



Amy McConnell
2025 STAR President

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STAR

Monthly News



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

President's Message

2025 | October

Fiduciary Duty: What It Means in Real Estate (And How to Avoid Breaching It)

As REALTORS®, we hold one of the most important responsibilities in our industry: acting as fiduciaries for our clients. The National Association of REALTORS® (NAR) Code of Ethics and state license laws both make it clear—when you represent a client, you are legally and ethically bound to put their interests first. This is not just a guideline; it is the foundation of trust that underpins our profession.

What Is a Fiduciary Role?

A fiduciary relationship is one of trust, loyalty, and legal responsibility. When a signed representation agreement is in place, you become a fiduciary to your client—whether buyer or seller. From that moment forward, you are expected to act solely in their best interest.

The Six Core Fiduciary Duties

1. **Obedience** – Follow your client's lawful instructions, even if you might advise otherwise.
2. **Loyalty** – Place the client's interests above your own or anyone else's.
3. **Disclosure** – Share all material facts that could influence the client's decision.
4. **Confidentiality** – Protect all private information shared by your client.
5. **Accounting** – Properly handle money, documents, and transaction records.
6. **Reasonable Care** – Provide competent, informed, and professional service.

Examples include advising buyers on defects even if it risks a sale, negotiating aggressively for sellers, and keeping client motivations confidential. These duties are not suggestions—they are legal and ethical mandates. When followed diligently, they protect clients, preserve the integrity of our industry, and strengthen long-term client relationships.

When You Are Not a Fiduciary

Some roles—such as **dual agency** or **limited-service situations**—do not carry full fiduciary duties. In these cases, the REALTOR® acts more as a **neutral facilitator**, offering limited advice and not advocating for one side over the other. These roles must always be **clearly disclosed and agreed to in writing**.

Characteristics of a Non-Fiduciary Role:

- No obligation to put one party's interests above the other's.
- Limited advice and advocacy.
- Focused more on paperwork and process than strategy or negotiation.

Why It Matters

Fiduciary duty isn't just legal—it's about trust. When upheld, it:

- Builds long-term loyalty
- Reduces disputes and liability
- Preserves the reputation of REALTORS®

When breached, consequences may include **lawsuits, license penalties, and reputational damage.**

Common Breaches to Avoid

- Putting personal gain over client interest
- Failing to disclose property defects or relationships
- Mishandling dual agency without consent
- Sharing confidential information
- Steering clients based on commissions
- Mishandling funds or documentation
- Misrepresentation or incomplete disclosure

How to Protect Yourself and Your Clients

1. Know the duties—and apply them daily
2. Communicate clearly and document everything
3. Disclose all material facts and relationships
4. Avoid conflicts of interest
5. Protect confidentiality
6. Follow client instructions promptly
7. Maintain accurate records
8. Stay current on ethics and law

Backed by the REALTOR® Code of Ethics

Fiduciary duty is reinforced throughout the Code:

- **Article 1** – Promote client interests
- **Article 2** – Avoid misrepresentation
- **Article 4 & 6** – Disclose personal or financial interests
- **Article 9** – Put agreements in writing

Final Thoughts

At its core, fiduciary duty is about trust, integrity, and professionalism. Clients trust us not only with their financial security, but with their hopes, families, and futures. When we uphold fiduciary duty, we honor both our profession and the individuals we serve.

Classes & Events

OCTOBER

- OCT 1 Leg. Affairs / RPAC Committee | Staff Liaison: [Rich Cosgrove](#)
- OCT 6 Growth & Connection Committee | Staff Liaison: [Maggie McAbier](#)
- OCT 8 [REGISTER NOW](#)
R-Day- Superheroes VS Villains
La Pizzeria | 3656 Dressler Rd NW, Canton, OH 44718
- OCT 13 OFFICES CLOSED | Columbus Day
- OC 16 [REGISTER NOW](#)
MLS NOW CE Course | My Matrix and More
7110 Whipple Ave NW, Suite B, North Canton, OH 44720
- OCT 22 [REGISTER NOW](#)
RPAC Family Feud
Haymaker's Mill | 7192 Wales Ave NW, North Canton, OH 44720
- OCT 23 ZOOM Continuing Education Class | 3-Hour CIVIL RIGHTS [REGISTER NOW](#)
- OCT 28 [REGISTER NOW](#)
Stark Shaker at MBar | 5:00 pm – 7:30 pm
5260 Dressler Rd Canton, OH 44718

