



Amy McConnell
2025 STAR President

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STAR Monthly News

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

President's Message

2025 | July

Cutting Through the Noise: The Real Story on Inventory, Prices & Opportunities for Clients

As professionals in the real estate industry, we know how important it is to lead our clients with clarity, data, and confidence—especially in a market where headlines often cause more confusion than clarity. This month, we're focusing on equipping our STAR members with the talking points, tools, and support to cut through the noise and turn uncertainty into opportunity.

What's Really Happening with Inventory?

There's been a flood of media coverage lately around rising housing inventory, with some outlets suggesting a significant market shift. While it's true that inventory has increased slightly in some areas, it's critical to understand—and help clients understand—that we are still well below historical norms.

- *Nationally, inventory remains 34% below pre-2019 levels.* While listings may be up from last year, the broader context shows we're still operating in a low-inventory market. It's a great time to pull your own MLS comparisons from **2018 or 2019** to show your clients what's truly happening in our local Stark, Trumbull, and surrounding markets.

Why 2019 Is the Best Baseline for Market Comparisons

It's tempting for clients—and even agents—to compare today's market to the past few years. But **2020 through 2022 were far from normal.** In fact, those years created what many experts refer to as a **once-in-a-lifetime housing anomaly.**

- **COVID-era market conditions were artificial and extreme.**
 - Historically low interest rates, fueled by emergency Fed policies, spurred a dramatic surge in demand.
 - Remote work and lifestyle changes led to widespread relocations.
 - Inventory dropped to all-time lows while demand exploded, leading to bidding wars, price spikes, and unprecedented competition.

Comparing today's more normalized market to that peak-level activity creates a **false perception of decline.** But the truth is: **we're not seeing a drop—we're seeing a correction back to stability.**

- **2019 reflects a healthy, balanced market.**
 - It was the last "typical" year before the pandemic disrupted housing patterns.
 - Inventory, pricing, and interest rates were moving at a sustainable pace, giving us a more accurate foundation for comparison.
- Using 2019 as a reference helps agents explain to clients: *"Yes, things have changed—but we're still historically undersupplied, and demand is holding strong."*

- Educating clients through this lens is key.

- *Buyers* who are holding out for price drops may not realize that today's market is still competitive by historical standards.
- *Sellers* may feel like they "missed the peak," but homes continue to appreciate at a healthy rate, and many buyers are active.

When you compare today's numbers to 2019 instead of 2021 or 2022, the data makes much more sense—and paints a much more optimistic picture.

Home Prices: Stabilizing, Not Falling

Another common concern clients are voicing is pricing. Some buyers are holding out, hoping for a price drop. But the data paints a very different picture.

- *Prices aren't falling—they're leveling out.* After years of double-digit growth, we're finally seeing more balanced conditions. That doesn't mean homes are losing value. It means the rate of growth is returning to a healthy pace.
- *Forecasts project 3-5% growth in 2025.* Many markets, including ours, are still seeing steady appreciation. Buyers waiting for prices to drop significantly may be disappointed—and end up paying more in the long run due to rising rates or competition.

Re-engaging Hesitant Buyers

Now is a key time to revisit conversations with buyers who paused their search during the frenzy. With increased inventory and stabilized pricing, they may have more negotiating power and a better shot at getting the home—and the terms—they want.

- *Remind clients that waiting can be costly.* Time is money in real estate. If buyers wait for a market "crash"

that isn't coming, they risk missing their window to build equity, lock in a reasonable rate, and find the right home.

- *Let the data speak.* When clients are hesitant, facts can help bring focus. Show them side-by-side comparisons of prices, appreciation trends, and days on market from 2019 and today. This can help them move forward with clarity.

Support That Helps You Lead with Confidence

You're not alone in navigating these conversations. Partnering with trusted mortgage professionals can help you strengthen your message and simplify the math for clients who are stuck.

