

The Voice of Real Estate in Stark, Carroll, and Trumbull Counties

STAR Network News

May 2021

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YOUR County
YOUR Career

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Your REALTOR® *Benefits*



Right Tools Right Now Initiative

In light of the challenges presented by COVID-19, and its impact on the real estate industry, NAR is taking steps to support members through these uncertain times. The Right Tools, Right Now initiative, which was activated once before in 2009, makes new and existing NAR products and services available for **FREE or at significant discounts** – right now – and is available to REALTORS®.

The program includes products, resources and services from all areas of the Association, including:

[Webinars](#) to help you manage your finances;

[Education courses](#) to expand your skills;

Timely [market reports](#) to inform your business and clients.

[Digital tools](#) for transactions and marketing

Free Legal Assistance

One of the primary benefits of Ohio REALTORS® membership is the ability for all principal brokers and office managers to have access to Ohio REALTORS®' Legal Assistance Hotline. A password is required. If you've forgotten your password contact Arica Jones at Jones@ohiorealtors.org.

[click here](#)



The Center for REALTOR® Financial Wellness is a resource designed exclusively to meet the specific financial planning needs of REALTORS®. You'll find budgeting tools, retirement planning resources, options for investing in real estate, and more. Visit www.FinancialWellness.realtor to take your assessment and start planning for your future today!



Free unlimited tech support provided by Ohio REALTORS®. The number to call is 877.562.3160. [Click here for information](#)

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May President's Message

Keep an Eye on STAR's Upcoming Events!



Rich Cosgrove,
2021 President

It is hard to believe it is already May and we are ready for Breakfast in the Park. Join us May 12, 2021 at Dogwood Park in North Canton. Visit star.realtor for more information.

Our first RPAC event for 2021 is just around the corner. Mark your calendars for May 18th at 5:30 pm and get ready to bid on some amazing items. The staff and committee have been working very hard and have found one of the most unique items for you to bid on. We have an African safari valued at \$11,500.00 as well as a retro refrigerator along with over 75 other items available. You can bid both in person and online, so make sure to register on the website if you cannot be at the in-person event. The event will be held at DiLucia's Banquet Room in Warren, OH. This is just the first of two RPAC events for 2021. The dueling pianos RPAC event is returning this year on July 14th. The location is tentatively at LaPizzaria in Canton. More details to come.

STAR now has an updated list of forms available for immediate use. With the consolidation of the two associations, we needed new forms with our correct logo and information... we went a step further and had legal counsel draft all new forms to keep up with the changing real estate world. (Please check with your broker before using any forms)

The following forms have been updated:

- Back up (Secondary) offer addendum
- Exclusive buyer's agency addendum
- Commercial/Industrial listing agreement
- Commercial/Industrial purchase agreement
- Contingency/Concurrency Addendum
- Letter of intent to lease
- Removal of contingency
- Property management agreement
- Residential purchase agreement
- Commercial lease agreement
- Vacant land purchase agreement

The last week in April the board attended the virtual legislative week for Ohio REALTORS®. What an amazing week of education and professional development. We learned about legislative updates, the progress of the first-time home buyers savings account and the modernization of the Division of Real Estate. We heard from our Secretary of State, Frank LaRose, as well as the superintendent of Anne Petit. What a great event and we thank everyone who participated. Coming up in May we will be starting the 2021 NAR legislative conference May 3-14th. Hope to see you at our upcoming events!



TAKE YOUR CE ONLINE WITH OUR PARTNER, THE CE SHOP! CLICK THE GRAPHIC FOR MORE INFORMATION

STAR Network News

May 2021



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NEED TO KNOW

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www.star.realtor

Twitter: @STAR_Realtors

Facebook: @StarkTrumbullAreaRealtors

Association Hours:

Mon - Fri 8 a.m. - 4:30 p.m.

Supra Lockbox Services

9 a.m. - 4 p.m.

Office Locations

North Canton Office: 7110 Whipple Ave NW Suite B
Canton, Ohio 44720

Warren Office: 311 Niles Cortland Rd NE Suite B
Warren, OH 44484

Ravenna Office: 149 N. Prospect Street Suite 2
Ravenna, OH 44266

STAR Member Resources

Tools, resources, and reminders to help keep you business-ready.



Have you taken the NAR Commitment to Excellence Program yet? C2EX is a program that empowers REALTORS® to demonstrate their professionalism and commitment to conducting business at the highest standards.

[Click here](#) to access the program

Supra Reminder:
Ohio License law requires that anyone not holding a valid real estate license may not access a listed property unless accompanied by a real estate licensee, or unless the owner of the property has provided informed, written permission or consent for such person(s) to enter the property unaccompanied by a real estate licensee.

[Click here for instructions for Affiliate Non-Member Supra Access.](#)

Division of Real Estate Forms:

[Click here](#) for Preferred Name Registration
[Click here](#) for the change form (address, name change, etc.)

STAR Affiliate Service Guide

Find contact information for STAR Affiliate Members: [STAR Affiliate Service Guide](#)

Advertising space is available for Affiliate members in the STAR newsletter.

Contact Communications Administrator, Alana Watkins via email at awatkins@star.realtor for information.



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Directors Actions

April 21, 2021

1. Approved the financials.
2. Approved the membership reports.
3. Approve the consent agenda (committee reports).
4. Heard an "State of the State" from Ohio REALTORS® CEO, Scott Williams.
5. Approved interviewing candidates for STAR's MLS NOW Shareholder Director.
6. Approved investing \$1 per REALTOR® to the NAR Corporate Ally Program.
7. Approved donating \$1100 to the Trumbull Career and Tech Center for two senior scholarships.

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- Rural Housing Development
- Fannie Mae
- Freddie Mac
- Banks
- Title/Mortgage Companies
- Government Refinances

Market Statistics

March 2021



NEED TO KNOW

New Point of Sales Evaluation Application & Carroll County Point of Sale Evaluation Policy

STAR REALTORS®,

On April 21, 2021 the Carroll County Board of Health adopted our new Point of Sale Evaluation Application and Carroll County Point of Sale Evaluation Policy. Please review the policy and keep the application on hand for future use. Old applications will not be accepted as of April 22, 2021. If you have any questions, please call Courtney Grossman at 330-627-4866 x 1562.