NOVEMBER

- NOV 3 Leg. Affairs / RPAC Committee | Staff Liaison: [Rich Cosgrove](#)
- NOV 5 Growth & Connection Committee | Staff Liaison: [Maggie McAbier](#)
- NOV 7 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Maggie McAbier](#)
- NOV 20 [REGISTER NOW](#)
New Member Orientation
7110 Whipple Ave NW, Suite B, North Canton, OH 44720
- Nov 27-28 OFFICES CLOSED | Thanksgiving

DECEMBER

- DEC 3 Leg. Affairs / RPAC Committee | Staff Liaison: [Rich Cosgrove](#)
- DEC 8 Growth & Connection Committee | Staff Liaison: [Maggie McAbier](#)
- DEC 12 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Maggie McAbier](#)
- DEC 13 [REGISTER NOW](#)
Breakfast with Santa
MAPS Air Museum | 2260 International Pkwy, North Canton, OH 44720
- DEC 24 Offices Closed AT NOON
- DEC 25-26 OFFICES CLOSED | Christmas
- DEC 31 Offices Closed AT NOON
- JAN 1-2 OFFICES CLOSED | New Years



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CE that **actually** makes
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A Note from the CEO

STAR: A Month of Progress and Preparation

The past month has been a busy and productive one for STAR as we continue strengthening our association, supporting our members, and preparing for the months ahead. From elections and events to policy updates and planning, there has been no shortage of important work.

2025 Elections and Leadership

One of the biggest milestones this month was the successful completion of STAR's 2025 elections. Congratulations went out to Kara Kirkbride, elected as our 2026 First Vice President, along with the newly selected Board of Directors: Arbutus D'Urso, Eric Henry, Jamie Haney, Melissa Kaufman, and Nick Rock. Their leadership and commitment will help guide STAR into the future.

The race for First Vice President between Kara Kirkbride and Antonio Valdez was one of the closest we've seen. While Antonio did not win this time, it was a strong campaign that highlighted his leadership, dedication, and the respect he has earned from his peers. STAR looks forward to his continued involvement and leadership in the years ahead.

Events and Member Engagement

Preparations are in full swing for R-Day on October 8, which will feature the Affiliate Vendor Fair, Annual Business Meeting, and CE with Courtney DeMarco. With more than 20 booths, prizes, networking opportunities, and lunch reservations filling quickly, this promises to be a highlight of the year. We've also look forward to the WCR Pop-Up event at Fat Head's Brewery following R-Day.

In addition, plans for Leadership Training on October 15 are underway. This will ensure our Board and committee leaders are equipped with the tools they need for success in 2026.

Awards and Recognition

This month has also been about recognizing outstanding contributions within our membership. Preparations are underway for the REALTOR® of the Year, Affiliate of the Year, and Lifetime Achievement recognitions, with announcements scheduled at R-Day. Even though not all nominees advanced to the final selection, their nominations speak volumes about their impact and the respect they've earned from their peers.

Policy and Governance Updates

On the governance side, updates to STAR's Policy Manual have been completed to reflect today's realities and reduce outdated procedures. New sections were added on cybersecurity, social media, and fraud alerts—keeping STAR aligned with current best practices. The updated



Collene Burgess
Chief Executive Officer

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

manual will be presented to the Board of Directors for review and approval at the next meeting.

Financial Planning

STAR's Executive Committee has been diligently preparing the 2026 budget, balancing reductions and increases in key line items while keeping us financially strong. We are pleased to report that STAR is currently operating with a positive balance of more than \$10,000, a healthy change from prior years.

Looking Ahead

As we enter October, STAR will continue to build momentum with member-focused events, leadership development, and financial stewardship. With elections complete, awards ready to be celebrated, and the Installation of our new 2026 President, Emily Levitt, on January 15, 2026, and policies aligned for today's challenges, STAR is positioned for another year of growth and success.



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, 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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Your Partners in Business

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MLS NOW

www.MLSNow.com | (216) 485-4100

FREE to Register
Sign-Up TODAY!

Register on MLS Now Website!

Each Class is Offered for
2 Hours Elective CE Credit.



1:30pm - 3:30pm

at Stark Trumbull Area REALTORS®

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

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.