- *Need help translating market data into client-friendly terms?* Mortgage partners are a great resource for helping explain affordability, monthly payments, and the long-term value of buying now vs. later. Don't hesitate to lean on your network.
- *We're stronger together.* Whether you're preparing for a tough pricing conversation or strategizing around buyer financing, we encourage you to collaborate with mortgage partners who can reinforce your message with credibility and precision.
- **Bottom Line: Now is the Time to Act**
- This market rewards the prepared, the informed, and the strategic. While the noise out there can be overwhelming for clients, STAR members are in a unique position to bring clarity and value.

- ✓ Inventory is rising, but still historically low compared to 2019
- ✓ Prices are stable and expected to grow.
- ✓ We are in a normalized market, not a collapsing one.
- ✓ You don't have to navigate it alone – support is available. .

Take Action This Month

As we move through the summer months, let's use this moment to:

- Reconnect with buyer leads who stepped away during the frenzy.
- Educate sellers on current conditions and advantages of listing now.
- Use 2019 stats to reset expectations and provide honest perspective.
- Collaborate with your mortgage and industry partners to build stronger strategies.
- Stay connected with your brokerage and each other for resources, insights, and support.

Your clients are looking for trusted guidance—and you're exactly who they need.

Let's keep leading the way.

—Amy McConnell, 2025 President

STAR – Stark Trumbull Area Realtors

Classes & Events

JULY

- JULY 4 OFFICES CLOSED | Independence Day
- JULY 7 Growth & Connection Committee | Staff Liaison: [Maggie McAbier](#)
- JULY 9 Leg. Affairs / RPAC Committee | Staff Liaison: [Rich Cosgrove](#)
- JULY 10 YPN Committee | Staff Liaison: [Candice Likely](#)
- JULY 10 [REGISTER NOW](#)
MLS NOW CE Course | Buyer Basics
7110 Whipple Ave NW, Suite B, North Canton, OH 44720
- JULY 11 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Maggie McAbier](#)
- JULY 12 [REGISTER NOW](#)
Sophie Bowl | Blood Drive
Hall of Fame Village Sports Complex | 2121 George Halas Dr NW,
Canton, OH 44708
- JULY 17 [REGISTER NOW](#)
STAR In Person Orientation
7110 Whipple Ave NW, Suite B, North Canton, OH 44720

AUGUST

- AUG 4 Growth & Connection Committee | Staff Liaison: [Maggie McAbier](#)
- AUG 6 Leg. Affairs / RPAC Committee | Staff Liaison: [Rich Cosgrove](#)
- AUG 8 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Maggie McAbier](#)
- AUG 13 [REGISTER NOW](#)
IN PERSON Continuing Education Class | 2 Hour SOCIAL MEDIA
MARKETING
- AUG 14 YPN Committee | Staff Liaison: [Candice Likely](#)
- AUG 19 [REGISTER NOW](#)
Trumbull Shaker at Cork and Cap | 5:00 pm – 7:30 pm
3225 Elm Rd NE Warren, OH 44483
- AUG 28 [REGISTER NOW](#)
ZOOM Continuing Education Class | 3 Hour BROKER
RESPONSIBILITIES

SEPTEMBER

- SEPT 1 OFFICES CLOSED | Labor Day
- SEPT 8 Growth & Connection Committee | Staff Liaison: [Maggie McAbier](#)
- SEPT 9 [REGISTER NOW](#)
Stark Shaker at MBar | 5:00 pm – 7:30 pm
5260 Dressler Rd Canton, OH 44718
- SEPT 10 Leg. Affairs / RPAC Committee | Staff Liaison: [Rich Cosgrove](#)
- SEPT 11 YPN Committee | Staff Liaison: [Candice Likely](#)
- SEPT 12 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Maggie McAbier](#)
- SEPT 26 [REGISTER NOW](#)
Chili Cook Off | 11:30 pm – 1:00 pm
The Barrel Room | 7901 Cleveland Ave NW North Canton, OH 44720



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A Note from the CEO

Building a Stronger STAR for You

As we move through the year, I want to share a few exciting updates and opportunities that directly impact you as a valued member of STAR. We're currently in the process of remodeling our office space to better serve you. The goal isn't just cosmetic—this renovation is about creating a more functional, welcoming environment for meetings, classes, and member engagement. We're designing a space that reflects the professionalism of our members and supports the growing needs of our association. We can't wait to welcome you in once it's complete.