[CLICK HERE](#) to download the POS Application

[CLICK HERE](#) to download the POS Policy



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Membership Report

New Salespersons

Aaron Robey Keller Williams Legacy Group
Alexis Springer Keller Williams Legacy Group
Annabelle Lakota Keller Williams Legacy Group
Cathy Saluga BHHS Stouffer Realty
Christine McCoy RE/MAX Edge Realty
Corey Fuller Keller Williams Legacy Group
Courtney Chapman Cutler Real Estate
Edward VanCise RE/MAX Edge Realty
Grace Bitzer BHHS Stouffer Realty
James Krzys BHHS Stouffer Realty
Jason McLaughlin BHHS Stouffer Realty
Jenna Metz Keller Williams Legacy Group
Jennifer Tausch Keller Williams Legacy Group
Justin Calabris EXP Realty
Kenny Mayle RE/MAX Edge Realty
Mary Lou Adelman Keller Williams Legacy Group
Matthew Mullins Keller Williams Chervenik Realty
Michelle Bogard Indeed Realty
Rachel Oaklief McDowell Homes Real Estate
Tammy McLaughlin Coldwell Banker Schmidt Realty
Thomas Bacchi BHHS Stouffer Realty
Tiffany Welker DeHoff REALTORS

Secondary Memberships

Anita Ricketts HER Realtors

New Affiliate

New Era Title Services
Wendy Barrick and Ann Wehener
3458 Massillon Road
Uniontown, OH 44685

Office Transfer

Alexandra Bowman Rustic Roots Real Estate
Amy McConnell EXP Realty
Ashley Calabris EXP Realty
Ashton Sauders EXP Realty
Brian Jasko BHHS Stouffer Realty
Constance Tarr EXP Realty
Daniel Makara EXP Realty
Denise Cline McDowell Homes Real Estate
Eric Waldrop EXP Realty
Jennifer Acklin Key Realty

Office Transfer Cont.

Keo Ly Century 21 Home Star
Linda Sigler Keller Williams Legacy Group
Melissa Kaufman RE/MAX Edge Realty
Scott Day Howard Hanna – Jackson
Tiffany Schiele EXP Realty
Tina Brown EXP Realty
William Day Howard Hanna – Jackson

Membership Cancellations

Ashley Stroud
Christopher Greaser
Darlyn Hooker
Dylan Soles
Elite Inspections
Geoffrey Bacho
Gregory Martin
Jason Harris
Jennifer Norman
Michael Fields
Precision Pest Management
Ron Bugh
Safeguard Inspections
Synthia Davis
Todd Blackmon
Tyler McClellan

The advertisement features the Fairway logo on the left, which includes a green house icon and the text "FAIRWAY" in bold green letters. To the right of the logo, the text reads "On-Time Closings. Unparalleled Communication. That's the FAIR WAY!" in a serif font. Below this, it says "Visit us in Green today!" in a green script font. Further down, it lists "Fairway Independent Mortgage Corporation – Uniontown Branch" in green, followed by "NMLS #1541227 • Phone: 330-587-9152" in black. The address "1840 Town Park Blvd., Suite D (Next to Town Tavern in Green), Uniontown, OH 44685" is also provided. At the bottom, there is a black box containing small white text: "Copyright ©2020 Fairway Independent Mortgage Corporation, NMLS#2289, 4750 S. Blinn Lane, Madison, WI 53718, 1-866-912-4800. Equal Housing Lender. For real estate and lending professionals only and not for distribution to consumers. This document is not an 'advertisement' as defined in 12 CFR 226.2(a)(2). Distribution to the general public is prohibited. All rights reserved." On the right side of this box is the Equal Housing Lender logo, which is a house icon with an equals sign inside.

Upcoming STAR Events

May 10-18, 2021: [RPAC Online Auction](#)

May 12, 2021: [Breakfast in the Park 9:00 a.m.](#)

May 18, 2021: [RPAC In Person Auction and Dinner 5:30 p.m.](#)

May 26, 2021: [Homebuilding From the Ground Up 9 a.m.](#)

May 26, 2021: [Dusty Shoe Event 12 p.m.](#)

May 26, 2021: [Wake Up YPN 9:30 a.m.](#)

July 20, 2021: [SHAKER 5 p.m.](#)

November 9, 2021: [SHAKER 5 p.m.](#)

Save the Date!

STAR Members! Mark your calendars for the following upcoming events you do not want to miss:

National Real Estate Ethics Day – **June 17, 2021**

Dueling Pianos for RPAC – **July 14, 2021**

Chili Cook-Off – **September 23, 2021**

Ohio REALTORS Convention – **September 27-29, 2021**

R-Day – **October 6, 2021**

Quarter Auction – **October 30, 2021**



Arthur Duhaime CPI, RMS, CRT



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NAR Code of Ethics Deadline

December 31, 2021

Get Started Today!



As required for REALTOR® membership, all REALTORS® must complete at least 2.5 hours of ethics training that meets specific learning objectives and criteria. The current cycle deadline is Dec. 31, 2021. This ethics requirement is separate from your State Licensing CE requirements. However you may have taken an Ethics Course that will satisfy this requirement - [CHECK eLICENSE](#) - if you've taken a 3 hour Ohio Ethics, taken between January 1, 2019 and now, email a copy of the certificate to tadams@star.realtor for confirmation on whether it meets the NAR requirement. Additionally, STAR will be offering a virtual Ethics class in September via ZOOM, and we are tentatively planning an in person class for later in the year.

Here are some other options for completing the NAR Ethics course:

National Ethics Day with Leigh Brown by Ohio REALTORS®
June 17, 2021 | [CLICK HERE](#) for more info & to register
This is a FREE Virtual 2.5 Hour Ohio Elective credit/NAR Credit - this will not meet the Ohio 3-Hour Ethics Core Course requirements.

NAR Website
Anytime! | [CLICK HERE](#) to navigate to the NAR Website Code of Ethics Page. You can check your status, and follow links to complete a FREE NON CE Ethics, or there is an option to take a CE version which is paid.

If you have questions, or need help checking your education record, please call the office at 330.394.4001, or email Trisha Adams tadams@star.realtor



License Extension Expiring Soon

By Peg Ritenour, Ohio REALTORS Vice President of Legal Services

As a result of the COVID-19 pandemic, legislation was passed in 2020 that granted a temporary extension of time for license renewals to Dec.1, 2020. That deadline was later extended until July 1, 2021 in House Bill 404. Because this extension will be expiring soon, it is critical that licensees understand who qualifies for this extension and how it works. Below are some frequently asked questions.



Who qualifies for the extension?

Only licensees whose renewal was due between March 9, 2020 and April 1, 2021.

What if my license renewal date is between April 2, 2021 and July 1? Don't I qualify for the extension?

No. If your renewal is due April 2, 2021 or after, it must be filed by your due date.

If you qualify for the extension, how long do you have to renew your license?

Under HB 404, you have until July 1, 2021 to file your renewal application. However, many licensees have chosen to file their renewal by their due date.

If I qualify for the extension to July 1, 2021 does this change my next renewal date to July 1, 2024?

No, your future renewal dates will not change as a result of the extension. It will continue to be three years from the date your renewal was due, not from the extended deadline. For example, if your renewal date was Dec. 1, 2020, even though you have until July 1, 2021 to file your application, your next renewal deadline will still be Dec.1, 2023.

Can I renew online if I am using the extension?

No, if you are utilizing the extension, you cannot renew online. There have been some delays with mail delivery.

What if I mail my renewal application before July 1 but the Division doesn't get it until after that date?

If your application is postmarked on or before July 1 it will be accepted by the Division.

What if my renewal application is incomplete?

