



# STAR Network News

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

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## Contact STAR Staff!

Office Hours: 8:00 am - 4:30 pm  
Phone: (330) 494-5630

**Collene Burgess**  
Chief Executive Officer  
[cburgess@STAR.Realtor](mailto:cburgess@STAR.Realtor)

**Kayla Atchison**  
Government Affairs Director  
[katchison@STAR.Realtor](mailto:katchison@STAR.Realtor)

**Heather Pyers**  
Membership &  
Communications Administrator  
[membership@STAR.Realtor](mailto:membership@STAR.Realtor)

**Trisha Adams**  
Education & Events Administrator  
[tadams@STAR.Realtor](mailto:tadams@STAR.Realtor)

August 2022

## President's Message

Wow, Time does fly when you are having fun. It's hard to believe that school time is starting this month!

If you did not attend Attorney Mark Rodio's Core Law Class, you missed an amazing event/class. Thank you Trish and your committee for assisting in this continuing education. Attorney Mark Rodio makes his classes go smoothly, informative, and more so, they are "Fun". Look forward to his next class coming soon. Please check your emails or go to the STAR website for upcoming continuing education events and social events that our amazing staff has planned for the STAR Membership this fall .

Thank you to Kayla and her Community Outreach Committee for working with Trumbull Neighborhood Partnership Group in making Trumbull County a better place to live and work. This merger has been such a positive and wonderful opportunity for all of us.

After being licensed for almost 45 years, this truly has been one of the most exciting events to happen in



**Marlin Palich**  
2022 STAR President

my career, and I know for others as well.

In closing, become involved and join in the fun and excitement. Remember, all of you are important to our STAR Family. I don't want to forget Collene and Heather, you both make the daily operations run smoothly and efficiently. Be a STAR and become part of this truly wonderful and amazing Board of REALTORS®.

PS: tell your other REALTOR® friends to join STAR and be part of the fun and excitement. Happy Listing and Selling!

# Upcoming Classes & Events

*Your one-stop inspection company!*



**John M. Simler**  
Registered Architect  
ASHI Member

**17**  
AUG

2 Hour Elective CE  
Social Media Bootcamp  
Beginning at 10 am via Webinar

**18**  
AUG

RPAC Dueling Pianos  
6:00 pm - 9:00 pm  
La Pizzeria Crystal Room  
3656 Dressler Road NW  
Canton, OH 44718

**25**  
AUG

3 Hour CE | 6:00 pm - 9:15 pm  
CORE LAW w/ Toby Hoy  
North Canton Star Office

**26**  
AUG

Habitat for Humanity STAR Build  
Community Outreach Committee

**5**  
SEPT

STAR Offices Closed

**8**  
SEPT

3 Hour CE | 9:00 am - 12:15 pm  
ETHICS FOR OHIO REALTORS  
w/ Attorney Mark Rodio  
KENT STATE TRUMBULL Campus  
Technology Building

**14**  
SEPT

2 Hour CE | 6:00 pm - 8:00 pm  
REALTOR Safety and Awareness  
w/ Michael Walls  
North Canton STAR Office

**16**  
SEPT

Chili Cookoff  
11:00am - 1:00 pm  
Dogwood Park Shelter  
241 7th Street NE  
North Canton, OH 44720

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**Legislative Affairs and  
RPAC Committees PRESENT**

# Dueling PIANOS

**an amazing and interactive evening with  
The Cleveland Keys**

**THURS Aug 18, 2022  
from 6 pm - 9 pm**

## **Sponsorship Opportunities**

### **\$1,000 Top Sponsor**

Includes: Table + Admission for 8,  
8 Drink Tickets, Logo/Name Ad in  
Program and on Centerpieces

### **\$500 Table Sponsor**

Includes: Table + Admission for 8,  
Logo/Name Ad in Program

### **\$150 Plus One Sponsor**

Includes: Admission for 2,  
Name Listed in Program

### **Sponsorship Deadline**

Deadline for Sponsorship is  
Thursday, August 4, 2022

**\$40 Admission Ticket Includes:  
Heavy Hors d'oeuvres & CASH BAR**

at La Pizzeria "Crystal Room"  
3656 Dressler Road NW  
Canton, OH 44718

**Deadline to Purchase Tickets is Thurs, Aug 4!**

Visit our Website for more info [www.STAR.Realtor](http://www.STAR.Realtor)

QUESTIONS? Contact Kayla Atchison,

STAR Government Affairs Director at

(330) 494-5630 or [katchison@STAR.Realtor](mailto:katchison@STAR.Realtor)

**Tickets and sponsorships can be purchased via Givesmart.**

Click here: <https://e.givesmart.com/events/rMH/1/>



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**ALL PROCEEDS SUPPORT RPAC** Contributions to RPAC are not deductible for federal income tax purposes. Contributions are voluntary and are used for political purposes. The amounts indicated are merely guidelines and you may contribute more or less than the suggested amounts. 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. Your contribution is split between National RPAC and the State PAC in your state.