On the financial side, STAR continues to operate with transparency and long-term sustainability in mind. We've worked hard to keep your local dues fair and manageable. Every dollar is thoughtfully allocated to provide real value—whether that's continuing education, advocacy, networking events, or operational improvements like our remodel. Your dues are an investment in your business, and we take that responsibility seriously.

Under the leadership of our 2025 President, **Amy McConnell**, and with the continued support of our dedicated Board of Directors, STAR is thriving. Amy has done a tremendous job guiding the association with professionalism, heart, and vision. Together, this leadership team is actively demonstrating the value of STAR membership—through smart decision-making, increased member engagement, and a renewed focus on delivering meaningful benefits to you.

Looking ahead, we're encouraging more members to get involved in shaping the future of STAR. One of the best ways to do that is by applying to serve on the Board of Directors. It's a chance to lend your voice, contribute your ideas, and help guide the direction of our

association. We're looking for members from all backgrounds and levels of experience who are passionate about the profession and want to make a difference.

We're also continuing to streamline our operations behind the scenes. By automating more of our workflows and simplifying our systems, we're making STAR more efficient—so you get quicker responses, clearer communication, and a more seamless member experience. These changes allow our small but mighty team to focus more on you, and less on paperwork.

At STAR, our mission is simple: support our members and strengthen the real estate profession in Stark, Carroll and Trumbull Counties. Whether you've been with us for years or just joined, I want you to know that your membership matters. You are not just part of this association—you are what makes it thrive.

I encourage you to stay engaged, share your feedback, and consider stepping into a leadership role. STAR's future is being built right now—and we want you to be part of it.



Collene Burgess
Chief Executive Officer

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

Warm regards,
Collene Burgess
CEO, Stark Trumbull Area
REALTORS®

An advertisement for Farmers National Bank. The background shows a family of four (a man, a woman, and two children) sitting on a couch in a bright, modern living room. The text is overlaid on the image. At the top, it says "While you find the home you love, we're here to help finance it!". Below that, a blue box lists "Farmers offers:" including Fixed Rate Mortgages, Variable Rate Mortgages, Lot Loans, Construction Loans, Home Equity Loans and Lines of Credit, and Jumbo Financing. To the right, a white box promotes the "Farmers Mobile Mortgage App" with features like easy payment calculation, safe document uploads, and instant messaging with loan officers. At the bottom, the Farmers National Bank logo is on the left, the phone number 1.888.988.3276 and website farmersbankgroup.com are in the center, and the Member FDIC logo is on the right.

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- Home Equity Loans and Lines of Credit
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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

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June 26: 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.

July 10: Buyer Basics

Learn how to add a new contact, set search criteria for automatic emails via the Client Portal, and manage prospect details—including editing criteria, tracking emails, scheduling tasks, stopping auto emails, deleting contacts, and using reverse prospecting.

August 14: 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.

September 11: Realist: Using Tax Data

Learn how to get more from Realist tax data, including report views, sorting, search tips, flood and assessor maps, neighbor profiles, label downloads, finding comps (even with zero results), setting preferences, and using mortgage calculators.

October 16: 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.

November 6: Buyer Basics

Learn how to add a new contact, set search criteria for automatic emails via the Client Portal, and manage prospect details—including editing criteria, tracking emails, scheduling tasks, stopping auto emails, deleting contacts, and using reverse prospecting.