According to the Division of Real Estate many licensees are failing to report their continuing education with their application or to include the required fee. Others are forgetting to sign their application. If this happens and the deficiency is not corrected by the deadline, it can result in a license suspension for non-renewal.

The COVID-19 pandemic is certainly not over yet. Is there a chance the legislature will extend the license renewal deadlines again? At this time no legislation has been proposed to extend the license renewal deadlines beyond July 1. If that changes, Ohio REALTORS will promptly communicate this to its members.



4 Emerging Real Estate Trends

By Melissa Dittmann Tracy, contributing editor of REALTOR Magazine

The COVID-19 pandemic has caused a mass disruption to the way people live and work and prompted sweeping economic fallout felt throughout the world. Global leaders are still coming to grips with the long-term impact to the real estate industry.

COVID-19 has accelerated many existing trends, including digitalization, dispersed working, and online shopping, panelists said at a webinar on Wednesday highlighting the Urban Land Institute's newly released "Emerging Trends in Real Estate Global Outlook 2021" report.

"The industry leaders canvassed for Global Emerging Trends are hopeful of a consumer-spending-led economic recovery feeding through an uptick in real estate business in the second half of 2021," the report notes. "But much will depend on the rollout of the vaccine and an easing of lockdown restrictions."

The Asia Pacific region appears to be leading the recovery globally compared with many Western economies, researchers note. That has prompted more global investors to increase their allocations of capital to the region. But the U.S. is also posting growth to many of its real estate sectors and seeing some evolve to better compete in the post-pandemic world.

Here are a few of the trends highlighted in ULI's report that are on the radar for global real estate markets:

Real estate continues to attract capital. Low interest rates are fueling interest in real estate across the globe. "Most industry leaders interviewed for this report believe the inherent attraction of real estate income is even stronger this year than in pre-COVID times," according to the ULI report. Favorable supply-demand dynamics have led investors to increase their allocation to residential markets, a trend that has only been accelerated by the COVID-19 outbreak, the report notes.

Unknowns loom for the office sector. The office sector, however, is more difficult for real estate leaders to predict. The rise of remote working, the increasing concern for the health and wellbeing of employees, and the lessening appeal of long commutes in big cities could negatively impact leasing activity this year and next year. Many large firms could delay corporate decisions on office space, or commit to a greater reliance on remote working. Many real estate leaders do predict employees will eventually return to the office, even if in more of a "hybrid" working model. One area of growth for the office sector: flexible space. (Read more: [Co-Working Spaces May Soon See a Surge in Activity](#)) "Industry leaders predict a polarization between perceived high-quality buildings—modern and adaptable—and outdated and inflexible secondary stock that is likely to suffer from a marked decline in demand," the report notes.

ESG tops more agendas. The impact of carbon emissions from the built environment remains a pressing issue for more companies, and they're placing a greater emphasis on environmental, social, and governance agendas. "Though decarbonization and climate change have been rising up the agenda for years, it is only in the past 18 months that these issues have moved to the foreground of the industry's thinking," the ULI report notes. "So far, the pressure is coming from the providers of finance and the biggest tenants. There is, though, the expectation that governments will ramp up regulation in the coming years." More companies are showing a greater focus on putting into place strategies with decarbonization and realizing the consequences of carbon emissions from their buildings.

Continued on next page.

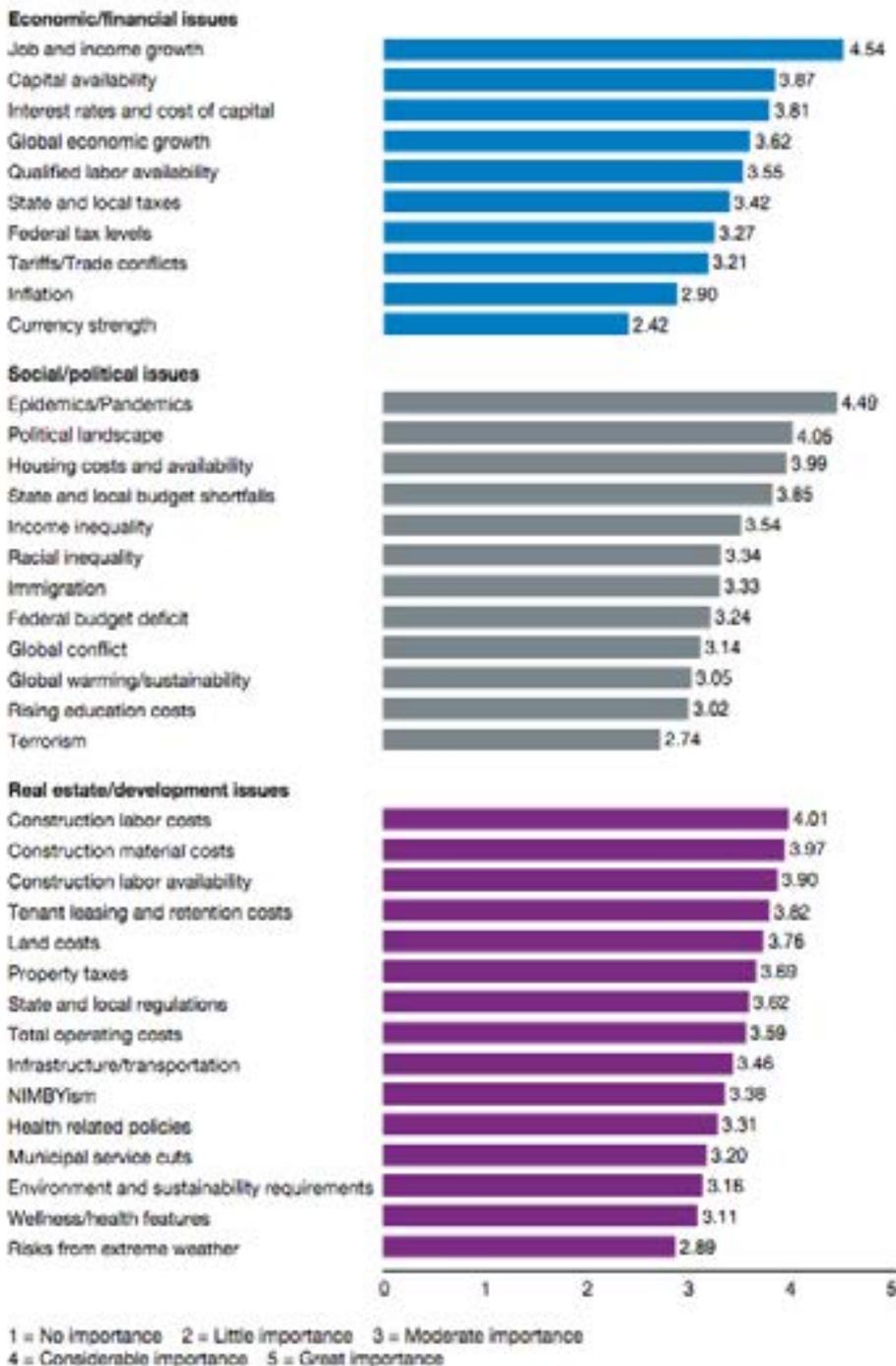
4 Emerging Real Estate Trends CONT.