## Heather Pyers

Membership & Communications  
Administrator

### Committee Involvement

YPN

[membership@STAR.Realtor](mailto:membership@STAR.Realtor)  
office (330) 494-5630

Primary Office | N Canton

# STAR Membership Report | July 2022

## New Salespersons

Anna Bodner, *Cutler Real Estate*  
Angela Veppert, *eXp Realty*  
Ashley Benning, *Cutler Real Estate*  
Danielle Valentine, *Berkshire Hathaway Hm Services*  
Elaine Smith, *Howard Hanna*  
Heather Leone, *Keller Williams Legacy Grp*  
Jarell Jackson, *Kelly Warren & Assoc*  
Kim Lazor, *Keller Williams Legacy Grp*  
Pamela Huckins, *eXp Realty*  
Robert Holmes, *Keller Williams Legacy Grp*  
Sheri DeGasperis, *Keller Williams Legacy Grp*  
Storm Ross, *eXp Realty*

## Office Transfers

Chandra Carlile, *eXp Realty*  
Dominic Kail, *Keller Williams Legacy Grp*  
Kristina Nakoneczny, *Keller William Chervenec Rlty*  
Michael Lucius, *Howard Hanna*  
Nicole Jacques, *RE/MAX Pathway*  
Richard Palmer, Jr *Howard Hanna*  
Sarah Walsh, *eXp Realty*

## Reinstatements

Nicole Cardindale, *Cutler Real Estate*

## New Office

Roofstock, Realty LLC | Broker: Paige Loychik

## Membership Cancellations

Alexandra White  
Allison McKinab  
Ashley Calabris  
Austin Koprivec  
Bryan Kuhn  
Courtney Chapman  
Dawn Carlisle  
Gerry Brown  
Jane Wilson  
Jeff Ferrell  
Joseph Sirna  
Kathleen Minor  
Kevin Perry  
Kristy Trentman  
Lorraine Goss  
Mason Gullace  
Melissa Kollar  
Nicole Jacques  
Ricky Palmer Jr.  
Ronald Armour  
Sandra MacDougall  
Stephanie Peeper  
Terry Fearon  
Tim Wolfe

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Mortgage Loan Consultant  
[amorelli@farmersbankgroup.com](mailto:amorelli@farmersbankgroup.com)

330-702-7261  
NMLS# 563789

#### DAN SNIVELY

Mortgage Loan Consultant  
[dsnively@farmersbankgroup.com](mailto:dsnively@farmersbankgroup.com)

330-236-4828  
NMLS# 719173

#### DEBORAH ROHR

Mortgage Loan Consultant  
[drohr@farmersbankgroup.com](mailto:drohr@farmersbankgroup.com)

330-526-7288  
NMLS# 1499783



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## **3-Hr CORE LAW**

### ***Defects, Disclosures, and Duties...***

Instructor Toby Hoy **SUCCESS<sup>®</sup>**  
LENDING



**Thursday, August 25, 2022**  
**6:00 pm - 9:15 pm**

at the North Canton STAR Office  
7110 Whipple Avenue, NW Suite B  
North Canton, OH 44720

**FREE FOR STAR MEMBERS!**  
**\$20 for non-STAR Members**



**This Class will be LIVE and IN-PERSON at the North Canton STAR Office.**  
**STAR Members may register via our website [www.STAR.Realtor](http://www.STAR.Realtor).**  
**Seating is Limited to 45 Attendees, so please register early!**

The Registration deadline is NOON on Wednesday, August 24. Non-Members may register by calling Trisha Adams, Education & Events Administrator at (330) 494-5630.  
You may be charged a \$20 No Show FEE if you do not cancel your reservation 24 Hours prior to the event.