***Rayse: Showcasing Your Value as a REALTOR®**

Rayse is the all-in-one platform that helps agents deliver the transparency and professionalism today's buyers and sellers expect. You've seen how it works for buyers—now discover the new seller experience with tools like the Seller Services Presentation, Seller Journey, and enhanced reporting. These features make it easy to demonstrate your value from listing to closing.

To learn more, please allow 15 minutes after your class for a brief lesson.

MLS NOW LEARNING

SUPERHERO

VS.

VILLAIN

R DAY 2025

JOIN US FOR FOOD, FUN, PRIZES
AND MORE AS WE CELEBRATE YOU!

WEDNESDAY, OCTOBER 8, 2025

La Pizzeria (Piazza Room)

3656 Dressler Rd NW, Canton OH, 44718

10:00 AM Vendor Fair

Don't forget your business cards to enter Affiliate Vendor Give-A-Way Drawings!

NOON

Lunch & Annual Meeting

1:00 PM

Affiliate Give-A-Ways

1:30 PM

2 Hour Elective CE

"Meet Chat GPT Baby - Realtors New Best Friend"
with instructor Courtney DeMarco



LUNCH

GIVE-A-WAYS

PRIZES

2 HOUR

ELECTIVE CE

FREE

for STAR Members
\$20 for Non-Members



Sign-Up TODAY!

Please Register for accurate lunch count.
CE Sign-up is optioned within the Registration Form.

QUESTIONS? Contact Maggie McAbier
(330) 494-5630 or maggie@STAR.Realtor



www.STAR.Realtor



REALTOR® FAMILY FEUD

BAR

A selection of two domestic beers, two domestic wines, champagne, and mimosas.

CATERER

Assortment of Appetizers- including wings, pulled pork sliders, rigatoni, cookie tray, etc.

8 TEAMS

Up to 8 Teams of 5. Sign Up is \$150 RPAC Contribution for Team Lead w/ COMP Dinner Ticket included. Other Team Members **MUST PURCHASE A DINNER TICKET!**

QUESTIONS? Contact STAR
(330) 494-5630
GAD@STAR.Realtor

**Survey Says...You Should Join the
STAR RPAC Committee for a Hilarious
Night-Out Featuring: Appetizers,
Drinks, and REALTOR® Family Feud!**

WEDS October 22, 2025

from 6 pm - 8 pm, Doors Open at 5:30 pm at the
Haymaker's Mill
7192 Wales Ave NW, North Canton, OH 44720

\$50* Dinner Ticket by Mon 10/20
NO 'AT THE DOOR' TICKET SALES!
\$25 of your Dinner Ticket will go to your RPAC Contribution

SCAN THE CODE or TEXT
text FamFeud2025 to 76278 to
Buy Tickets or Sign Up your TEAM!
Team Sign up Deadline: 10/10/2025 12pm
Dinner Ticket Deadline: 10/20/2025 12pm



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 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 limits under 52 U.S.C. 30102.

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.



3-Hr Continuing Education

CIVIL RIGHTS

Civil Rights: Modern Challenges

Thursday

October 23, 2025

9:00 AM to 12:15 PM



via ZOOM
zoom

FREE

FOR STAR MEMBERS

\$20 for Non-STAR Members

Credit: This course is certified for 3 hours of State Required Civil Rights Training credit for Ohio Licencees.

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

Registration Deadline: Wed, October 22nd.

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!



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

www.STAR.Realtor



FREE

Annual Event

for STAR Members
& their Families

Breakfast with **Santa**

Sponsored by the Stark Trumbull Area REALTORS® Affiliate Committee

Sat, December 13 at Maps Air Museum

2260 International Parkway, North Canton, OH 44720



ACCEPTING DONATIONS on behalf **Bags with a Blessing**

Pre-loved, quality bags of any size, New makeup or cosmetic items,
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Reservations Required NO WALK-IN'S ALLOWED!

Sign-up on our website www.STAR.Realtor, and include the number of
of adults and children in your party.

Kids bring your Letters for Santa!

www.STAR.Realtor

Beginning at

9:00 am

Registration

9:30 - 10:30

Hot Breakfast
with Santa

10:30 - 12:00

Crafts, Visit
with Santa





2026

INSTALLATION

of Officers and Directors

Awards Ceremony



Emily Levitt

2026 STAR President

THURS Jan 15, 2026
4:00 PM to 6:00 PM

Haymaker's Mill

7192 Wales Avenue North West
North Canton Ohio 44720

STAR
AFFILIATES

Your Partners in Business

4:00 pm Cash Bar

4:30 pm Hors d'oeuvres

5:00 pm Installation

Find an Affiliate for a FREE Drink Ticket!