By Melissa Dittmann Tracy, contributing editor of REALTOR Magazine

Re-imagined retail. The physical brick-and-mortar retail sector has faced the increasing threat of online competition—even more so since the pandemic. But investors are not shying away from seeking out new opportunities in retail, particularly as they view some falling prices in the sector. As such, retail could be acquired and repositioned either as more usable retail formats or re-envisioned as something completely different, such as residential or urban logistics.

The following is a chart of the top issues for real estate in 2021 for the United States, according to real estate leaders surveyed by ULI.

Figure 1–2 Importance of issues for real estate in 2021



Source: Emerging Trends in Real Estate United States and Canada

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Timing of Commission Negotiations – Article 3

By Lisa Yelichek, CEO of Stark Trumbull Area REALTORS®

REALTOR® A signs a listing agreement with Seller B for the sale of her home. The home is priced at \$1,000,000, and REALTOR® A files the listing with the MLS, offering a certain percentage of cooperative compensation.

REALTOR® C sees the listing and knows it would be a perfect fit for her buyers, but, unfortunately, it's out of their price range. She discusses it with them, and they ask her to submit an offer for \$900,000. REALTOR® C explains the risks in submitting an offer so far below asking price, but the buyers are in love with the home and ask her to submit the offer anyway.

REALTOR® C submits the offer to REALTOR® A, who discusses it with Seller B. Seller B is concerned about accepting an offer so far below the home's asking price, so REALTOR® A offers to reduce her commission, as articulated in the listing agreement, by 1% if Seller B wants to accept the offer of \$900,000 and ensure a quick sale. Seller B agree to accept the offer and reduce the commission she pays to REALTOR® A by 1%.

REALTOR® A informs REALTOR® C that their offer was accepted, but that REALTOR® A is now being paid 1% less in commission.

"Listen," she explains to REALTOR® C, "it seems like both of our clients are happy with the price if it means the sale moves quickly. Would you be willing to split the difference on my reduced commission and I will pay you 0.5% less in cooperative compensation than I specified in the MLS?" REALTOR® C agrees to accept 0.5% less than the commission specified in the MLS. After closing, REALTOR® C files an ethics complaint against REALTOR® A, alleging a violation of Article 3, as illustrated by Standard of Practice 3-2.

At the hearing on the matter, REALTOR® C argued that by asking her to accept 0.5% less in cooperative compensation after the offer was submitted,

REALTOR® A was unilaterally modifying the compensation regarding that transaction.

The Hearing Panel disagreed and found no violation of Article 3, noting that Standard of Practice 3-3 specifically authorizes listing and cooperating brokers to enter into an agreement to change the compensation for a transaction at any time, and that the Code of Ethics would never interfere with the negotiation of commissions between listing and cooperating brokers. The Panel also noted that REALTOR® C could have said no to the reduced commission, and in that instance REALTOR® A would have been obligated to pay the commission state in the MLS.

Article 3 states that REALTORS® shall cooperate with other brokers except when cooperation is not in the client's best interest. The obligation to cooperate does not include the obligation to share commissions, fees, or to otherwise compensate another broker. Further, Standard of Practice 3-2 states that any change in compensation offered for cooperative services must be communicated to the other REALTOR® prior to the time that REALTOR® submits an offer to purchase/lease the property. After a REALTOR® has submitted an offer to purchase or lease property, the listing broker may not attempt to unilaterally modify the offered compensation with respect to that cooperative transaction.



Simple Instagram Story Ideas For Real Estate Agents

From Keeping Current Matters

Instagram stories have come a loooong way since they were first introduced in 2016.

The feature that initially threw businesses for a loop now offers a very powerful and personal addition to your social media marketing strategy.

With over 500 million daily viewers, stories are a unique way to showcase your real estate brand and enhance your marketing efforts while showing your audience the real you. Plus, they're available on Facebook now, too!

Here are some simple, yet creative ways to start using them to grow your real estate business on social media today.

Community Spotlight

When people hire a real estate agent, they not only want someone who can navigate the buying and selling process, they also want a local expert. Stories are a great way to show off how well you know your community while also building relationships with businesses in your area.

Snap a photo of that coffee you got at your neighborhood coffee shop, the takeout you ordered from a restaurant or the plants you picked up at your local nursery. If you're lucky, tagging the business may spark a re-share, which also gets your post in front of their followers.

This is an easy way to show a behind-the-scenes look into your life while also highlighting your community involvement.

Polls

One of the best ways to create engagement and interact with your followers is by using polls. This feature allows you to have fun, show off your personality and get an idea of what your followers like.



So, what can a real estate agent create story polls about? The opportunities are endless. An easy option would be to use two different images and ask your audience to vote which one they like best.

Here are some options:

- Which landscaping do you like better? Modern or Classic
- Which kitchen do you like better?
- White Cabinets or Blue Cabinets
- Which bathroom would you want? Option 1 or Option 2
- Roses or hydrangeas?
- Who wants this kitchen? Yes or No.

You get the idea. This can also be a great way to show off your listings without it seeming like you're selling. If you have a property with an amazing kitchen, beautiful landscaping, amazing backyard, you can use polls to highlight it and let your followers know that it's now available to buy.

See how we did it [HERE](#).

Market Updates

Now more than ever, people have a lot of questions about what's happening with the real estate market. Instagram stories offer a great way to control the narrative and keep your followers informed.

Continued on next page

Simple Instagram Story Ideas For Real Estate Agents

From Keeping Current Matters

An easy way to do this is to show a weekly snapshot of what's occurring in your local market. Is buyer traffic picking up? Are home prices holding steady? Where are mortgage rates? These are all great topics you can cover to move hesitant buyers and sellers off the fence.

This is also a great place to share relevant real estate news. If there's an article talking about how the real estate market is positioned to strengthen the economy or what experts are predicting about home values this year, create a story about it. You can do this easily by filming a quick video covering the biggest article takeaways or breaking it down using text, quotes and visuals like graphs and charts.

This allows you to build a reputation as a real estate agent that knows what's going on and earns the trust of your followers.

Social Graphics from KCM are an easy, yet powerful way to do this with great-looking posts that come with pre-written captions.

Listing Behind-the-Scenes

Instagram stories offer a unique opportunity to create your own virtual tour without time spent editing videos, fancy drone shots or complicated software.

To pull it off, start by letting your followers know that you're doing a run-through of a new property through each room. You can talk through your favorite features and further emphasize this by adding in text that breaks them down. You can see a breakdown of how we did it [HERE](#)

Have fun with it. Try new things and see what works. The sky is the limit!



Bottom Line

Instagram stories offer the ability to connect with your audience in a more authentic way. It's a great way to not only show off your properties but also your personality.

Today's consumer wants to see the human behind the brand, and this platform allows you to flex your marketing muscles in a more genuine and candid way.

Start small, be patient and don't be discouraged from trying new things. In time, you'll find what works and what your followers respond to and can build your strategy from there.