**QUESTIONS? Contact Trisha Adams STAR Education & Events Administrator**  
**[tadams@STAR.Realtor](mailto:tadams@STAR.Realtor) | 330.494.5630**





## From the Desk of the CEO...

### Collene Burgess

Stark Trumbull Area REALTORS®  
Chief Executive Officer  
[cburgess@STAR.Realtor](mailto:cburgess@STAR.Realtor)

Have questions or ideas to share? Don't hesitate to get in touch with me at [cburgess@star.realtor](mailto:cburgess@star.realtor) or give me a call at (330) 494-5630. My door and ears are always open.

### *STAR Needs YOU! STAR Members Have a Voice!*

We are always looking for Volunteers to help guide the association and to create a strong bond between Staff, REALTORS, and the Community. Even if you can't volunteer to sit on a committee or the Board of Directors, you can always contribute or volunteer your time by attending our events and showing your support for your STAR Association.

Volunteer leaders represent all association members and serve all constituencies. They define successful organizational performance and ensure that it happens. They strive to build competence in four areas: organizational knowledge, interpersonal skills and collaboration; delivering results; and strategic visioning. Fundamental skills and attributes for volunteer leaders include being open-minded, collaborative, and considerate team players. Most importantly, volunteer leaders should

not have personal agendas and should have the skills and ability to put the needs of the association and the members over their own agenda.

If you are in a position to serve on a Committee, please reach out to me so I can guide you in making the proper committee involvement that suits you.

Please watch for these exciting events: Specials Awards Nominations for REALTOR, Affiliate and Instructor of the year, Lifetime Achievement Award Announcement, Vote for your 2023 Board of Directors, R-Day October 5, and the 2023 STAR Installation in January to announce your Board of Directors and Award Recipients.

*You have a voice, so why not use it by getting involved, showing up, voting, and supporting your STAR Association?!*



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# Monthly Market Snapshot

July 2022 MLS Statistics for Stark  
Carroll & Trumbull Counties

## New Listings



561 - Stark

43 - Carroll

254 - Trumbull

## Average Sales Price



\$ 213,159 - Stark

\$ 238,806 - Carroll

\$ 157,043 - Trumbull

## Average Days on Market



22 - Stark

42 - Carroll

40 - Trumbull

## Homes Sold



312 - Stark

24 - Carroll

164 - Trumbull

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Collene Burgess, STAR CEO presented David Maltese with DeHoff REALTORS, the prestigious STAR President's Gavel, in honor of Donald Maltese Sr., who served as President in 1987.

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*Andrea Hyatt*

Partner

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SAVE the date and watch for  
information for these upcoming  
**CORE CE Classes**  
in Stark & Trumbull Counties:

