



STAR Network News

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

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February 2023

President's Message

First and foremost I'd like to personally thank everyone who made it out to our 2023 Installation event. It was great to see everyone together as we enter this year stronger than ever with a new Board of Directors and Executive Committee. Our amazing staff did a great job at putting the event together and I can't thank them enough.

STAR was also well represented at OR Winter conference this last month and will be bringing the knowledge learned back to the members of STAR over these coming months.

I'm excited to announce that our electric vehicle charging station is up and running and will be a great current and future benefit to STAR members that was 100% paid for through a sustainability grant from NAR.



Kyle Oberlin
2023 STAR President

As "busy season" is quickly approaching, I encourage all members to take advantage of the great CE courses coming up and to attend the WCR Mastermind to "sharpen your saw" before the spring craziness starts.

Have a great February everyone!



Upcoming Classes & Events

- FEB 1-28 STAR RPAC Loves our Pets Contest Voting [Vote Now!](#)
Vote for your favorite PETS now through the end of February!
- FEB 9 STARK WCR Masterminds [REGISTER](#)
- FEB 15 Affiliate CE Day | 3 Hours of FREE CE + Lunch [REGISTER](#)
"Bias Override: Overcoming Barriers to Fair Housing"
NAR Certificate Course + 3 Hours of Civil Rights/ Liberties Ohio CE
FREE Lunch & Industry Panel Chat following CE with national speaker Nate Johnson teaching NAR's Bias Override Course
- FEB 20 STAR Offices Closed for President's Day
- FEB 28 SHAKER at M Bar (next to Jerzee's) in Canton [REGISTER](#)
5252 Dressler Road, Canton, OH, 44718
- MAR 27 2-Hour In Person CE REGISTRATION coming Soon!
Social Media Bootcamp w/ Elm Street Technology
10am at the North Canton Office



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Deb Ferrante

#2 in Stark County & #3 in Summit



Daniela Maragos

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Dayna Edwards

Only Top 10 Stark Realtor to increase business in '22!



Julie Boyle

Fastest Rising Top 10 Realtor in Summit



Joy Larson

Fastest Growing Team NEO '22 - up 70% YoY!

Learn How These Realtors are CRUSHING Their Business
in Today's Changing Market!

Thursday, February 9, 2023

La Pizzeria - 3656 Dressler Rd NW Canton, Ohio 44718
2:00 - 4:00 PM Mastermind & 4:00 - 5:00 PM Networking

\$20 Members and \$25 Non-Members
Includes Program, Appetizers, Wine, Beer and Refreshments.



Register Now at: RSVP at www.StarkWCRevents.com or scan the QR CODE

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Our STARS Shine Bright: What's your Volunteer Story?

February Feature *Linda Sigler, Keller Williams Legacy Group*



"I have found my way onto numerous charitable events, organizations, and Boards, some as part of my 26 year REALTOR® journey, and some with no direct ties to STAR. I know so many of you are already giving of your time and money to groups, but if not, or you want to do more good work, I encourage you to start where you may

feel comfortable or you have a passion. I am on the Community Outreach Committee here at STAR, so please join us. We always need good ideas, as well as "hands on deck".

Some of my past and current passions are the Domestic Violence Project, Inc., Progress for the Cure, Regular blood donations (he-man Barry Sigler even donates the double reds/plasma), Jordyn33 Strong, Total Living Center, Saving Our Sisters, Mother Mentor, Compassion Delivered, Meals on Wheels, Habitat for Humanity, Harvest for Hunger, Girl Scouts, Refuge of Hope, and my absolute passion, COMPASS.

I can talk at length about any of these, and others, but limited space doesn't allow. Call me anytime to discuss 330-705-5263. "

Volunteers Needed!

*Compassion Delivered, 501c(3)
Volunteers can donate monetarily, by preparing meals, or by delivering the meals. Contact STAR to start your Volunteer Journey.*

Founded in 2017, their Mission is to provide nutritional meals to people who are coping with chronic, life-threatening illnesses and disease. They believe that people (men, women, and children) should not have to choose between medical care or suffer the malnutrition and hunger caused by their illnesses or diseases.

