



Amy McConnell
2025 STAR President

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STAR Monthly News

STARK TRUMBULL
AREA REALTORS®

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

President's Message

2025 | May

Future-Proof Our Industry: Embracing Change and Leading with Integrity

In today's fast-paced, ever-evolving real estate landscape, staying informed, engaged, and compliant isn't just a best practice—it's a necessity. As professionals, we are experiencing a pivotal shift in how we operate, how we communicate with clients, and how we uphold the integrity of our profession.

One of the most pressing changes we're seeing is the ongoing clarification and enforcement of the NAR Clear Cooperation Policy. As of May, Zillow will require that any listing publicly marketed to consumers be entered into the MLS within 24 hours, a direct reflection of NAR's intent to ensure fair access for all buyers. This isn't just a platform update—it's a reinforcement of the professional standards that define our industry. If a listing is shared publicly—on social media, in emails, or at a private event—it must be available to every cooperating broker and buyer, not just a select few.

At STAR, we remain committed to supporting our members in understanding and implementing these changes. We rely on guidance from both **MLS Now** and **NAR**, and we encourage our members to do the same. If you're ever uncertain about what the policy requires, we're here to help. Don't hesitate to reach out to our office—we'll point you to accurate resources or connect you with someone who can clarify the next steps.

Just as importantly, **if you witness actions that violate the Clear Cooperation Policy**, you can and should take action. Call our office—we'll guide you through how and where to file a formal complaint. This is not about "policing" each other; it's about protecting the fairness and transparency that our profession promises to consumers and each other.

A Call for Professionalism and Integrity

As your President, I urge every member to **take these rules seriously**. They exist to create a level playing field and to reinforce consumer trust. It's not about what we can get away with—it's about doing what's right, even when no one's watching. We are in a defining moment. With national headlines challenging public perception of our profession and policy changes shaping our daily operations, **how we respond matters more than ever**. Let's rise to the occasion with integrity, unity, and professionalism.

Get Involved—Your Voice Matters

If topics like this interest you—if you want to be at the table where decisions are made—there's room for you. STAR offers multiple ways to engage, whether it's **joining our Legislative Committee**, **contributing to RPAC**, or simply staying connected to industry updates.

And for those of you who are ready to make a greater impact, we have **five board positions opening in 2026**. This is a meaningful step toward shaping the future of our association and gaining insight into the larger dynamics of our industry at the state and national levels.

I can tell you firsthand—I **didn't** fully understand the breadth of what's happening behind the scenes in our industry until I was tapped to serve. Like many of you, I was busy building my business and

managing the day-to-day grind. But the deeper I got into leadership, the more I realized just how much is happening at every level—decisions that affect our livelihoods, our clients, and our future.

Now, we need **NEW LEADERS** — professionals who care deeply about our industry and want to ensure it remains strong, ethical, and sustainable. If you've ever considered getting involved, now is the time.

Supporting You Through Transition

As we prepare for the **upcoming MLS policy updates**, STAR and MLS Now are committed to providing ongoing education and support. The **Delayed Marketing Exempt Listing (DMEL)** policy is a major shift, and while the rollout for our market is still being finalized, we are working

closely with the Board of Directors, NAR, and our vendors to ensure a smooth implementation.

Change can be confusing—but you're not alone. Our leadership team and MLS Now are here for office visits, questions, and real-time guidance. We want every member to feel equipped and confident as we move forward together.

For additional clarity, I encourage you to review [NAR's FAQ](#) and the resources available on the [MLS Now website](#). As always, we'll keep you informed as more updates are available.

Final Thoughts

The future of real estate is being written now—by all of us. Let's commit to leading with integrity, staying informed, and stepping up when it counts.

If you have questions, want to get involved, or are simply unsure where to start—**reach out**. That's what STAR is here for.

Here's to a future built on professionalism, transparency, and strength.

Amy McConnell
2025 STAR President



**calling all
LEADERS!**

**It's ELECTION TIME at STAR,
and we want to hear from you!**

To be considered for a position on the
STAR Board of Directors, click the link
and complete the application form.

**want to know more?
Lets TALK!**

Collene Burgess, STAR CEO
cburgess@STAR.Realtor
(330) 494-5630

CLICK THE IMAGE and fill out the form to be considered for one of the available positions on the STAR Board of Directors!