August 25 | 3 Hour Core Law  
@ North Canton STAR Office

September 8 | 3 Hour Ethics  
@ Kent State Trumbull Campus

November 3 | 3 Hour Fair Housing  
@ Kent State Trumbull Campus

December 1 | 3 Hour Fair Housing  
@ North Canton STAR Office

**Stark Trumbull Area REALTORS<sup>®</sup>**  
provides the 3 CORE CE Classes for  
**FREE** to our STAR Members.  
Other CE Classes are provided at a  
for **FREE** or at a significantly  
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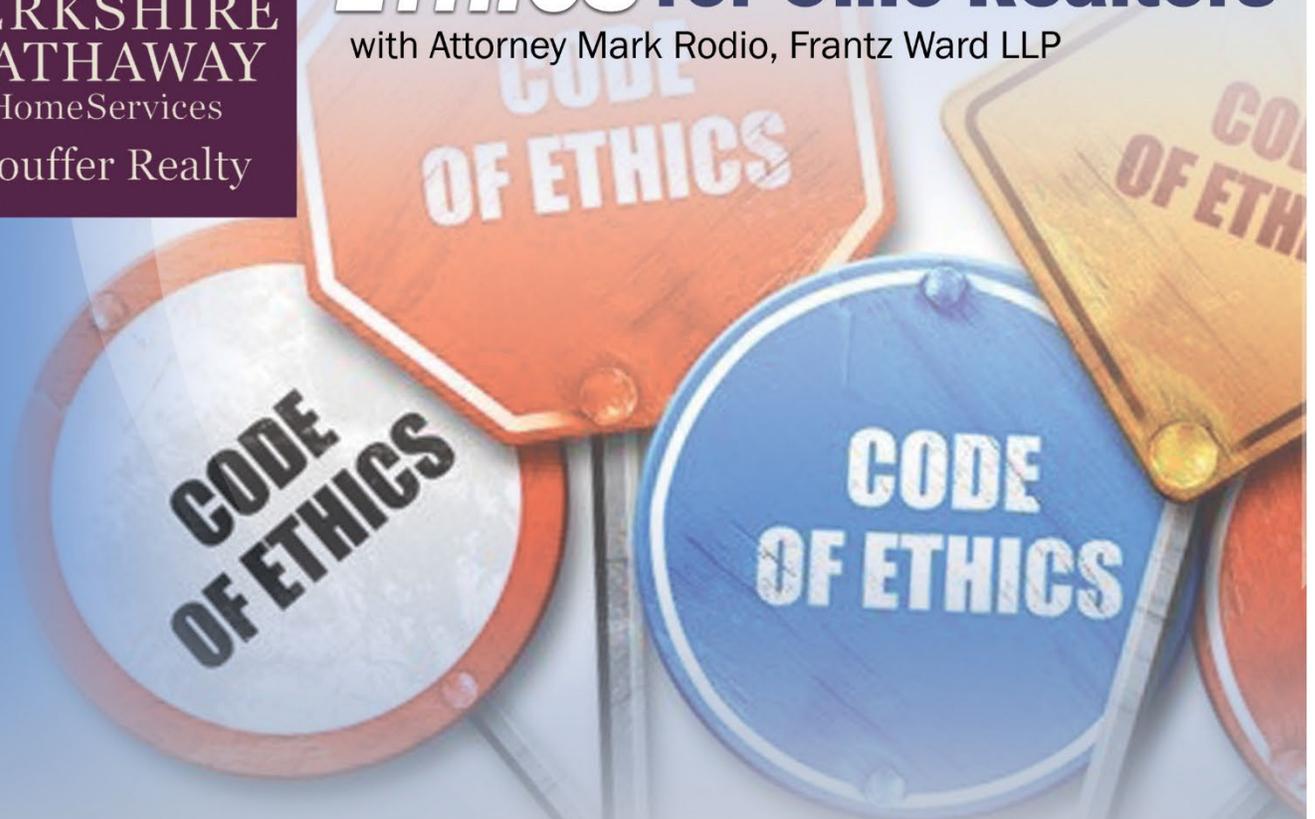
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FREE 3-Hr Continuing Education Offering  
**ETHICS for Ohio Realtors**  
with Attorney Mark Rodio, Frantz Ward LLP



***Stark Trumbull Education & Events committee invite you to attend our FREE 3-Hr CE Offering!***

Registration deadline is Wed, Sept 7, 2022!  
STAR Members may register on our website at [www.STAR.Realtor](http://www.STAR.Realtor), non-members should contact:

**Trisha Adams**  
Education & Events Administrator  
[tadams@STAR.Realtor](mailto:tadams@STAR.Realtor) | (330) 494-5630



Water & Snacks will be provided by your STAR Affiliates

**Thurs, Sept 8, 2022**

**Kent State Trumbull**  
Room 117 | Technology Building

**REGISTRATION BEGINS**  
**8:45 am**

*please arrive prior to the start of*  
**INSTRUCTION TIME**

**9:00 am - 12:15 pm**

QUESTIONS? Contact Trisha Adams  
(330) 494-5630 | [tadams@STAR.Realtor](mailto:tadams@STAR.Realtor)



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



**Stark Trumbull Area REALTORS®**

**Education & Events Committee present**

# On The **SAFE SIDE**

**REALTOR® SAFETY and Awareness Class**

**Wed, Sept 14, 2022**

**6:00 pm - 8:00 pm**

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

LETS CELEBRATE SAFETY MONTH with this  
Interactive and Hands-On Class that will Teach You  
to Defend Yourself if you are in Danger!

FREE to STAR Members RSVP: [www.STAR.Realtor](http://www.STAR.Realtor)

Questions: Trisha Adams, Education Administrator  
(330) 494-5630 or [tadams@STAR.realtor](mailto:tadams@STAR.realtor)

\$10 class fee for Non STAR Members. You may be charged a \$20 Cancellation/  
No Show Fee if you do not cancel your reservation 24 hours prior to the event.



**Instructor Michael Walls**  
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**2 Hours Elective CE Credit**

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9th Annual

# CHILI COOK-OFF

**Friday Sept 16, 2022  
from 11 am - 1 pm**

**Dogwood Park Shelter**  
241 7th Street NE, North Canton, OH 44720

## FREE to STAR Members

Hot Dogs, Dessert, and Door Prizes are provided by your 2022 STAR Affiliates!