If you're looking for an easy way to jumpstart your Instagram stories with thumb-stopping graphics that show you're a trusted advisor, check out Social Graphics from KCM. Each week, you'll get a new batch of ready-to-share posts that cover that week's most important real estate topics.

Norma L. Good Scholarship Fund

Stark Trumbull Area REALTORS®

Norma L. Good Scholarship (NLG) Fund

If you are a REALTOR® in good standing of the Stark Trumbull Area REALTORS® for at least one year and have served on an active STAR committee for at least a year, you may be eligible for Scholarship funds to help further your Leadership Skills & Business Opportunities! The Norma L. Good Scholarship Fund pays up to \$1,000 for qualified agents who are seeking:

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How to Overcome the “Too Young” Objection in Real Estate

From NAR YPN Lounge

By Alex Craig

Being young in real estate can sometimes be a barrier or hurdle to getting clients—but it doesn't have to be. You can overcome feeling “too young” or clients choosing another agent simply because they believe you're “too young” to help them buy or sell a home.

I was 25 when I got started in real estate. I had some great real estate training, but I jumped into the deep end by choosing to go solo as an agent and I tried not to drown.

My first few buyer and seller appointments were full of emotions. I felt excitement and A LOT of nerves. That's because my first client was 53 years old. My second clients? In their early 40s.

I had to quickly learn how to sell to clients who are predominantly older than me—sometimes old enough to be my parents. It was an anxiety-ridden experience for me... at first.

Four years later, I am here to share with you some tips and strategies I used to land clients, win the rising star award at my brokerage, and became a top-selling agent in my first year, despite my young age.

If you are a young agent, then these tips are for you. Here are six tips for overcoming your age.

Understand Client Pain Points

Before I dive deep into tactics, it's important to zoom out and look at the strategy. To overcome your age, start by understanding why and how being young might raise concerns for your clients.

At the end of the day, all clients want to buy a home or sell a home. They want to work with a real estate agent who will deliver top-quality service. When you're young, clients can incorrectly assume you're unable to help them accomplish their goals and

objectives because they think you lack experience—experience in life and experience in real estate. That lack of experience might make clients feel like you can't help them sell their home or buy a new one.

When you dig deep, you will see all of these tactics I'm about to share set out to change that perception. Our goal is to convince and show clients that you can, in fact, help them.

Reframe Being Young as a Benefit

I learned this lesson from one of my first clients. They were a nice retired couple looking to sell their farm. In a conversation with them, I asked why they hired me. I was genuinely curious because previously, they worked with a real estate agent in my area who has been in real estate longer than I've been alive. He was unable to sell their property. They hired me because I am young, they said.

At first, I was a bit shocked. As they went on, I learned that due to my age, they believed I would be able to do a better job marketing the home on the internet and getting the exposure their home needed.

They were right, of course. I sold it.

Your age can be a benefit and a selling point. Take this objection as an opportunity to reframe.

Today's buyers are mainly looking at homes online. Our age gives us strength to leverage technology to market homes and create a smoother transaction process. I don't know your situation personally, but I grew up with tech in my hands.

This foundational shift of perceiving my age as a benefit rather than a disadvantage boosted my confidence every time I went to a buyer or seller appointment.

Continued on next page.

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Borrow Trust

Much of sales, at the end of the day, is about building and creating trust. As a young (and possibly new) agent, it can help to borrow trust and invoke credibility from other sources.

It's tempting to approach clients by selling yourself. It's really easy to start sentences with I. "I answer my phone and I am available."

Don't. Instead, focus on phrases about the brokerage and what agents at the brokerage have done. "At [insert brokerage], we were able to sell 675 homes at a median sale price that was 5% above list price."

This advice is relevant to ANY new agent, regardless of whether you're young or not. However, it's doubly-important for real estate agents who are both new and young.

Even after four years in real estate with glowing reviews and an impressive list of credible skills, I still do this. The numbers my brokerage produces, like the number of homes sold, are more impressive than I do alone.

Another area you can borrow trust from is the National Association of REALTORS®. It's worth understanding the value you bring to clients, regardless of your age, as a REALTOR®.

Recruit Help

When I started out in the business, I just jumped into the deep end after my training, and stumbled through several buyer and listing presentations. I learned the hard way.

Instead, you could recruit help from another real estate agent in your brokerage. Most brokerages have someone you can take on a presentation

appointment with you to lend credibility and help you learn the ropes.

Sometimes this is the broker-owner, a dedicated onboarding agent, a real estate coach, or an agent with a kind heart focused on giving back to the other agents in the company.

For example, a lot of younger agents in my office like to recruit help from the broker-owner, and he is happy to help. After all, their success is his success.

Focus on Listening

The young agents I've mentored are overly concerned about what they are going to say to clients. But the reality is, they should focus on listening and learning rather than talking.

As the proverbial saying goes, "You have two ears and one mouth. Use them in that order."

The best strategy is to ask your real estate leads a lot of open-ended questions so that you understand the client's pain points and objectives. The more you do that, the more they'll trust you to deliver value.

Asking questions is a far more useful tactic than talking, in general, and will be a skill you heavily rely on throughout your career.

Give Yourself Time to Age

If all else fails, be patient. Give yourself some time, and eventually, you will have some gray hairs on your head that give you some credibility. Suddenly, clients aren't worried about you being young.

... Although, you might not feel too great about those gray hairs on your head

Continued on next page

How to Overcome the “Too Young” Objection in Real Estate CONT.

From NAR YPN Lounge

.As I approach my 30s, have my third child, and continue to build my real estate career, I find my age is less of a concern to myself and my clients.

It’s hard to pinpoint at what age clients no longer consider you “too young,” but time is on your side. You will be able to go from a young, naive, wide-eyed, eager real estate agent to an experienced, seasoned veteran, just like I’m on my way to becoming.

So there you have it. Your age doesn’t have to stop you from becoming a top real estate agent. Understand the fear clients have about working with a young real estate agent. From there, deploy tactics to overcome these clients’ objections and show them you can help them achieve the American Dream.

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An Appeal For Unity

From Staff with REALTOR® Magazine

"I believe REALTORS® are and can be a force for good and bringing people together," said National Association of REALTORS® President Charlie Oppler in a prepared statement released Thursday as part of the association's observance of Fair Housing Month. In the statement, Oppler called on all REALTORS® to live up to the words of the Code of Ethics in every interaction with the public.

Oppler's statement comes on the same day NAR is presenting a special program, "The Past, Present, and Future of Fair Housing," hosted by award-winning journalist Soledad O'Brien.

Here is Oppler's statement in full:

When you pick up a newspaper or watch the news or read social media, it could seem at times that there is more that divides than unites us as Americans. But I wake up every day believing in the spirit and goodness of humankind. And I believe REALTORS® are and can be a force for good and bringing people together.

We do, after all, represent the full fabric and diversity of America in every sense of the word. We come from small towns and suburbs and big cities. From the coasts to the heartland. From poverty to very comfortable economic means. From different life experiences defined in no small part by our race, our religion and our education.