Contact Collene with Questions or if you want to know more!

cburgess@STAR.Realtor

or (330) 494-5630

Classes & Events

MAY

- MAY 5 Growth & Connection Committee | Staff Liaison: [Trisha Adams](#)
- MAY 6 [REGISTER NOW](#)
Stark County Shaker at MBAR | 5:00 pm – 7:30 pm
5260 Dressler Rd, Canton OH 44718
- MAY 9 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Trisha Adams](#)
- MAY 14 [REGISTER NOW](#) on our Givesmart Site
Annual RPAC Auction in Warren
- MAY 21 [REGISTER NOW](#)
BED & Breakfast Volunteer & Fundraising Event
- MAY 26 OFFICES CLOSED | Memorial Day

JUNE

- JUNE 9 Growth & Connection Committee | Staff Liaison: [Maggie McAbier](#)
- JUNE 11 Leg. Affairs / RPAC Committee | Staff Liaison: [Rich Cosgrove](#)
- JUNE 12 YPN Committee | Staff Liaison: [Candice Likely](#)
- JUNE 13 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Maggie McAbier](#)
- JUNE 17 [REGISTER NOW](#)
YPN Bowling at Park Centre Lane | 12:30 pm – 3:00 pm
7313 Whipple Ave NW, North Canton, OH 44720
- JUNE 19 OFFICES CLOSED | Juneteenth
- JUNE 26 [REGISTER NOW](#)
ZOOM Continuing Education Class | 3 Hour ETHICS
- JUNE 26 [REGISTER NOW](#)
MLS NOW CE Course | My Matrix and More
7110 Whipple Ave NW, Suite B, North Canton, OH 44720

JULY

- JULY 4 OFFICES CLOSED | Independence Day
- JULY 7 Growth & Connection Committee | Staff Liaison: [Maggie McAbier](#)
- JULY 9 Leg. Affairs / RPAC Committee | Staff Liaison: [Rich Cosgrove](#)
- JULY 10 YPN Committee | Staff Liaison: [Candice Likely](#)
- JULY 10 [REGISTER NOW](#)
MLS NOW CE Course | Buyer Basics
7110 Whipple Ave NW, Suite B, North Canton, OH 44720
- JULY 11 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Maggie McAbier](#)
- JULY 12 Sophie Bowl – Information coming soon!
- JULY 17 [REGISTER NOW](#)
STAR In Person Orientation
7110 Whipple Ave NW, Suite B, North Canton, OH 44720



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



<https://starrealtor.TheCEShop.com>

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BED & BREAKFAST

(LUNCH TOO!)



VOLUNTEER, DONATE, and SHINE
with STAR as we Raise Funds to
Sponsor and Build Beds for Kids!



SLEEP IN HEAVENLY PEACE
TRUMBULL COUNTY

2525 Larchmont Ave
Warren Ohio 44483

WEDNESDAY

May 21, 2025 from 9am - 2pm

BROKER BATTLE!

Collect the Largest Donation

Donate and Recruit others in your Brokerage
to sponsor the most beds at \$100 each.

May 9, 2025 Deadline for Donations.

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

DONATE YOUR TIME!

We need LOTS of VOLUNTEERS

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

May 16, 2025 Deadline for Volunteers!

SIGN UP TODAY!

**Sign up on our Website to
Sponsor or Volunteer!**



STAR
AFFILIATES

Your Partners in Business

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

QUESTIONS? Reach Out 330.494.5630
or communications@STAR.Realtor

www.STAR.Realtor

A Note from the CEO

Transformations Ahead at the STAR Office!



Saying Goodbye

It is with mixed emotions that I share the news of Trisha Adams' retirement. As our Communications and Education Director, Trisha has been my right hand for the past three years. More than just a colleague, she has become a dear friend. Her dedication, positivity, and commitment to excellence have been invaluable to STAR.

Trisha's last day will be May 16 as she begins an exciting new chapter traveling with her husband and spending time with their three beautiful daughters. She will be deeply missed, but we wish her all the best in this next adventure.

Looking ahead, I am excited to introduce Maggie McAbier as Trisha's successor, joining our amazing team alongside Candice Likely in Membership and Rich Cosgrove, our Government Affairs Director. Though it's bittersweet, STAR's light will continue to shine brightly!



Construction Update

Exciting changes are underway! Construction on our STAR suite has officially begun. For your safety, the office will remain closed until mid-June. However, if you need to drop off RPAC items, you may leave them on the table inside the suite. Should you require any assistance, please call to schedule an appointment. We can't wait for you to see all the improvements—stay tuned for the big reveal!