Cook-off Winners announced at 12:15 pm

## Enter Cook-off as a Chili Cooker!

email [cburgess@STAR.Realtor](mailto:cburgess@STAR.Realtor) **no later than**  
Sept 13, 2022

<b>1<sup>st</sup> Place</b>	\$100 Gas Card
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<b>3<sup>rd</sup> Place</b>	\$25 Gas Card

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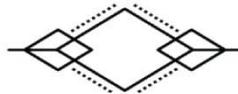
**www.STAR.Realtor**



*36th Annual WCR Reverse Raffle Presents*

**WEDNESDAY AUGUST 10, 2022**

BARRETTE BUSINESS AND COMMUNITY CENTER  
2020 EAST MAPLE STREET NORTH CANTON, OHIO 44720



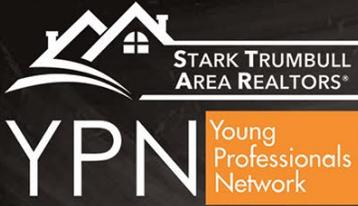
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# Backpack & School Supply Drive

**STAR YPN needs your help!**

*We're asking our STAR Members to help support kids, K - 12 in Stark & Trumbull Counties who are in need of School Supplies for the 2022 - 2023 school year!*

## What We NEED:

- Backpacks
- Large Hard Plastic Supply Boxes
- #2 Wooden Pencils
- #2 Mechanical Pencils
- Pencil/Supply Pouches
- Pink/White Erasers (small & large)
- Hand Held Pencil Sharpeners
- Colored Pencils
- Blue, Black & Red Pens
- Washable Markers
- Markers (large & thin)
- Highlighters
- Crayola Crayons (24 Count)
- Loose Leaf Paper
- Sticky Notes
- Composition Notebooks
- Single Subject Spiral Notebooks
- 3 x 5 Index Cards
- Glue Sticks & Elmers Glue
- Pocket Folders
- Scotch Tape
- Scissors
- 12 inch rulers
- Kleenex
- Disinfectant Wipes