For more information, go to <https://compassiondelivered.org/> or (330) 575-0996



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AFFILIATE CE DAY

WEDNESDAY Feb 15, 2023

Brought to you by your STAR Affiliates



Bias Override: Overcoming Barriers to Fair Housing

**The Gateway Event & Conference Center
5441 Global Gateway
North Canton, OH 44720**

9:00 am - NOON | *3 Hour NAR Certificate
Course w/ Instructor
Nate Johnson*

NOON - 1:30 pm | *LUNCH w/ Industry
Panel Chat*

FREE for STAR Members

\$25 for Non-STAR Members

Bias Override Course will qualify for 3 hours of Ohio
Civil Rights / Liberties CE Credit.

**Bias Override teaches
REALTORS® how to:**

*Understand the history of
of bias and discrimination
in real estate.*

*Explain how implicit bias
may result in violations
of Fair Housing laws and
industry ethics.*

*Identify interventions to
prevent implicit bias, identify
anxiety, and stereotype threat
from influencing behavior.*

*Increase personal motivation
to confront these phenomena in
their business and community.*

QUESTIONS? (330) 494-5630 or info@STAR.Realtor

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STAR Membership Report | January 2023

New Salespersons

Aaron Apticar, *RE/MAX Edge Realty*
Alita Fratantonio, *Keller Williams Legacy Group*
Ashley Kaufman, *CrossCountry Mortgage- North Canton*
Carol Wydra, *Cutler Real Estate*
Cole Wolfe, *RE/MAX Edge Realty*
Emily Armstrong, *BHHS Stouffer Realty Salem*
Emily Buss, *Keller Williams Legacy Group*
James Harouff Jr, *Keller Williams Chervenik Realty*
Jennifer Burton, *Whipple Auction and Realty*
Kathy Morrow, *Whipple Auction & Realty Inc*
Kyle Burke, *Keller Williams Legacy Group*
Mary Cunningham, *BHHS Stouffer Realty*
Rachelle Caporaletti, *RE/MAX Edge Realty*
Sara Sultan, *Carol Goff and Associates*
Sebastian Ball, *Keller Williams Legacy Group*

Office Transfers

Antonio Valdez, *Keller Williams Legacy Group*
Ashley Marzullo, *Keller Williams Legacy Group*
Dianna Porterfield, *Keller Williams Legacy Group*
Katie Ford, *RE/MAX Edge Realty*
Ryan Capar, *Keller Williams Legacy Group*
Tim Miller, *RE/MAX Edge Realty*

New Affiliate Members

Guaranteed Rate, Inc
Brad Campbell and Kyla Prosko
520 S. Main Street Office 2511
Akron, OH 44311
www.rate.com/bradcampbell
330-418-0014

Transfer from another Board

Tony Formisano, *Cutler Real Estate - Jackson Ptnrshp Office*
David Myers, *Century 21 Lakeside*
Michele Lieser, *RE/MAX Crossroads Properties*

New Broker Member

Edward Hazner, *Real Brokerage Technologies, Inc.*

Membership Cancellations

Alexandra Bowman
Alyssa Kingzett
Autumn Drews
Brent Smith
Christine Sutton
Danielle Valentine
Darlene Maraczi
Dustin Burgess Insurance Group
Elaine Smith
Frank Weston
Ina Hatfield
Jonathan French
Joshua Goff
Kathryn Fulk
Lacey Hoover
Lori Evans
Marsha Bucciarelli
Michael Middleton
Molly Rinehart
Nichole Mills
Patricia Morton
Richard Johnson
Rita Snyder
Sandra Reighard
Stephanie Weston
Stephen Ferreebee
Tamela Wurgler
Theresa Lawson
Victoria Laplante
Zeven Zemrock-van der Meer

Obituaries

With Deepest Sympathy for our STAR recently deceased Members.



Donald Esber | [view obituary online](#)

STAR Member, Donald Edward Esber, 67 of Canton, Ohio, was welcomed into the loving arms of his Lord on January 25, 2023. Donald was passionate about his 44 year Real Estate Career.



Stephen Ray "Steve" Ferreebee | [view obituary online](#)

STAR Member, Stephen 'Steve' Ray Ferreebee, 67, passed away Friday, January 27, 2023, peacefully at his home under the care of Hospice of the Valley, surrounded by his family in Brookfield, Ohio. Steve was an active REALTOR for the past 19 ½ years. He was a past President of WABOR, STAR Board of Director, and enthusiastic member of many STAR committees.



STAR

Shaker

5:00 pm - 7:30 pm

Complimentary Food & Drinks

Join the STAR Affiliates for a Fun & Relaxing Networking Event!