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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 12, 2025

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

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



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- **ChatGPT (AI) Integration**
- **Video Marketing**
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WHEN: Wed, Aug 13, 2025, 10AM EST

Check-In Opens at 9:30 AM

WHERE:

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

REGISTER NOW



CONTINUING EDUCATION



3 Hr Broker / Manager Responsibilities CE

Ohio Broker Responsibilities

THURSDAY

August 28, 2025

9:00 am - 12:15 pm



Virtual Class
via ZOOM

FREE

FOR STAR MEMBERS

\$20 for Non-STAR Members

Credit: This course is certified for 3 hours of State Required Broker Manager Training credit for Ohio Broker, and Manager Level Licensees. For all other Licensees, you will receive 3 hours of Elective Training.

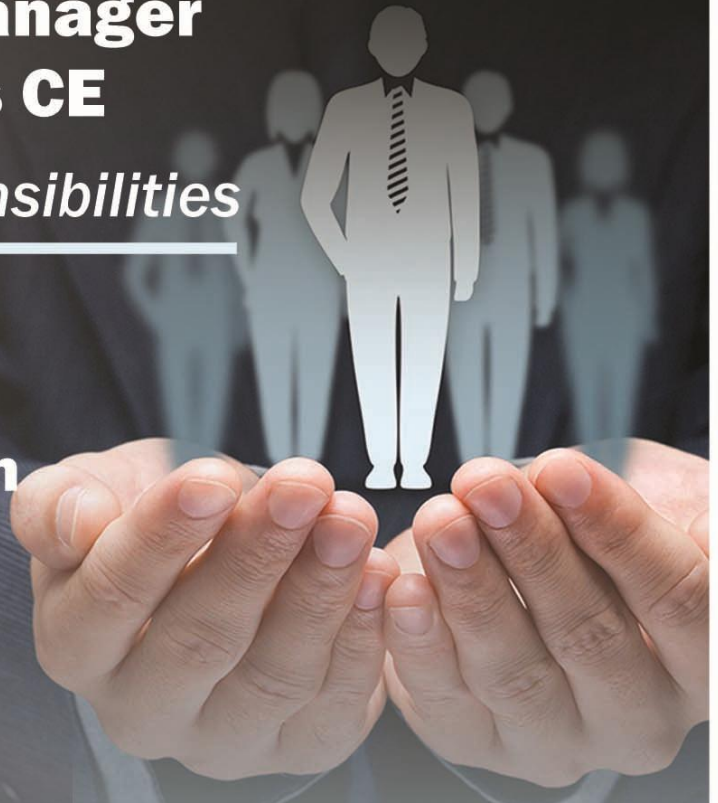
Per ODRE requirements, attendees must be present 90% of the program.

Registration Deadline: Wed, August 27th.

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 Maggie McAbier
maggie@STAR.Realtor | 330.494.5630

SIGN UP TODAY!



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12:45 pm	Winners Announced
1:00 pm	Event Ends

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July 2025 GAD Report

Returning from NAR midyear Legislative Meetings I can report back that NAR has balanced the budget and will be keeping 2026 dues at \$201.00. This was done through cutting the budget by approximately \$20 million this year and \$30 million next year.

As mentioned in last months GAD article, STAR is working with the Stark Economic Development Board, and we will be partnering with them for their annual meeting on September 11, 2025. The annual meeting is focused on housing and all housing related topics, especially the housing shortage we are facing. Local leadership from all Stark County municipalities will be invited to hear about the great work that has been done through committee work to educate and work with our local leaders to provide income aligned housing for all. On our community tours, we have been

discussing the zoning changes that need to take place to help provide more housing, including building in fill housing with the 8 pre-approved housing plans that Ohio REALTORS and the Greater Ohio Policy Center have introduced. STAR wrote a grant through NAR in order to provide funding for the meeting on September 11, 2025, which will provide for the venue costs, food and beverage costs as well as any travel costs for out-of-town speakers. This is an exciting partnership, and STAR is once again the voice for real estate in Stark County.

