more value to our members. Here's a sneak peek at what's coming:

- A spacious, fully updated meeting room that can accommodate 75-100 attendees-perfect for larger office meetings, trainings, and events.
- A sleek, open-concept layout featuring a kitchen, island with barstool seating, and a state-of-the-art audio/visual system with four strategically placed monitors throughout the room.
- Keyless entry access for approved after-hours events, allowing members to hold meetings even when STAR staff is not on site.
- We believe these upgrades will make the STAR office a go-to destination for business meetings, continuing education, networking, and more—and we can't wait to welcome you into the new space!

## Coming Soon: STAR Social Media Room

As part of our renovation efforts, we're also building a dedicated Social Media Room designed to help you grow your presence and content with ease. This space will include a green screen, professional lighting, desk and chairs, and all the bells and whistles needed to create high-quality videos, virtual presentations, and more. More details on how to book and use this exciting new member benefit will be coming soon!

#### STAR Local Dues Reminder

Don't forget–STAR Local Dues will be sent to your email the first week of May. The dues remain \$225, a rate that has not changed since 2019, and are due by June 30.

Keep an eye on your inbox, and as always, feel free to contact us with any questions. Thank you for your continued support and patience as we work to create a better STAR for all. Stay tuned for renovation updates, photos, and announcements as the project unfolds!



# Welcome New STAR STAFF Member Maggie McAbier | Communications & Education Administrator

STAR is excited to welcome Maggie McAbier our Staff. Maggie began her role as our new Communications & Education Administrator on April 1. 2025. Maggie has this to share with our members.

"Hi Everyone! My name is Maggie McAbier, I'm 23, and I'm thrilled to be joining this amazing team! Outside of work, I love spending time outdoors and attending concerts. I'm really looking forward to getting to know all of you!"



## **Rumble in Trumbull**

## at Cork & Cap

3225 Elm Rd NE Warren, OH 44483

Tuesday, April 22 Tuesday, August 19



## **After Dark in Stark**

## at MBAR in Canton

5260 Dressler Road Canton, OH 44718

Tuesday, March 11
Tuesday, May 6
Tuesday, September 9
Tuesday, October 28

**RSVP TODAY! www.STAR.Realtor** 

# Z 3-Hour CORE LAW



"National and Ohio Real Estate Core Law"

## FRIDAY

April 25, 2025 9:00 AM to 12:15 PM



■ Virtual Class via ZOOM

FOR STAR MEMBERS \$20 for Non-STAR Members Registration Open to All!

#### Credit:

This course is certified for 3 hours of State Required CORE LAW credit for Ohio Licencees.

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

You will be charged a \$20 No Show Fee if you do not cancel your reservation 24 hours prior to the event per STAR Policy.

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

**SIGN UP TODAY!** 



Instructor: KATIE McCARTNEY REALTOR®, CRS, & SRES®

www.STAR.Realtor



\$40 Dinner Ticket IF PAID BY MAY 9, 2025

## \$45 Dinner Ticket at the Door

\$25 of your Dinner Ticket will go toward your RPAC Investment

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

**DiLucia's Banquet Hall** 2610 Elm Road, Warren, OH 44483



## RSVP by 12 pm on Friday, May 9, 2025

Any cancellations not received 24 hours PRIOR TO the event will be billed the cost of dinner.

Questions? Contact Rich Cosgrove, GAD@STAR.Realtor

## REALTOR® Packages

\$1,000 Major Investor

\$300 PAID BY 5/9/2025 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 5/14/2025 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 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 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

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.

## **April 2025 GAD Report**

On March 26, 2025 Ohio REALTORS held the annual REALTORS at the Rotunda event and this year was the highest turnout for attendance yet. Over 300 Ohio REALTOR members attended the event and STAR had great representation with 13 members in attendance.

The morning started off with a meet and greet brunch where STAR members met with Senator Al Cutrona, Ohio House of Representatives Jodi Salvo (District 51) and Matt Kishman (District 50). Our conversations included Senate Bill 155 which would require real estate wholesalers to provide a written disclosure to an owner separate from the purchase agreement disclosing their interest in the property, other certain information, and recommend the owner seek legal advice before entering into a sales agreement. Failure to provide such a disclosure will allow the seller to exit the wholesalers purchase agreement at any time before closing without penalty.

We also met with Senator Jane Timken and Ohio House of

Representatives Scott Oelslager where we discussed the high cost of property taxes for those on a fixed income as well as the housing inventory shortage and the cost of building. To date, there have been over 40 bills introduced to help with these issues.