FREE for STAR Realtors® \$20 for STAR Affiliates

Rumble in Trumbull

**Locations & Dates
to be announced SOON!**

After Dark in Stark

at MBAR in Canton

5260 Dressler Road
Canton, OH 44718

Tuesday, February 28

Tuesday, May 2

Tuesday, September 26

Tuesday, October 31



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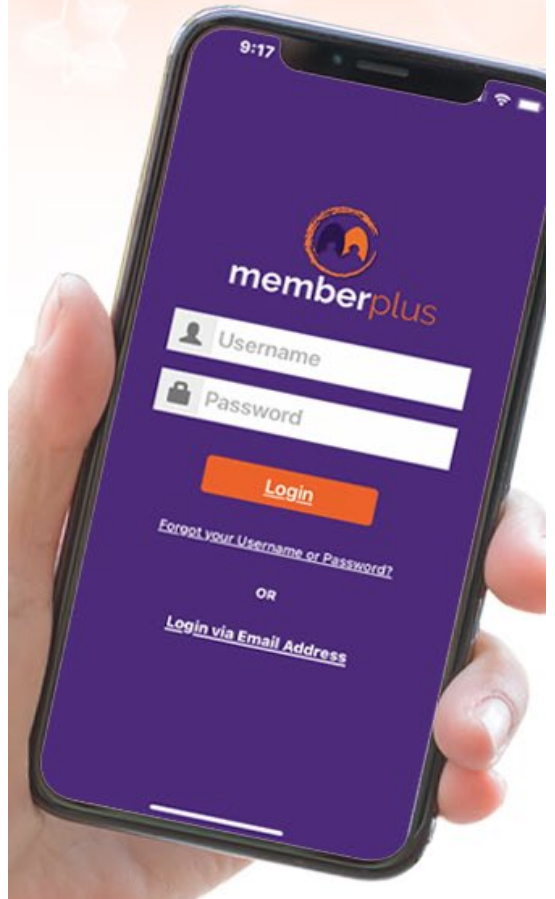
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The GAD's Corner

Introducing Brook Harless | STAR Government Affairs Director

Brook Harless

Government Affairs Director (GAD)

GAD@STAR.Realtor
mobile (330) 284-5979
office (330) 494-5630

Committee Involvement

RPAC Committee
Legislative Affairs Committee

Primary Office
Warren & N Canton

After I retired from the Army, I graduated several Leadership Academies including the Stark County Signature Program, Stark County Government Leadership Academy, Stark County Citizen Police Academy, American Legion Extension Institute, Grassroots Leadership Academy Level I and II. I hold two Bachelor of Arts degrees from the University of Mary

American Red Cross and Stark County Hunger Task Force Board of Directors (Executive Committee), North Canton Chamber Board of Directors, Plain Township Historical Society and the Coalition of Large Ohio Urban Townships Executive Committee.

I bring to the Association a background of public policy and political experience by not only being an elected official myself in a nonpartisan position but as a citizen. Working side by side to advocate priorities on pending legislation and educate elected officials from local to the federal level and key stakeholders that could affect our communities. I have maintained productive relationships with legislative bodies and departments which will help promote policies protecting private property rights and the American Dream of homeownership as your Government Affairs Director.

I work to improve our community all the while raising my 3 boys: Mason, Brantley, and Weston with my husband, Steve in Plain Township.

I want to ensure YOUR voices are heard on government issues from protecting your clients on property rights and property values to protecting our REALTORS® from new ordinances, rules and regulations that may impact the success of your business. I will always advocate on behalf of our members to communicate challenges and successes as well as to streamline government processes. My door is always open, and I will strive to answer all concerns for the members of the Stark Trumbull Area REALTORS®.

Warmly, Brook

PS: when you have time, take a look at our adorable pets in the STAR RPAC pet contest on Givesmart!

You can find out more information in the Members Only Area of our Website, or visit Pets2023.Givesmart.com to register, view the entries and VOTE!



Hardin-Baylor in English and History and an Associate degree from Central Texas College. I also am a 1994 graduate of East Canton High School.