In all that, we as REALTORS® share the common bond of making the dream of homeownership possible for people no matter who they are and no matter where they come from. That is no more evident than it is during Fair Housing Month,

as we celebrate the opportunity for everyone to have a shot at that dream and to level the playing field to make it possible.

It is my hope that each of us as REALTORS® will hold sacred each day our obligation to that greater purpose. And that we as REALTORS® embrace a higher standard as citizens of the United States of America. Our Code of Ethics says it well when it notes that the term REALTOR® has come to connote competency, fairness and high integrity resulting from adherence to a lofty ideal of moral conduct in business relations.

So, as you conduct your professional and your personal business, I ask that you always remember what you represent as a REALTOR® every time you go out into the community, every time you post on social media, every time you work with someone on a home purchase or sale. In those moments, every American—no matter where they come from or what they believe—is counting on each of us to be consummate professionals and advocates for everyone's homeownership dreams.

I am incredibly proud of REALTORS® and the work we do. We represent the best of all that America is and all that America can be. Let us continue to work together among ourselves and in our communities to lean in more each day to what unites us.



The Building Industry Association of Stark & East Central Ohio and Stark Trumbull Area REALTORS® Education & Events Committee present:

“HOMEBUILDING FROM THE GROUND UP”

Wednesday, May 26, 2021

Approved 3 Hours CE/Instructor Greg Kauth

- When:** Wednesday, May 26, 2021
Time: 9:00am to 12:00pm
Place: Augusta Lakes
Site of the 2021 Parade of Homes
Located off Richville Drive SW in the City of Massillon
Cost: \$30.00 for BIA & STAR Members
\$40.00 for Non-Members



Progressive lunch featured at each Parade home after the class.

**Register at www.star.realtor or call Stark Trumbull Area REALTORS® at 330-394-4001
DEADLINE: WEDNESDAY, MAY 19, 2021**



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Ever wonder if the basic knowledge of home construction would help you make more sales?

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Dress appropriately (casual attire: boots and jeans) for an on-site program.

HARD HATS ARE REQUIRED!

Please state whether or not you will need a hard hat when you make your reservation. If you do not have one, we will get one for you.

NOTE: If you have any disabilities which require special accommodations, including the provision of auxiliary aids & services, please indicate those needs when making your reservation.



2021 Parade of Homes Special REALTOR “Dusty Shoe” Invitation Augusta Lakes in the City of Massillon

The Building Industry Association of Stark & East Central Ohio and the Stark Trumbull Area REALTORS® will host a special “Dusty Shoe” event at Augusta Lakes, the site of the 2021 Parade of Homes.



All REALTORS are invited to a Sneak Preview of the five new Parade Homes on Wednesday, May 26 from 12:00-3:00pm.

The 2021 Parade features five homes all on one street with the latest in new home construction plans, technology, interior design and landscaping. Augusta Lakes is located off Richville Dr. SW in Massillon.

This sneak preview is **FREE** to all REALTORS and includes a progressive lunch at the site beginning at 12:00pm. Come out and stroll through the Parade homes and get a first-hand view of what they will look like in their finished state. We’re hoping you’ll come back with clients during the Parade which runs July 10-18.

Please RSVP with the BIA at 330-494-5700 or email info@biastark.org.

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process easy and stress-free.

Ready to get started? Simply email Deanna Boggess at dboggess@star.realtor
for more information on signing up as a volunteer.

Interested in volunteering again? You can also email Deanna to sign up for
the most convenient date for you.



NAR Finds Home Staging Helps Buyers Visualize, Homes Sell Faster

From: The National Association of REALTORS®

WASHINGTON (April 6, 2021) – A new survey from the National Association of Realtors® reveals that home staging continues to be a significant part of the home buying and selling process.

The biennial report, the 2021 Profile of Home Staging, examines the elements of home staging, including the perspectives of both buyers' and sellers' agents, the role of television programming and the expectations of buyers.

"Staging a home helps consumers see the full potential of a given space or property," said Jessica Lautz, NAR's vice president of demographics and behavioral insights. "It features the home in its best light and helps would-be buyers envision its various possibilities."

Buyers' agents overwhelmingly agreed, as 82% said staging a home made it easier for a buyer to visualize the property as a future home.

These agents also said that visuals themselves are helpful, even more so in relation to buying a house during the coronavirus outbreak. Eighty-three percent of buyers' agents said having photographs for their listings was more important since the beginning of the pandemic. Seventy-four percent of buyers' agents said the same about videos, and 73% said having virtual tours available for their listings was more important in the wake of COVID-19.

"At the start of the pandemic, in-person open house tours either diminished or were halted altogether, so buyers had to rely on photos and virtual tours in search of their dream home," said Lautz. "These features become even more important as housing inventory is limited and buyers need to plan their in-person tours strategically."

Staging also increased the sum buyers were willing to spend for a property, according to the report.

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Twenty-three percent of buyers' agents said that home staging raised the dollar value offered between 1% and 5%, compared to similar homes on the market that hadn't been staged.

Coincidentally, the response from sellers' agents was nearly identical, as 23% reported a 1% to 5% price increase on offers for staged homes.

Eighteen percent of sellers' agents said home staging increased the dollar value of a residence between 6% and 10%. None of the agents for sellers reported that home staging had a negative impact on the property's dollar value.

Moreover, 31% said that home staging greatly decreased the amount of time a home spent on the market.

Exactly which parts of a home to stage vary, although living rooms (90%) and kitchens (80%) proved to be the most common, followed closely by master bedrooms (78%) and dining rooms (69%). As many workers were forced to work from home due to the pandemic, 39% staged a home office or office space.

Continued on next page

NAR Finds Home Staging Helps Buyers Visualize, Homes Sell Faster CONT.

From: The National Association of REALTORS®

Television programming played a noticeable role in how buyers viewed a potential property, according to Realtors. Agents surveyed said that typically 10% of buyers believed homes should look the way they appear on TV shows. Sixty-three percent said buyers requested their home look like homes staged on television. Sixty-eight percent of Realtors® reported that buyers were disappointed by how homes appeared compared to those seen on TV shows.

In some cases, agents found that TV shows could influence a buyer's perspective about a home. Seventy-one percent of respondents said that TV shows that depict the buying process impacted their business by setting unrealistic or increased expectations. Sixty-one percent said that TV programs set higher expectations of how homes should look, while 27% said that TV shows result in more educated home buyers and sellers.

"The magic of television can make a home transformation look like it happened in a quick 60-minute timeframe, which is an unrealistic standard," said NAR President Charlie Oppler, a Realtor® from Franklin Lakes, N.J., and broker/owner of Prominent Properties Sotheby's International Realty. "I would advise buyers and sellers alike that

before house hunting or before listing, they connect with a trusted Realtor® to get a reasonable sense of what's out there and an idea of what to expect."

Eight-one percent of those surveyed said buyers had ideas about where they wanted to live and what they wanted in an ideal home (76%) before they began the buying process.