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

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



Collene Burgess
Chief Executive Officer

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

STAR Local Dues Reminder

STAR local dues invoices will be sent out on Monday, May 5. The amount is \$225, and payment is due by June 30. A \$25 late fee will be applied to any unpaid dues starting July 1. We encourage you to pay by simply clicking the link in your invoice—it's safe, easy, and fast.

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

While you find the home you love, we're here to help finance it!

Farmers offers:

- Fixed Rate Mortgages
- Variable Rate Mortgages
- Lot Loans
- Construction Loans
- Home Equity Loans and Lines of Credit
- Jumbo Financing

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- Safe document uploads from your phone
- Message your loan officer instantly and get updates as you go

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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

STAR
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RSVP TODAY! www.STAR.Realtor

it's time to **PAY YOUR DUES**

how we BILL

STAR bills electronically to the email address on file. If you need to update or verify this information contact our Membership Desk:

membership@STAR.Realtor
(330) 494-5630 12:30 pm - 4:30 pm Mon - Fri

how to PAY

FROM YOUR INVOICE

Open the Invoice attached to your dues billing email and scroll down to the bottom for a pay link.

FROM THE MEMBERPLUS APP

Open the MemberPlus App on your phone and pay the balance due from the Billing section on the Dashboard.

ON OUR WEBSITE

Log in to the InfoHub by clicking on Member Login on our website and pay the balance due. Your Username is your email address on file (unless you have changed it).

IN PERSON

Drop payment or mail a check to our STAR Offices.
Mailed payments should be sent to:
Stark Trumbull Area REALTORS
7110 Whipple Avenue NW, Suite B
North Canton, OH 44720

OVER THE PHONE

Card Payments can be made over the phone during business hours. A \$5 Administrative Fee will apply to phone payments.



www.STAR.Realtor

DUES BILLING BREAKDOWN

State & National Dues

\$521
**Billed Nov 4
2024**

Due December 31, 2024

\$25 Late Fee Applies on January 6, 2025
Membership & MLS Access will be suspended
on February 7 for non-payment of dues.

\$295 = Ohio Realtors

\$201 = NAR

\$156 Dues +
\$46 Mandatory Consumer Ad
Campaign Assessment

**\$25 = Optional STAR
RPAC Contribution**

Local (STAR) Dues

\$225
**Billed May 5
2025**

Due June 30, 2025

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



SHINE BRIGHT with STAR

STAR RPAC Committee presents our Annual
RPAC Auction & Dinner
WED, May 14, 2025

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

\$45 Dinner Ticket at the Door

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



**SCAN CODE
to sign up!**

5:30 pm Doors Open

6:00 pm Dinner & Auction begins

DiLucia's Banquet Hall

2610 Elm Road, Warren, OH 44483

SCAN the Code or text "LEAD2025" to 76278
to sign up today!

★ **LIVE & Silent Auctions**

★ **CASH Bar**

RSVP by 12 pm on Friday, May 9, 2025

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

Questions? Contact Rich Cosgrove, GAD@STAR.Realtor

REALTOR® Packages

\$1,000 Major Investor

\$300 PAID BY 5/9/2025 WITH \$700
PAID IN FULL BY THE EVENING OF THE EVENT

Major Investor Package Includes:

Eight (8) Dinner Tickets
Table Sponsor Recognition
Program Recognition

\$150 Capitol Club

MUST BE PAID IN FULL BY 5/14/2025
Capitol Club Package includes:

Two (2) Dinner Tickets



RPAC DISCLAIMER: Statement Restrictions on Foreign Contributions for Ohio Activity. Effective September 1, 2024, Ohio law (ORC 3517.121) prohibits "foreign nationals" from contributing to or spending on Ohio candidates, statewide ballot measures, and electioneering communications ("Ohio Activity"). Organizations, including Ohio REALTORS and its political affiliates (RPAC and ORPAF), cannot knowingly solicit, accept, or use such funds for Ohio Activity. "Foreign nationals" include non-U.S. citizens and foreign entities. On August 31, 2024, the U.S. District Court for the Southern District of Ohio issued a preliminary injunction partially blocking the enforcement of ORC) Section 3517.121(A)(2). As such, at this time, Lawful Permanent Residents (LPRs or green card holders) are not included in the definition of "foreign nationals," and LPRs may now contribute to and participate in Ohio political and ballot issue activities. Significant portions of the law remain in effect, particularly regarding other categories of foreign nationals. Non-U.S. citizens, other foreign nationals, and foreign entities may not contribute to Ohio REALTORS, RPAC, or ORPAF for Ohio Activity and should opt out of related voluntary dues assessments. By contributing, you certify that you are a U.S. citizen or national, or LPR (green card holder), and all underlying sources of your contribution contribution are from U.S. citizens or nationals, or LPRs, or entities organized domestically with a domestic principal place of business.