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Sales Representative
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Rich Cosgrove

Government Affairs Director

Contact for: Legislative Affairs, RPAC

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Chad Loughry
NMLS# 436008

Lucy Staten
NMLS# 63943

Christine Schell
NMLS# 293266

Jason Kruger
NMLS# 830077

Jeremy Kruger
NMLS# 1573708

Dave Dennison
NMLS# 2242306

Valerie Volchko
NMLS# 1306305

Jason Austin
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Rachel Latin
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APPLY TODAY

Monthly Market STATS

May 2025

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

Market UPDATE

STARK COUNTY

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



NEW Listings
516



SOLD Listings
375



Average SALE Price
\$238,728



Average MARKET TIME
32 Days

MAY 2025

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Market UPDATE

TRUMBULL COUNTY

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



NEW Listings
233



SOLD Listings
187



Average SALE Price
\$212,099



Average MARKET TIME
53 Days

MAY 2025

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Market UPDATE

CARROLL COUNTY

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



NEW Listings
38



SOLD Listings
17



Average SALE Price
\$293,044



Average MARKET TIME
31 Days

MAY 2025

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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 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!



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Membership Report | June 2025

New Salespersons

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Heba Abdul-Wahhab, *KW Legacy Group*
Dominique Roe, *McDowell Homes*
Endie Ogletree, *KW Legacy Group*
Blake Ward, *Real of Ohio*
Amie Hicks, *Key Realty*
Blake Youssef, *BHHS Stouffer*
Gretchen Cusma, *McDowell Real Estate*

New Secondary Members

Paige Loychik, *Brookside Real Estate Services*
Alicia Kosec, *Howard Hanna*

New Secondary Office

Brookside Real Estate Services
Paige Loychik

Office Transfers

Mary Rodenbucher, *EXP Realty*
Bradley Curlutu, *KW Chervenik*
Amy McConnell, *Howard Hanna*
Micheal Tyler Miller, *Key Realty*
Lisa O'Brien, *XRE Realty*
Ryan Capan, *EXP Realty*
Aaron Robinson, *Key Realty*
Chad Smith, *Russell Real Estate*
Carol Dalton, *KW Legacy Group*

Transfer from Another Board

Sara Bodosi

New Affiliate Office

The McGowan Companies

New Affiliates

Neil McGowan
Chris McDonnell

Dropped Members

Letitia Belak
Dylan Brenner
Madisyn Delaney
Melissa Sanford
Megan Maerean
Patricia DeDent
Carrie Cornicelli
Sara Brenner
Amanda Wright

DUES BILLING BREAKDOWN

State & National Dues

\$521

**Billed Nov 4
2024**

Due December 31, 2024

\$25 Late Fee Applies on January 6, 2025
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
2025**

Due June 30, 2025

\$25 Late Fee Applies on July 7, 2025
Membership and MLS Access will be suspended
on August 4 for non-payment of dues.

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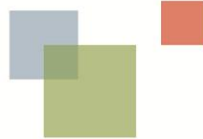
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NAR Pending Home Sales Report Reveals 1.8% Increase in May

Published June 26, 2025 | NAR Newsroom

Month-Over-Month

- 1.8% increase in pending home sales
- All four U.S. regions experienced increases

Year-Over-Year

- 1.1% increase in pending home sales
- Pending home sales increased in the Midwest and South but decreased in the Northeast and West

WASHINGTON (June 26, 2025) - Pending home sales increased by 1.8% in May from the prior month and 1.1% year-over-year, according to the National Association of REALTORS® Pending Home Sales report. All four U.S. regions experienced month-over-month increases - most notably the West. Year-over-year, contract signings rose in the Midwest and South, while they fell in the Northeast and West. This report equips real estate professionals who are REALTORS® with valuable information that helps them serve their clients and get to their next transaction.