FREE for STAR Members

\$15 for Non-Member Guests

REGISTER ON OUR WEBSITE TODAY!

Join us for the Installation of our STAR President.
We will also honor Special Award Winners!

2025 REALTOR® of the Year
2025 Affiliate of the Year
2025 Lifetime Achievement Award

Questions? Contact Collene Burgess, STAR CEO
(330) 494-5630 or cburgess@STAR.Realtor

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shaping local policies

Education opportunities
specific to your state

Legislative advocacy on
issues affecting your state

Statewide community of
real estate practitioners

State-level legal and
compliance resources

STATE
Expanding
Your Reach

Nationwide, unified
advocacy platform

Unmatched real estate
research, information,
expertise and education,
including accreditations
and designations

Cutting-edge
tech, legal and risk
management resources

National and global
network of professionals

NATIONAL
Securing
Your Future

YOUR DYNAMIC THREE-TIERED STRUCTURE:

-  Ecosystem of support,
resources and advocacy
-  The right to use the
REALTOR® brand
-  Shared Code of Ethics
-  Amplified influence
and political impact
-  Unmatched benefits
at every level
-  Access to NAR insurance
for associations, affiliates
and MLSs

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October 2025 GAD Report

National News

Trump Considers Declaring National Housing Emergency

This Fall: Trump administration is considering emergency measures to address the [housing affordability crisis](#) that has left millions struggling to pay rent and priced out of homeownership, Treasury Secretary Scott Bessent said Monday, "We may declare a national housing emergency in the fall," Bessent told the [Washington Examiner](#). "We're trying to figure out what we can do, and we don't want to step into the business of states, counties, and municipal governments."

Inflation in the housing market: Decoding the latest numbers:

Inflation remains a stubborn foe, according to new [consumer price index](#) (CPI) data. Over the past year, all items index increased 2.9 percent before seasonal adjustment, according to August figures from the U.S. Bureau of Labor Statistics, released Sept. 11. This is up from the July reading of 2.7 percent and getting further

from the Federal Reserve's stated goal of 2 percent – however, it's significantly lower than the 9.1 percent peak in 2022.

State News

Investors own one in three houses in some of Ohio's poorest neighborhoods, Fed says: In poorer pockets of Ohio's six biggest counties, real estate investors – not occupants – have made nearly half the home purchases between 2018 and 2024, according to a new study from the [Federal Reserve of Cleveland](#). There, as many as one in three of the single-family homes there are owned by LLCs or trusts and rented out. This leaves would-be homebuyers in poor and working-class neighborhoods competing in the marketplace with sophisticated, professionalized investment firms that usually pay in cash.



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Rich Cosgrove

Government Affairs Director

Contact for: Legislative Affairs, RPAC

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WE'LL HANDLE THE MORTGAGE.



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Dave Dennison
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Monthly Market STATS

August 2025

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

Market UPDATE

STARK COUNTY

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



NEW Listings
575



SOLD Listings
372



Average SALE Price
\$263,286



Average MARKET TIME
31 Days

AUGUST 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
30



SOLD Listings
25



Average SALE Price
\$294,424



Average MARKET TIME
55 Days

AUGUST 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
220



SOLD Listings
186



Average SALE Price
\$191,213



Average MARKET TIME
43 Days

AUGUST 2025

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Membership Report | September 2025

New Salespersons

Michael Filliez, *Hayes Realty*
 Zachary Moore, *KW Legacy Group*
 Leigh Harris, *HomeStar*
 Kamari Foster, *EXP*
 Denise Austin, *EXP*
 Jennifer Sanders, *Hayes Realty*
 Joel Martin, *Hayes Realty*
 Jacob Nelson, *KW Legacy Group*
 Christy Glasson, *Re/Max Edge*
 Kaylene Widdoes, *XRE Realty*
 Rakan Alrashdan, *KW Legacy Group*
 Angela Linder, *BHHS*
 Harmony Wiant, *RE/MAX Edge*
 Kylee Macri, *Howard Hanna*
 Andrew Greathouse, *C21 Lakeside*
 Erica Chasity, *C21 HomeStar*
 Gracie Trummer, *Tanner Real Estate*
 Lonzie Padgett, *KW Legacy*

Transfers from Another Board

Shiva Poudel
 Patrick Pullum
 C. Matthew Heikkinen
 Erica Winner-Sauceman
 Joshua Timko
 Joseph Sauceman
 Kacie Hrina
 Mariah Alghamee
 Gabrielle Turek
 Karissa Sickelsmith
 Brianna Spatafore
 Joseph Phillips
 Mary Rollo
 Ashley Acierno

Transfers Cont.