I was inducted into the Ohio Veterans Hall of Fame, honored to be a recipient of Stark County's 20 under 40 award, United Way's Volunteer of the Year, Army Achievement Medals as well as a recent inductee into the YWCA Women's Hall of Fame. Most recently I was named Ohio's Mother of the Year and National Military Mother of Year. I work tirelessly on behalf of my community as Concerned Veterans of America's Strike Team Leader, Rotary Club of Plain Township Past President, American Legion 44 Delegate and Board Membership Chair, Military Women Across the Nation Unit 21 Executive Board, American Red Cross Services to Armed Forces caseworker and Disaster Action Team member, Ohio Veterans Coalition Co-Chair and on the Stark County Veterans Task Force. My volunteerism extends to the community at large through both the





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Old School Manners for a New World: Communication

Published REALTOR® Magazine January 12, 2023 | By: Tim and Julie Harris

With so many ways to communicate nowadays, it's important to hone in on best practices and use them consistently. Nowadays, myriad ways of communicating exist, but more often than not, we're not communicating properly. In an industry that relies on transparent, regular and respectful communication, it's important to get it right.

If you've found agents aren't communicating well with clients, that important things are being missed or they could do a better job communicating with the brokerage, consider these tips to share.

Commit to Communicating | Believe it or not, communicating takes commitment. How many times have you ignored a text message, deleted a voicemail without listening to it or left an email unread?

The reality is distractions are abundant, and because there are so many pulls at our attention, communicating effectively takes concerted effort.

Communicate more than you think you should—with clients, colleagues and your broker. Lack of communication is the number one complaint of recently closed real estate clients. Remember that clients don't know the ins and outs of the business in the same way you do. Create a communication environment that feels comfortable. Invite them to ask questions. Answer questions with promptness and sincerity. Make sure you reach out often to keep them informed. When prospects and clients aren't hearing from you, they generally don't think good things, or worse, they assume you're too busy for them.

Let Them Choose | Remember many people are still navigating varying degrees of precariousness when it comes to mental and physical health and wellness. If the pandemic taught us anything, it's that we can adapt. Some of your prospective clients might still prefer communication over Zoom or the phone, rather than in-person.

If that's the case, respect it. You never want to lose a client over something as silly as pushing an in-person meetup versus a Zoom call. The bottom line is that we never know what others are dealing with and it's important to respect one another's decisions.

Answer the Phone | Unless you're with a client or in a situation that requires your mindful presence (like in a movie, at a performance or with family), pick up the phone! Even if you must answer the phone only to tell the caller that you need to call them back in a few minutes, it's much more efficient, professional and effective to answer.



Make sure you take detailed notes in your phone or a notebook and follow up when you say you will. Speaking with someone on the phone is superior to texting when it comes to clarity. It also shows your client that you have the time for them and want to help them. Answering the phone can also save time, because it's easier to ask questions and make sure everyone is on the same page when on the phone.

Set Up Your Voicemail | Not only do you want to set up your voicemail, but you want to check it often. You might think of voicemail is a generational thing (meaning you don't need it), but the reality is that colleagues, brokers and clients span the generations, so in this relationship-led business, meeting people where they are is important.

Confirm Appointments | It's happened to the best of us: You have an appointment in your calendar for 10 a.m. on a Thursday, but you didn't confirm it, and the client has the appointment in their calendar for 11 a.m. You completely miss each other. You're frustrated. The client is frustrated.

Make sure to confirm appointments to avoid this mishap. It's the polite, professional thing to do, shows respect for the other person's time and sets you apart from your competition.

Make sure you're giving the right impression with your voicemail message as well. Record it in a quiet place to eliminate background noise, and make sure it's professional. Also, clear out your voicemail regularly so that a caller doesn't get the dreaded "the mailbox is full" message.

Tips for Social Media | Communicating on social media is the norm, but as a professional it's important to do it well. Whether answering on a professional page or a personal page, there is etiquette to follow.

Answer Messages and Comments Promptly | If a message or a comment requires an answer,



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Fairway Independent Mortgage
Linkhorn Inspection Group
Pumphrey Hamel Insurance LLC

Communication...Continued

see to it that you answer quickly. You don't want to leave someone hanging if they have a question.

Be Professional | Even on your personal pages and profiles, it's important to answer courteously and with professionalism. In this industry, your reputation surpasses your website and business profiles. Even in your personal life you represent your business.

Lead People Away | Away from social media and to your email, website or phone, that is. Start the conversation on social but continue it somewhere more professional. After building a bit of rapport, offer a Zoom or phone call to connect in a more personalized way.

Own Your Mistakes | It's easy to place blame or avoid a tough conversation. It's also important to remember that mistakes happen and if you're human, you're bound to make a few. Apologize when you screw something up. Own it. Admit the problem, why it hurt someone, promise not to do it again and create new energy with your commitment to excellence moving forward. When you do so, you foster trust, and you also give others permission to be human as well.



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