Contributions to RPAC. 26 U.S.C. 162(e) requires that the portion of dues attributable to lobbying and political activities at the Local, State, and Federal levels of government be considered nondeductible for income tax purposes. Contributions are voluntary and are used for political purposes. The RPAC amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. The National Association of REALTORS and its state and local associations will not favor or disadvantage any member because of the amount contributed or a decision not to contribute. You may refuse to contribute without reprisal. 70% of each contribution is used by your State RPAC to support state and local political candidates; 30% is sent to National RPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. Notwithstanding this general allocation formula, the allocation may change, and all or a portion of your contribution may be allocated to other political accounts maintained by Ohio REALTORS if a contribution exceeds limits under the and/or if a contribution falls outside time 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.



STRIKE UP SOME FUN!

Join STAR Young Professionals
for an afternoon of bowling,
networking, and non-stop
good vibes!

**TUESDAY
JUNE**

17

PARK CENTRE LANE
7313 WHIPPLE AVE NW, NORTH
CANTON, OH 44720

BOWLING: 1:00 PM - 3:00 PM

LUNCH : 12:30 PM - 1:00 PM

CHICKEN, PIZZA, & DRINKS PROVIDED

**DON'T MISS OUT...
IT'S GOING TO BE
RIGHT UP YOUR ALLEY!**

**FREE FOR ALL STAR MEMBERS
\$15 for non members**

**SCAN THE CODE
TO REGISTER TODAY!**

Questions: Contact Candice
at membership@STAR.Realtor
or 330.494.5630



Register on our website today **www.STAR.Realtor**

ZOOM 3-Hour

ETHICS

*Fifty Shades of Ethics :
Ohio Canons & NAR*

THURS June 26, 2025

9:00 AM to 12:15 PM

via ZOOM 

FREE

FOR STAR MEMBERS

\$20 for Non-STAR Members

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

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

Registration Deadline: Wednesday, June 25, 2025

STAR NO-SHOW POLICY: You will be charged a \$20 No-Show Fee if you do not cancel your reservation 24 hours prior to the event.

QUESTIONS? Contact Maggie McAbier
Communications@STAR.Realtor | 330.494.5630

SIGN UP TODAY!



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



www.STAR.Realtor



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

June 26: My Matrix and More

Explore the My Matrix tools, including custom headers and grids, personalized email signatures with photos and links, speedbar shortcuts, team settings, hot sheets for market tracking, and portal notifications to monitor prospect activity.

July 10: Buyer Basics

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

August 14: CMA

Learn how to find comps using radius or map searches and create a CMA package with customizable reports, cover pages, and stats—saved under the contact for easy editing, printing, or emailing anytime.

September 11: Realist: Using Tax Data

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

October 16: My Matrix and More

Explore the My Matrix tools, including custom headers and grids, personalized email signatures with photos and links, speedbar shortcuts, team settings, hot sheets for market tracking, and portal notifications to monitor prospect activity.

November 6: Buyer Basics

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

MLS NOW LEARNING

May 2025 GAD Report

STAR is holding our annual RPAC Auction at DiLucia's from 6 p.m. - 8 p.m. 2610 Elm Rd NE, Warren, OH 44483. Live and silent auction items available. The online auction starts on May 7, 2025, and runs through 8 p.m. on May 14, 2025. A special thank you to Sue Lusk-Gleich and Gloria Cannon for shopping for our designer purses!

The Legislative committee approved 2 contributions to local political campaigns. Alan Harold, who was appointed as a Stark County Commissioner in November of 2024 will be seeking re-election in 2026. He has kicked off his fundraisers, and STAR has donated \$500.00 from our RPAC funds. The second contribution is to James Babcock, REALTOR member, who is seeking re-election for Canton City Council at large. STAR donated \$1000.00 from our RPAC funds.

Save the date for our final RPAC event for 2025. REALTOR Feud will be held on October 22, 2025, from 5:30 - 7:30 pm at Haymakers Mill located at 7192 Wales Ave NW North Canton OH 44720.

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Sign-up for our Annual RPAC Auction!

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NMLS #2271217

First Federal
COMMUNITY BANK

Full-Service Financial Center Opening Summer 2025
5330 Fulton Drive NW, Canton (Jackson Twp.)