The day flew by between meetings with our legislators and the panels held at the Riffe Center. The panel discussions were focused on how to help Ohioans with the costs of increasing property taxes, inventory shortages, zoning reform, and building costs. The day was a huge success and shows how much REALTORS advocate for consumers by helping our legislators to propose legislation that helps Ohioans with housing affordability, promotes private property rights and protects homeowners from predatory practices.

## **Sign-up for our Annual RPAC Auction!**

Scan the Code to Sign up or Sponsor!









# 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



**Government Affairs Director** 

Contact for: Legislative Affairs, RPAC

mailto:GAD@STAR.Realtor

Office: (330) 494-5630

APRIL 2025 | PAGE 9



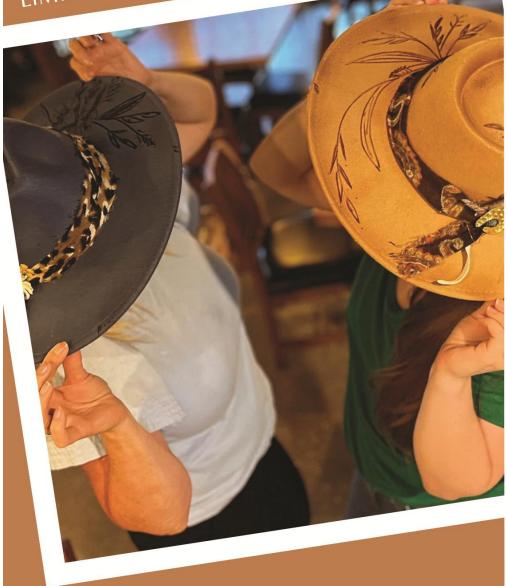












COST: \$65 INCLUDES HAT AND A GLASS OF WINE S&M WINERY: 2022 LOCUST ST, CANAL FULTON APRIL 9TH 6:30PM
REGISTER AT <u>HTTPS://WCRSTARK.ORG/EVENTS/</u>

## **Plant the Seeds of Homeownership This Spring!**















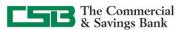








1840 Town Park Blvd Ste D, Uniontown, OH 44685



## **CUSTOM** SOLUTIONS

FOR EVERY PHASE OF HOMEOWNERSHIP

csb1.com

- Home Loans
- Home Equity Loans & Lines of Credit
- Land Loans
- Home Improvement Loans
- Construction Loans
- Refinances





Steve Struckel Mortgage Loan Originator steve.struckel@csb1.com NMLS ID# 697445

Give me a call 330.415.0783

**APPLY TODAY** 





YOUR TRUSTED TITLE COMPANY FOR 38 YEARS!

## **Monthly Market STATS**

February 2025

**CLICK HERE** to check out our Blog for shareable assets and watch social media for January STATS soon!

## MarketUPDATE

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



**NEW Listings** 362





Average SALE Price \$256,152



Average MARKET TIME 43 Days



**NEW Listings** 



## MarketUPDATE









\$196,095



Average MARKET TIME 63 Days

**FEBRUARY 2025** 



## MarketUPDATE



**NEW Listings** 14

**SOLD Listings** 

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



**Average SALE Price** \$238,510



Average MARKET TIME 81 Days

FEBRUARY 2025 THIS INFORMATION IS SOURCED FROM MLS-NOW AND IS DEEMED ACCUL

www.STAR.Realtor



## Membership Report | March 2025

## New Salespersons

April Hetrick, KW Legacy Group
Alexia Potts, RE/MAX Infinity
Erika Caillet, McDowell Homes
Jacob Carlson, Century 21 DeAnna Realty
Katie Bloom, KW Chervenic Realty
Mark Gollon, Charles G. Snyder
Natasha Woods, KW Chervenic Realty

#### Office Transfers

Mary Rodenbucher, Real of Ohio
Jacob Santone, Realty ONE Group Refined
Anna Myers, Realty ONE Group Refined
Justice Bolyard, Pikus Real Estate & Prop Mgt
Xavier Mottice, KW Legacy Group
Matthew Geissinger, RE/MAX Infinity

#### Transfer from Another Board

Kristie Briggs

#### New Secondary Member

Amanda Herman, Realty ONE Group Refined

#### **Dropped Members**

Jasmine Smith Grant Waters Zachary Kulow Madison Wilber Michelle Rucci Edward VanCise Peter Leckonby



# Renovations at the STAR office will begin on Friday, April 25 and continue through June 9

We will be closed to Walk-In Visits, and all In-Person Meetings will be held via ZOOM during the renovation window. These improvements relect our continued commitment to serving our valued members with a space that is modern, functional, and designed to meet evolving member needs.