Forty-five percent of surveyed Realtors® said they have seen no change in the share of buyers who planned to flip a home in the last five years, while 42% said they had.

Also, 59% said they have seen an increase in the buyers who planned to remodel a home in the last five years, while 34% said they have seen no change. Agents surveyed said that typically 25% of buyers who plan to remodel will do so within the first three months of owning their home.

The National Association of Realtors® is America's largest trade association, representing more than 1.4 million members involved in all aspects of the residential and commercial real estate industries.

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Study finds Ohio's Business Income Deduction Boosts States Economy

From: Ohio REALTORS®

Last week, the Ohio Chamber of Commerce Research Foundation released its latest report, "[Economic Impact of the Business Income Deduction in Ohio](#)," paired with the accompanying study conducted by Ernst & Young (EY), "Analysis of Ohio's Business Income Tax Incentives," which represents the first comprehensive economic impact analysis of the Business Income Deduction (BID) in the state of Ohio.

Ohio REALTORS was a member of the coalition that partnered with the Chamber on the study to fully understand the BID's positive impact on the state's economy. In 2019, the legislature attempted to repeal the BID which would have resulted in a significant income tax increase on small businesses and Ohio's REALTORS.

The EY study suggests that Ohio saw increased economic activity to the tune of \$5.9 billion in 2018, when compared to a model of Ohio's economy in which the BID did not exist. It further indicates that the economic activity supported by the existence of the BID led to the employment of over 59,000 Ohioans, including more than 14,000 Ohioans employed by small businesses (classified as businesses with fewer than 50 employees). Lastly, the study suggests that the tax savings business owners experience through the BID may have helped roughly 1,200 businesses keep their doors open in 2018, compared to an Ohio economy in which the BID did not exist.

"The analysis completed by EY shows that the Business Income Deduction has had a positive impact on Ohio's economy. These provisions have proven to be effective in incentivizing small businesses to reinvest their tax savings into their companies," said Brian Hicks, president of the Ohio Chamber of Commerce Research Foundation Board of Directors.



"The Business Income Deduction (BID) is an important reinvestment tool for dealers. Anyone who has driven by their local dealership lately has seen first-hand the reinvestment dealers have made for the betterment of their employees, customers and communities," said Ohio Automobile Dealers Association President Zach Doran.

"Ohio's Business Investor Deduction (BID) has been critically important to the small business community. It will continue to be vital to their survival as they rebound from the pandemic where many saw sales drop off by over 25 percent, with some seeing a hit of 50 percent or more. The study makes a clear case for maintaining the BID as Ohio realized an increase of \$5.9 billion in Gross State Product and grew 14,000 small-business jobs due to its impact. It proves once again that with this important tax reform small businesses reinvested in their local communities," said Roger Geiger, NFIB Executive Director for Ohio.

"Ohio CPAs, key advisors to thousands of small business entrepreneurs in our state, know more than most how critically important Ohio's Business Income Deduction has been in fueling the growth of new and existing small businesses.

Continued on next page

Study finds Ohio's Business Income Deduction Boosts States Economy CONT.

From: Ohio REALTORS®

The BID has enabled small business entrepreneurs to keep more of their own hard-earned money, which in turn drives economic development through footprint expansion, the purchase of new equipment, hiring more staff and enhancing employee benefits," said Scott Wiley, OSCPA President & CEO.

"Fueling entrepreneurs with a favorable tax and business environment is the key to growing and creating small businesses. This study clearly demonstrates the positive impact that the BID has in helping the heart of the Ohio's economy, our small businesses and why it is such a valuable tool for employers doing business in Ohio," Jeff Smith, CEO of Ohio Insurance Agents, said.

"The ability of small businesses to keep more of their income and reinvest in their operations is central to the success of Ohio's economy. This report shows that small businesses were able to keep their doors open and spur economic growth thanks to the BID," said Bridget McAuliffe, President, Ohio Lobbying Association

"The Toledo Regional Chamber of Commerce was pleased to collaborate with partners from across Ohio to understand the impact of the BID on small businesses. It is clear from the results

of this study that the BID is providing assistance to the economic backbone of our communities, our small businesses," said Brian Dicken, Vice President, Advocacy and Strategic Initiatives, Toledo Regional Chamber of Commerce

"As Ohio heads closer to the recovery phase, it will need every tool available to continue supporting economic growth and job creation. This important research demonstrates that the state's policy on business income incentives is helpful to our overall business environment," Joe Savarise, Executive Director of the Ohio Hotel & Lodging Association, said.

"The Business Income Deduction (BID) has helped ensure wholesale businesses are able to reinvest in their companies, and I'm pleased to see the report confirm the beliefs we hold about the positive impact of these provisions," said Jacob C. Evans, Counsel for Legislative Affairs for the Wholesale Beer & Wine Association of Ohio.

"Enabling growth and success for small businesses is key to the economic vitality of our state and this study shows that the current business income deduction is one of the building blocks for that support. COVID-19 devastated the small business community and hit

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Study finds Ohio's Business Income Deduction Boosts States Economy CONT.

From: Ohio REALTORS®

minority owned businesses especially hard. Especially now, we need to continue to position our small businesses to survive and thrive," said Steve Millard, President & CEO of the Greater Akron Chamber.

The report also highlights the lack of existence of the so-called "LLC Loophole." The suggestion has been made that business owners can multiply their deduction and claim more than the \$250,000 cap by splitting their operations across several business entities. As the report clarifies, the deduction is applied just once to an individual tax return regardless of the number of businesses claimed by a taxpayer on their returns.

"The BID has long been a public policy priority for the Ohio Chamber. We are pleased that the study clarifies some misconceptions that have persisted regarding the BID, and demonstrates that these provisions are working as intended to support Ohio's economic growth," said Andrew Doehrel, President & CEO of the Ohio Chamber of Commerce

EY's assessment of the impact of the BID was conducted through a fixed-effects model, highlighting the differences in tax policy on business income in Ohio prior to the enactment of the deduction and rate reduction in 2015 and comparing them to the latest data available in tax year 2018. Controlling for variables such as the economic and demographic makeup of the state and trends in the national economy, the model is able to highlight the impact of the BID by demonstrating what Ohio's economy might look like were the BID not in effect. The effects implied through that model demonstrate the positive correlation between the existence of the BID and increased economic activity in Ohio. [CLICK HERE](#) to read the executive summary of "Economic Impact of the Business Income Deduction in Ohio" report. To access the full EY report, [CLICK HERE](#).

This content is copyright 2021 Ohio REALTORS. Read more at: <https://www.ohiorealtors.org/blog/1464/study-finds-ohios-business-income-deduction-boosts-states-economy/>

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License Applications Available for Ohio's Home Inspectors Program

From: Ohio REALTORS®

For those who wish to obtain an Ohio Home Inspector License, applications are now available on the Ohio Division of Real Estate & Professional Licensing website. [CLICK HERE](#) to review the application.

If you are a licensed home inspector in another state with requirements that are substantially similar to or exceed those in Ohio. [CLICK HERE](#) to review the corresponding application.