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MORTGAGE

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measton@alcova.com

ALCOVA.com/measton



ALCOVA Mortgage LLC | NMLS ID#40508 | (www.nmlsconsumeraccess.org) | 308 Market Street SE, Roanoke, VA 24011



Rich Cosgrove

Government Affairs Director

Contact for: Legislative Affairs, RPAC

<mailto:GAD@STAR.Realtor>

Office: (330) 494-5630

Plant the Seeds of Homeownership This Spring!

Lucy Staten
NMLS# 63943

Jason Kruger
NMLS# 830077

Christine Schell
NMLS# 293266

Jeremy Kruger
NMLS# 1573708

Chad Jones
NMLS# 796540

Chad Loughry
NMLS# 436008



Rachel Latin
NMLS# 542872

Valerie Volchko
NMLS# 1306305

Jason Austin
NMLS# 639480

Dave Dennison
NMLS# 2242306

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- Land Loans
- Home Improvement Loans
- Construction Loans
- Refinances



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

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docs@beacontitle.com
beacontitle.com
330-492-3090

Monthly Market STATS

March 2025

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

Market UPDATE

STARK COUNTY

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



NEW Listings
462



SOLD Listings
279



Average SALE Price
\$227,097



Average MARKET TIME
43 Days

MARCH 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
198



SOLD Listings
135



Average SALE Price
\$189,596



Average MARKET TIME
78 Days

MARCH 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
31



SOLD Listings
9



Average SALE Price
\$246,322



Average MARKET TIME
83 Days

MARCH 2025

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it's time to be
Recognized

STAR is accepting nominations for...

STAR Lifetime Achievement Award

If you or someone you know is deserving of this Prestigious Special Award, Fill out our SIMPLE online Form to make your nomination TODAY!!!

CONTACT: Collene Burgess (330) 494-5630 with questions today!



www.STAR.Realtor

Special Awards!

Each year STAR Accepts nominations for several Special Awards. If you or someone you know is deserving of one of these Prestigious Special Awards, just click the images (or the links below) to fill out our SIMPLE Online Form!

[CLICK HERE](#) to fill out the online form for our:

- STAR REALTOR of the Year
- STAR Affiliate of the Year

[CLICK HERE](#) to fill out the online form for our:

- STAR Lifetime Achievement Award

Contact Collene with Questions or if you want to know more!

cburgess@STAR.Realtor or (330) 494-5630



it's time to be
Recognized

STAR is accepting nominations for...

STAR REALTOR of the Year
STAR Affiliate of the Year

If you or someone you know is deserving of these Prestigious Special Awards, Fill out our SIMPLE online Form to make your nomination TODAY!

CONTACT: Collene Burgess (330) 494-5630 with questions today!



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e-mail us TODAY!
info@STAR.Realtor



FOREWARN®

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Membership Report | April 2025

New Salespersons

Callie Wilson, *BHHS Stouffer Realty - Salem*
Katherine Noble, *BHHS- Canton*
Cody Sias, *Daisy Lane Realty*
Christopher Smith, *eXp Realty*
Angie Delcid, *Hayes Realty*
Devin Mason, *eXp Realty*
Stacy Huston, *RE/MAX Edge Realty*
Alexandra Gaffney, *Howard Hanna*
Gary Benko, *Century 21 HomeStar*
Adolphe Musanga, *Real of Ohio*
Tyler Fry, *KW Legacy Group*
Jason Lighter, *KW Chervenik Realty*

New Affiliate Office

One Trust Home Loans
Brandon Pankuch

Office Transfers

Kerstin Clark, *eXp Realty*
Damiano Tassone, *Real of Ohio*
Bryan Kendrick, *eXp Realty*

Transfer from Another Board

Ashley Ewers
Natalie Glay
Alexis Howell

New Secondary Member

Herbert Katz, *XRE Realty*
Deborah Kidd, *Century 21 Asa Cox Homes*

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Eugene Howell
Julie Pinter
Jeffery Ullom
Denise Internoscia
Shawna McCaman
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Evelyn Crawford
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Tina Brown
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State & National Dues

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**Billed Nov 4
2024**

Due December 31, 2024

\$25 Late Fee Applies on January 6, 2025
Membership & MLS Access will be suspended
on February 7 for non-payment of dues.