**Questions? Contact Collene Burgess <u>cburgess@STAR.Realtor</u>** 



## **Candice Likely, Administrative Assistant**

Contact for: Membership & Dues Inquiries, FOREWARN, Supra, YPN

Membership@STAR.Realtor



www.ohiorealtitle.com

## 7 17 provides the key to homeownership

7 17 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.

CREDIT



## THE TRUSTED PARTNER OF REAL ESTATE PROFESSIONALS



AMERICANTITLESOLUTIONS.COM
4974 HIGBEE AVE. STE 202

CANTON, OH 44718







## Approval in 1 day, close in 10.\*\*



#### **Brad Campbell** Partnership Branch Manager



O: (330) 968-1052 C: (330) 418-0014 Brad.Campbell@rate.com rate.com/bradcampbell

Operating as Guaranteed Rate, Inc. in New York. 520 S. Main St., Office 2511, Akron, OH 44311

\* Rate's Same Day Mortgage promotion offers qualified customers who provide certain required financial information/documentation within 24 hours of locking a rate on a mortgage loan the opportunity to receive a loan approval within 1 business day of timely submission of documentation and does not suggest that the borrower will receive funding on the same day as their application submission. Rate cannot guarantee that a loan will be approved or that a closing will occur within a specific timeframe. Applicant subject to credit and underwriting approval. Restrictions apply. Visit Rate.com/same-day-mortgage for terms and conditions.

\*\*Closing disclaimer: Assumes a "Clear to Close Loan Commitment". Rate cannot guarantee when a closing will occur. Not eligible for all loan or residence types. Property must

qualify for Appraisal Waiver, borrown restrictions and requirements apply. er must meet underwriting conditions and opt in to AccountChek. Not all borrowers will be approved. Additional employs

EDICAL HOUSING LENDER Brad Campbell NMLS #210585 Restrictions apply. Guaranteed Rate, Inc. dba Rate; NMLS #2611; For licensing information visit nmlsconsumeraccess.org. OH - MB 804160



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



Business Development Representative

440-417-5597 laurisa@titleprogroup.com

> Your Go-To Resource





## **Orientation Dates**

Thursday, February 20 Thursday, July 17 Thursday, August 21 Thursday, November 20



Sign-Up TODAY!

## **Baby Boomers Regain Top Spot as Largest Share of Home Buyers**

Published April 1, 2025 | NAR Newsroom

## **Key Highlights**

- Baby boomers account for 42% of all home buyers, while millennials fall to 29% (down from 38% from one year ago).
- Multigenerational home buying is on the rise, with Generation X leading the trend.
- Half of older boomers and 40% of younger boomers are purchasing homes entirely with cash.

WASHINGTON (April 1, 2025) - In a shift that underscores changing dynamics in the housing market, baby boomers now make up the largest generational group of home buyers, according to the National Association of Realtors®.

NAR's 2025 Home Buyers and Sellers Generational Trends report, which examines the similarities and differences among recent home buyers and sellers across generations1, found that the combined share of younger boomers (ages 60-69) and older boomers (ages 70-78) rose to 42% of all home buyers in the past year. Millennials dropped to 29% of all buyers - down notably from 38% a year ago. Generation X buyers (ages 45-59) held steady at 24%.

"In a plot twist, baby boomers have overtaken millennials - the largest U.S. population - to become the top generation of home buyers," said Jessica Lautz, NAR deputy chief economist and vice president of research. "What's striking is that half of older boomers and two out of five younger boomers are purchasing homes entirely with cash, bypassing financing altogether."

While older buyers were more likely to pay cash, younger generations were much more likely to rely on financing and family support. More than 90% of buyers 44 years and younger financed their home purchase. Twenty-seven percent of younger millennials (ages 26-34) and 13% of older millennials (ages 35-44) cited a gift from a relative or friend as one of the sources for their down payment.

The report revealed that 24% of recent home buyers were purchasing for the first time, a significant drop from 32% last year. First-time buying was most common among younger millennials (71%), while older millennials are now more likely to be repeat buyers.

"Older millennials are buying bigger and newer homes with larger down payments than their younger counterparts," Lautz added. "This shift reflects the increasing role of equity in enabling repeat purchases, especially among older generations, while younger buyers continue to face affordability challenges."

Generation X home buyers continued to lead all generations with a median household income of \$130,000, followed by older millennials at \$127,500.

Seventeen percent of all home buyers purchased a multigenerational home – up from 14% last year. Generation X led the way, with 21% choosing multigenerational living, followed by younger boomers at 15%.

"Gen Xers are today's sandwich generation," said Lautz. "They are purchasing multigenerational homes to accommodate aging relatives, children over the age of 18 and even for cost savings. While Gen X are purchasing at the highest household incomes, they may still feel the squeeze as they aim to find a home that serves everyone."