FAQ's for Ohio Home Inspector Licensing

Q: When can I submit a completed application to the Division?

A: The Division will begin accepting and reviewing completed applications on Monday, April 26, 2021. It is strongly recommended you submit a completed license application to the Division as soon as you can once you have satisfied all pre-licensing requirements.

Q: How do I submit a completed application to the Division?

A: Completed applications, including the application fee (\$250) and education certificates must be mailed to:

Division of Real Estate & Professional Licensing
77 South High Street, 20th Floor
Columbus, Ohio 43215

Q: When should I complete a criminal background check?

A: To obtain an Ohio home inspector license, you will need to submit to a State of Ohio and a national (FBI) criminal background check. These are two separate checks. You should complete this requirement only after you have mailed your application to the Division. Additional information regarding criminal background checks can be found with the application.

Q: How long will the application process take?

A: The time to process the application is typically dependent on the Division receiving the criminal background check results. The Ohio Bureau of Criminal Investigation (BCI) typically provides the results to the Division within 30 days of BCI's receipt of your fingerprints. However, the Division has seen longer times, especially when applicants have not followed corresponding instructions with the application or have past criminal history. Please make sure you carefully follow the additional background check information in the application.

Q: How do I complete a criminal background check if I am not located in Ohio?

A: Out of state applicants should carefully review the following link <https://www.ohioattorneygeneral.gov/FAQ/Background-Check-FAQs.aspx> (frequently asked questions) or contact BCI at (877) 224-0043 or P.O. Box 365 London, Ohio 43140 for additional information.

Q: What are the fees for a background check? A: Contact the Webcheck® provider for criminal background checks fees. This fee is paid directly to the Webcheck® provider and set by BCI.

Q: Where can I find the requirements to obtain an A: Ohio initial home inspector license?

The requirements can be found in Ohio Revised Code Section 4764.07(D) - <https://codes.ohio.gov/ohio-revised-code/section-4764.07>

Q: How many hours of qualifying education do I need to complete?

A: You will need to complete at least 80 hours of qualifying education that is in compliance with the Board's rule 1301:17-1-07 - <http://codes.ohio.gov/oac/1301:17-1-07v1>. Education providers should provide you with a certificate upon successful completion of the offering. A copy of that certificate must be included with your application.

License Applications Available for Ohio's Home Inspectors Program CONT.

From: Ohio REALTORS®

Q: Does the Division publish a list of approved qualifying education providers? Yes. The Division publishes a list on its website of approved providers on its website [CLICK HERE](#). This list is updated regularly as education provider successfully complete the application process.

Q: What if I've completed qualifying education at a provider who's not on the approved list? You can still submit an initial license application with the Division. After receiving your application, the Division will follow up with you regarding your qualifying education. You should expect longer processing times for your application.

Q: Which home inspector examination do I need to complete?

You will need to successfully complete the National Home Inspector Examination (NHIE). You will need to register for the exam through NHIE here: Register for the Exam - National Home Inspector Examination. You should receive a certificate from the exam vendor showing you have successfully completed the NHIE exam. A copy of that certificate must accompany your application.

Q: What kind of experience do I need to obtain for a home inspector license?

There are two kinds of experience and you will only need to obtain one type of experience. You will obtain either ten (10) parallel inspections OR you will need to complete a curriculum of experience AND a peer review.

Q: What are the requirements for a parallel inspection?

The requirements for a parallel inspection can be found in the corresponding Board rule - <https://www.com.ohio.gov/documents/1301.17.1.14-ParallelInspection.pdf>

Q: What is a curriculum of experience?

The requirements for curriculum of experience can be found in the corresponding Board rule - <https://www.com.ohio.gov/documents/1301.17.1.13-CurriculumofExperience.pdf>

Q: What is a peer review?

A peer review can be found in the following rule - <https://www.com.ohio.gov/documents/1301.17.1.15-PeerReview.pdf>. Please note, for an Ohio licensed home inspector to serve as a peer reviewer that licensed home inspector must receive the Ohio Home Inspector Board's approval PRIOR to the submission of an individual's license application to the Division - see 1301:17-1-13(C) - <https://www.com.ohio.gov/documents/1301.17.1.15-PeerReview.pdf>.

Q: The curriculum of experience rule states applicants may obtain interactive experience under the direction of a Board approved instructor. Who offers this?

The Division publishes a list of approved interactive curriculum of experience providers in the following link under the title "Curriculum of Experience" - [CLICK HERE](#)

Q: Do I need to obtain insurance even though I am only submitting an application for licensure?

Yes. You need to submit with your application a certificate of insurance from your insurance carrier that satisfies the requirements found in Ohio Revised Code Section 4764.11(A) - <http://codes.ohio.gov/orc/4764.11v1>.

Q: Where can I find the Ohio Home Inspector's Standards of Practice and Canons of Ethics?

To review the Ohio Home Inspector's Standard of Practice Rule visit - <http://codes.ohio.gov/oac/1301:17-1-17v1>

To review the Ohio Home Inspector's Canons of Ethics rule visit - <http://codes.ohio.gov/oac/1301:17-1-16v1>

License Applications Available for Ohio's Home Inspectors Program CONT.

From: Ohio REALTORS®

Q: Is the Division going to be offering the grandfathered license?

The Division may only offer the grandfathered license through a law enacted by the Ohio Legislature. No such law has been enacted by the Legislature.

Q: May I conduct home inspections without a license?

You can currently conduct home inspections without a license. However, you will need to have a home inspector license by July 1, 2021, to conduct home inspections in Ohio. Q: How do I contact the Division if I have any questions? The best way to reach the Division is to send an email to "[COMRealEstateOHIB@com.state.oh.us](mailto:>COMRealEstateOHIB@com.state.oh.us)."

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 NATIONAL
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In November, the National Association of REALTORS® debuted a new interactive training platform designed to help combat discrimination in U.S. real estate markets. Called Fairhaven, the immersive simulation is available free to real estate professionals across the country.

“Fairhaven is a new approach to fair housing training that is unlike anything currently available in the real estate industry,” says Charlie Oppler, CEO of New Jersey-based Prominent Properties Sotheby’s International Realty and 2021 NAR president. “Fairhaven uses the immersive power of storytelling to deliver powerful lessons that will help promote equity in our nation’s housing market.”

Produced in partnership with Ernst & Young, the platform takes real estate professionals to the fictional town of Fairhaven, where agents work to close four deals while confronting situations in which discrimination is a factor. As agents advance through the simulation, they receive feedback on their performance that they can use in real-life situations. The course takes 60 to 100 minutes to complete and can be paused or retaken as necessary.

As a leader in supporting fair housing initiatives, NAR is making Fairhaven available to its 1.4 million members, industry partners, brokerage firms, and REALTOR® associations at no cost online at fairhaven.realtor and as a software package for brokerage and association learning management systems.

Get started by visiting fairhaven.realtor to explore the fictional town of Fairhaven and assess how well you are adhering to fair housing principles.

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