"Consistent job gains and rising wages are modestly helping the housing market," said NAR Chief Economist [Lawrence Yun](#). "Hourly wages are increasing faster than home prices. However, mortgage rate fluctuations are the primary driver of homebuying decisions and impact housing affordability more than wage gains."

Regarding regional differences, Yun added, "The Northeast's housing shortage is boosting home prices, with more than a quarter of homes selling above list price. Conversely, more inventory in the South gives home buyers greater negotiation power. Price declines in the South should be considered temporary given the region's strong job creation."

May 2025 National Snapshot

May 2025 Pending Home Sales

- 1.1% year-over-year increase

May 2025 Regional Snapshot

Northeast

- 2.1% month-over-month increase
- 0.5% year-over-year decrease

Midwest

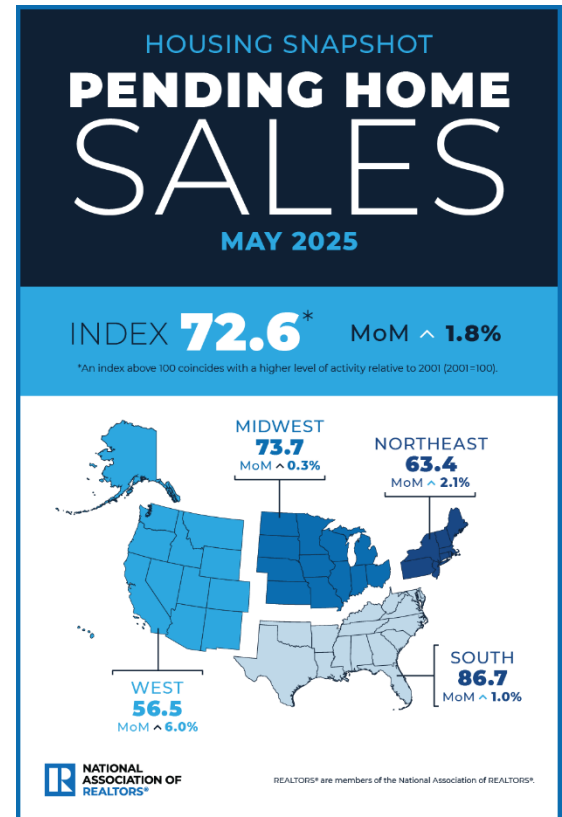
- 0.3% month-over-month increase
- 2.6% year-over-year increase

South

- 1.0% month-over-month increase
- 2.0% year-over-year increase

West

- 6.0% month-over-month increase
- 1.2% year-over-year decrease



The percent of change in pending home sales is based on the [Pending Home Sales Index \(PHSI\)*](#) - a forward-looking indicator of home sales based on home-contract signings. An index of 100 is equal to the level of contract activity in 2001.

*The Pending Home Sales Index is a leading indicator for the housing sector, based on pending sales of existing homes. A sale is listed as pending when the contract has been signed but the transaction has not closed, though the sale usually is finalized within one or two months of signing.

Pending contracts are good early indicators of upcoming sales closings. However, the amount of time between pending contracts and completed sales is not identical for all home sales. Variations in the length of the process from pending contract to closed sale can be caused by

NAR Pending Home Sales Report...continued

issues such as buyer difficulties with obtaining mortgage financing, home inspection problems, or appraisal issues.

The index is based on a sample that covers about 40% of multiple listing service data each month. In developing the model for the index, it was demonstrated that the level of monthly sales-contract activity parallels the level of closed existing-home sales in the following two months.

An index of 100 is equal to the average level of contract activity during 2001, which was the first year to be examined. By coincidence, the volume of existing-home sales in 2001 fell within the range of 5.0 to 5.5 million, which is considered normal for the current U.S. population.

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.



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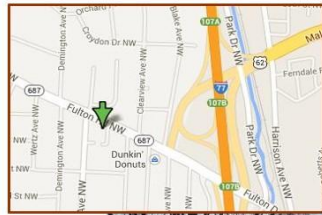
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