## Drop-off Locations:

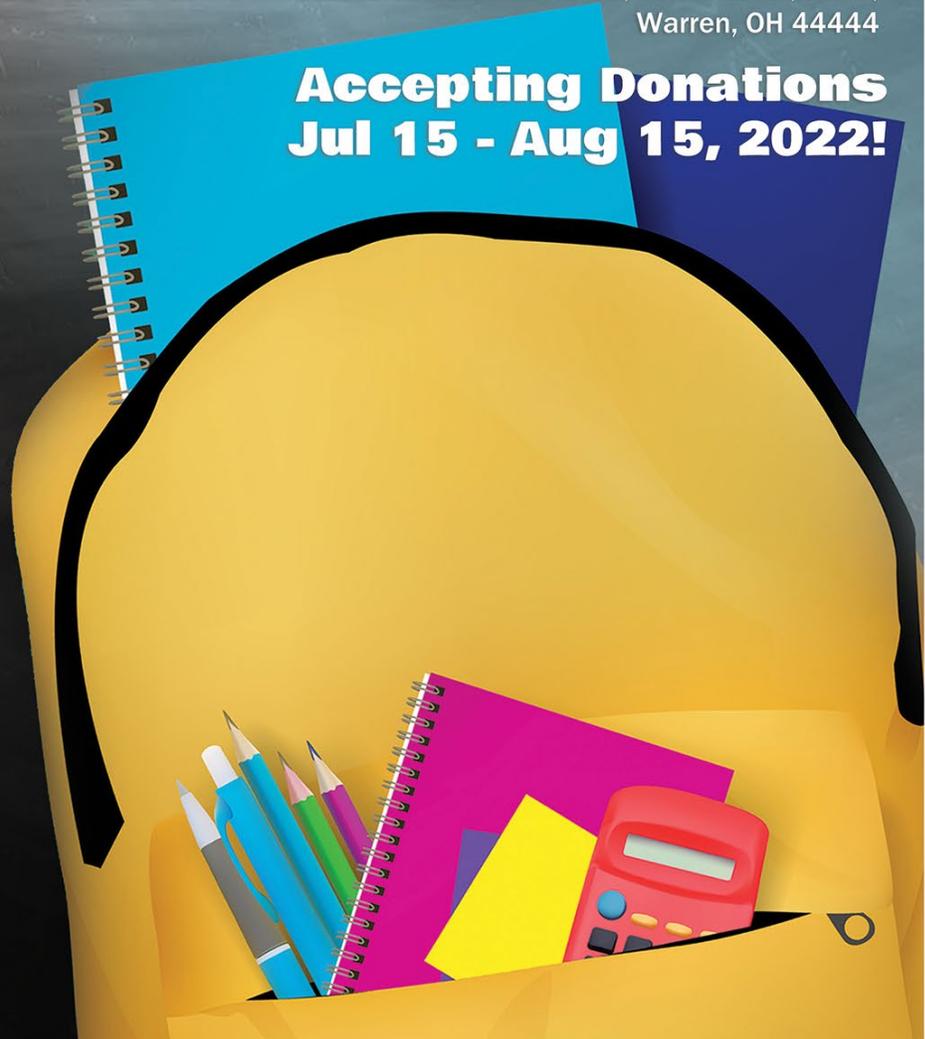
### North Canton STAR Office

7110 Whipple Ave NW, Ste B,  
North Canton, OH 44720

### Howland STAR Office

311 Niles Cortland Rd NE, Lower Level, Ste C,  
Warren, OH 44444

**Accepting Donations  
Jul 15 - Aug 15, 2022!**



**QUESTIONS? Call or email Heather Pyers  
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## Contact STAR Staff!

Office Hours: 8:00 am - 4:30 pm  
Phone: (330) 494-5630

**Collene Burgess**  
Chief Executive Officer  
[cburgess@STAR.Realtor](mailto:cburgess@STAR.Realtor)

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

**Heather Pyers**  
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Communications Administrator  
[membership@STAR.Realtor](mailto:membership@STAR.Realtor)

**Trisha Adams**  
Education & Events Administrator  
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# 6 Tips for Keeping Your Marketing Legal

Make sure you aren't inadvertently violating the Fair Housing Act or state and local fair housing laws with Facebook ads.

Published REALTOR® Magazine | May - June 2018 | Erica Christoffer

In light of [allegations that Facebook enables housing discrimination](#) by allowing real estate advertisers to exclude audiences protected under the Fair Housing Act, here are some tips for making sure your marketing on the social platform is legal and ethical.

1. Never use targeted marketing that excludes a specific protected class on a listing, says NAR's Deputy General Counsel Lesley Walker. You also can't depend on Facebook as your only advertising tool because its algorithm does not guarantee that a broad section of the population will see your ad, even if your targeting isn't exclusive. She says to put your listing in the MLS, on major real estate platforms like realtor.com®, and even in your local newspaper.

2. Know your state and local fair housing laws, because they may include more protected classes than the federal Fair Housing Act. Make sure your marketing is in compliance with all of these laws. For advertisers, Facebook has chosen not to protect advertisers from liability, says Rachel Goodman, staff attorney with the ACLU Racial Justice Program. "Although it will differ somewhat depending on facts and context, the general rule is that the user can always be liable and the platform will be liable in some, but not all, circumstances," she says.

3. Considering working with a digital marketing firm or hire an individual who can do this exclusively for your company. Digital marketing expert Nathan Dadosky says the advantage is having an expert who's working in the ad manager to build campaigns daily. Digital marketers are more up-to-date on the changes Facebook makes, which are happening more frequently. It will also save you time. "Everyone has their zone of expertise and knows what they're good at," Dadosky says. "Leverage the expertise of someone else and focus on what you're great at."



4. Even if your listing is on the MLS, it might not be visible to a segment of the market. If part of your market isn't reached by the MLS, use other methods to reach those people, says Fred Underwood, NAR's director of diversity and community outreach programs. "That's a really important piece," he says.

5. If you see a post that could be a fair housing violation by someone else, don't engage, comment, like it, or click on it. Get a screenshot and report it to your local association before it's deleted, says Chicago-based managing broker and trainer Carrie Little.

6. Brokers must require consistency in how agents market. For example, if one agent requests an "Equal Housing Opportunity" logo on their business card, then everyone in the office should have it, says Helena Grossberg, broker-owner of ALM Realty & Services Inc. in Miami. As a certified real estate instructor and member of Miami REALTORS®' professional standards and grievance committees, she says this consistency must extend to social media as well. For example, Facebook recently changed the algorithm of its news feed, lessening the organic visibility of business pages.

As a result, if agents start posting listings from their personal page on a regular basis, then all the rules of a business page still apply, Grossberg says, and agents should include their brokerage information. "As a broker, I will be watching with greater scrutiny," she says.



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