Nicole Van Horn
 Vicki Vitullo
 Jessica Hartzell
 Patrick Allen
Affiliate Office
 Red Lion Contracting, *Willie Palma*
Affiliate Member
 Willie Palma, *Red Lion Contracting*
Office Transfers
 Begad Elbanoby, *KW Legacy Group*
 Shane Unkefer, *KW Legacy Group*
 Michael Noble, *KW Legacy Group*
 Franklin Schnabel, *KW Legacy Group*
 Melissa Kaufman, *The AGENCY*
 Ashley Kaufman, *The AGENCY*
 Aundrea Stutler, *The AGENCY*
 Erika Caillet, *The AGENCY*
 Dominique Roe, *The AGENCY*
 Bryan Vayo, *The AGENCY*
 Adrienne George, *The AGENCY*
 Erin Haney, *The AGENCY*

Dropped Members

Tabitha Alleshouse
 Rawney Trunko III
 Linzee Steinmetz
 McKenna Stephens
 Isaiah Stanford
 Douglas Annis
 Robert Holmes
 Serena Barton
 George Taylor
 Amanda Schoeppner
 Natalie Baker

DUES BILLING BREAKDOWN

State & National Dues

\$521
 Billed Nov 4
 2025

Due December 31, 2025

\$25 Late Fee Applies on January 6, 2026
 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 1
 2026

Due June 30, 2026

\$25 Late Fee Applies on July 7, 2026
 Membership and MLS Access will be suspended
 on August 4 for non-payment of dues.



McKINLEY
 TITLE AGENCY, INC.

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

Daniel Thomas – Escrow
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Danette Stone – Title Processing
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REALTORS® Embrace AI, Digital Tools to Enhance Client Service, NAR Survey Finds

Published September 18, 2025 | [NAR Newsroom](#)

WASHINGTON (September 18, 2025) – Agents who are REALTORS® are leaning into artificial intelligence while continuing to rely on digital tools such as eSignature, social media, and drone photography to serve their clients, according to the National Association of REALTORS®' [2025 Technology Survey](#). The report surveyed NAR members to better understand how technology is shaping real estate and how agents view its role in their businesses.

"These results show a profession that is adapting quickly to technological change while prioritizing client satisfaction," said NAR Deputy Chief Economist Jessica Lautz. "Technology continues to be a powerful force in real estate, driving efficiency and marketing innovation. But at the heart of it all remains the trusted relationship between the agent and client."

Key Findings from the 2025 Technology Survey

Top Tools in Use

- eSignature (79%) remains the most widely used technology by agents who are REALTORS®, followed closely by social media at 75%
- Drone photography and video are used by 52% of agents, while 46% report using AI-generated content (e.g., for listing descriptions)

Artificial Intelligence

- **How often agents use AI tools:** 20% use them daily, 22% weekly, 27% a few times a month, and 32% have not yet used AI in their business
- **Impact of AI on business:** 17% reported a significantly positive impact, 33% saw a moderately positive impact, and 46% said AI had no noticeable impact
- **Top AI tools used:** ChatGPT by OpenAI (58%), Gemini by Google (20%), and Copilot by Microsoft (15%)

Client Response to Technology

- 82% said their clients responded very positively or positively to the integration of technology in the buying and selling process

Brokerage Support

- Two out of three agents either agree (38%) or strongly agree (29%) that their brokerage provides all the tech tools they need

Monthly Technology Spending

- 34% spend between \$50-\$250 per month on tech tools for their real estate business
- 20% spend between \$251-\$500 per month
- 24% spend over \$500 per month

Cryptocurrency



- One in four NAR members have either invested in cryptocurrency (14%) or plan to invest (11%)
- 9% have had clients ask about using cryptocurrency in real estate transactions

The 2025 Technology Survey is available

at <https://www.nar.realtor/research-and-statistics/research-reports/realtor-technology-survey>. To explore how NAR supports innovation in real estate and keeps members informed about emerging technology trends, visit [NAR Tech & Innovation](#).

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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