\$295 = Ohio Realtors

\$201 = NAR

\$156 Dues +
\$46 Mandatory Consumer Ad
Campaign Assessment

**\$25 = Optional STAR
RPAC Contribution**

Local (STAR) Dues

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Top Remodeling Projects for Homeowner Satisfaction and Cost Recovery Revealed in NAR Report

Published April 9, 2025 | NAR Newsroom

Key Highlights

- The remodeling projects that receive the highest Joy Scores upon completion are the addition of a primary bedroom suite, a kitchen upgrade and new roofing. In contrast, the projects with the highest cost recovery include a new steel front door, closet renovation and new fiberglass front door.
- The top remodeling projects that have seen increased demand among NAR members over the past two years include kitchen upgrades, new roofing and a bathroom renovation.
- Realtors® recommend painting and new roofing as top remodeling projects.

WASHINGTON (April 9, 2025) – Top remodeling projects for homeowner satisfaction and cost recovery continue to vary as individuals remodel their homes for diverse reasons, according to the National Association of Realtors® and National Association of the Remodeling Industry's [2025 Remodeling Impact Report](#).

The report assesses the reasons homeowners undertake remodeling projects, the outcomes of these projects and the increased happiness experienced in the home once a project is completed. This year's report features a significantly different structure compared to prior editions, with expanded sections about Realtors® and consumers.

Americans spent an estimated \$603 billion on home remodeling projects in 2024.¹

According to the report, the remodeling projects that received the highest Joy Scores – a ranking from 1 to 10 based on the happiness homeowners reported upon completion – include the addition of a primary bedroom suite (10), a kitchen upgrade (10) and new roofing (10). In contrast, the remodeling projects with the highest cost recovery – as estimated by members of NARI – include a new steel front door (100%), closet renovation (83%) and new fiberglass front door (80%).

"Homeowners undertake remodeling projects for numerous reasons, but what remains intriguing is the disparity between the joy experienced post-remodel and the actual cost recovery," said Jessica Lautz, NAR deputy chief economist and vice president of research. "While homeowners take pride in seeing their personal tastes and design choices come to life, Realtors® may recommend different strategies to enhance the property's resale value."

The top remodeling projects that Realtors® recommend sellers complete before listing their homes include painting the entire home (50%), painting a single interior room (41%) and installing new roofing (37%). Additionally, the projects for which Realtors® have observed the highest increase in demand are a kitchen upgrade (48%), new roofing (43%) and a bathroom renovation (35%).

2025 REMODELING IMPACT REPORT

TOP JOY SCORES



TOP COST RECOVERY



Top projects for joy vs. cost recovery continue to differ as people remodel for different reasons.

When consumers remodel their homes, the primary reasons include upgrading worn-out surfaces, finishes and materials (27%); improving energy efficiency (19%); desiring a change (18%) and preparing to sell within the next two years (18%).

"This report demonstrates that demand for remodeling remains robust, with 42% of NARI members experiencing an increase in contracting projects and 57% observing larger project scopes over the past two years," says NARI President Jason Hensler. "Homeowners are discovering significant value and joy in these investments – from smaller upgrades, such as front doors and windows, to major renovations like kitchens and primary suites."

While housing affordability and rising mortgage rates have been considered potential motivators for home remodeling, most consumers (89%)

Top Remodeling Projects...continued

reported that housing affordability was not a deciding factor in their decisions to remodel. However, for a smaller segment of consumers (9%), housing affordability did serve as a motivating factor for undertaking remodeling projects.

To finance their remodeling projects, consumers primarily relied on home equity loans or lines of credit (54%), savings (29%) and credit cards (10%). "Interestingly, despite the lock-in effect - where low-interest-rate mortgages discourage homeowners from moving -housing affordability isn't a significant reason why consumers choose to remodel their homes," added Lautz. "Instead, the substantial housing equity that homeowners have built up over time enables them to invest in transforming their homes while they remain in place."

Homeowners report that the most important outcomes from remodeling projects are improved functionality and livability (28%); durable and long-lasting results, materials and appliances (23%); and enhanced beauty and aesthetics (23%). Following their remodeling projects, 64% of homeowners expressed a greater desire to be in their homes, while 46% reported increased enjoyment of their living spaces. If cost were not a factor, 92% of consumers indicated they would choose to remodel additional areas of their homes.

Methodology

For methodology, please refer to the NAR and NARI [2025 Remodeling Impact Report](#) details on page 27.

About the National Association of Realtors®

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



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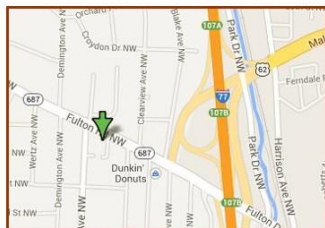
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