Meanwhile, Generation Z - though still a small segment of the market (3% of all buyers) - had the highest share of single-female home buyers at 30%, and like millennials, they tend to purchase older homes compared to other age groups.

"Gen Z is slowly entering the housing market with the lowest household income and they're more likely to be single than other buyers," Lautz noted.

Nearly nine out of 10 buyers (88%) purchased their homes with the help of a real estate agent. Younger millennials (90%) were the most likely to use an agent. Referrals remain the primary method most buyers use to find their agent. Referrals by friends, neighbors or relatives were higher among younger millennials (54%) and older millennials (42%) compared to older generations, which were more likely to work with an agent they had previously used to buy or sell a home.

The overwhelming majority of buyers - 88% - said they would use their real estate agent again or recommend them to others. This sentiment was even

## **Baby Boomers...continued**

stronger among Generation X buyers (91%) and those in the Silent Generation (93%), underscoring the enduring value of professional guidance across generations.

On the selling side, baby boomers again dominated, accounting for 53% of all sellers. Across all generations, sellers stayed in their homes for a median of 10 years. Younger millennials remained more mobile, typically selling after five years, while older boomers sold after 16 years.

Ninety percent of home sellers worked with a real estate agent, and homes typically sold for 100% of the final list price. Younger millennials were the most likely to use an agent (94%) and often saw the strongest returns - 27% sold their homes for 101% to 110% of the list price, and 13% sold for more than 110% of the list price.

## Methodology

NAR mailed a 127-question survey to 167,750 recent home buyers in July 2024 using a random sample weighted to be representative of sales on a geographic basis. Home buyers had to have purchased a primary residence home between July 2023 and June 2024. The survey received 5,390 responses from primary residence buyers. After accounting for undeliverable questionnaires, the survey had an adjusted response rate of 3.2%.

#### About the National Association of Realtors®

As America's largest trade association, the National Association of Realtors® is involved in all aspects of residential and commercial real estate. The term Realtor® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of Realtors® and subscribes to its strict Code of Ethics. For free consumer guides about navigating the homebuying and selling transaction processes - from written buyer agreements to negotiating compensation - visit facts.realtor.

1 Survey generational breakdowns: Generation Z: (ages 18-25); younger millennials (ages 26-34); older millennials (ages 35-44); Generation X (ages 45-59); younger boomers (ages 60-69); older boomers (ages 70-78); and the Silent Generation (ages 79-99).



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

Daniel Thomas - Escrow danielthomas@mckinley-title.com

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

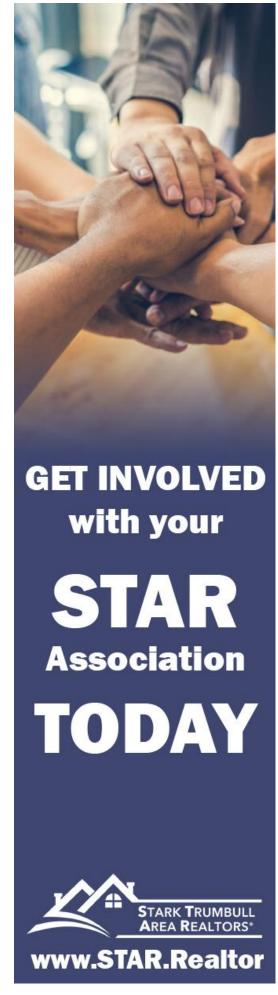
Attorney Michael Gruber mgruber@aghattorneys.com

Attorney David Thomas dthom@mckinley-title.com

2732 Fulton Drive NW Canton, OH 44718

(330) 497-8883







## **PLATINUM Level**

























## **GOLD Level**

Huntington Bank

## **SILVER Level**

ALCOVA Mortgage American Title Associates Agency CF Bank First Federal Community Bank

## **BRONZE** Level

Barry Sigler Inspections Pumphrey-Hammel Insurance Rural 1st



get YOUR eKEY® NOW from MLS Now

Supra eKEY® is one many services included with your *MLS Now* membership. Claim your account today...

# DON'T WAIT UNTIL YOU'RE AT THE DOOR!

- Access Supra Lockboxes from your phone.
- Real Time Listing details
   & Showing Instructions.
- Access to Lockboxes without Cell Service.
- Open the lockbox with your Apple Watch®.
- Notify trusted contacts if you are in an unsafe situation with built-in Agent Alert.

Join the One Million Real Estate Professionals across the U.S. & Canada who trust the Supra System



**Get Started TODAY!**