

STAR Network News

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

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Contact STAR Staff!

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April 2023

President's Message

Hey STAR Members!

It's been exciting this year to see so many new faces at association events! If you have not attended any events yet this year, I HIGHLY encourage you to. The education and networking offerings from STAR are the best in the state, and are a great free member benefit for all to enjoy. If you scroll down this newsletter, you'll find a list of all of the upcoming events so you can mark your calendars accordingly. Also, It is NOT TOO LATE to join a committee. If being involved in a committee is of interest, PLEASE reach out to myself, or any of the STAR leadership for more information. Involvement requires no more than an hour or two a month and the connections you'll make will last a lifetime.

With continued low inventory and normalizing interest rates, the local real



Kyle Oberlin
2023 STAR President

estate market remains strong, but us as agents are facing many challenges as a result. As always, our Board of REALTORS® is here to support our members and provide them with the tools they need to succeed in this dynamic market, and collaboration is more important than ever.

Have a great April!
- Kyle



Upcoming Classes & Events

If you do not see a REGISTER NOW link next to an event you are interested in, please watch the website and your email for registration soon!

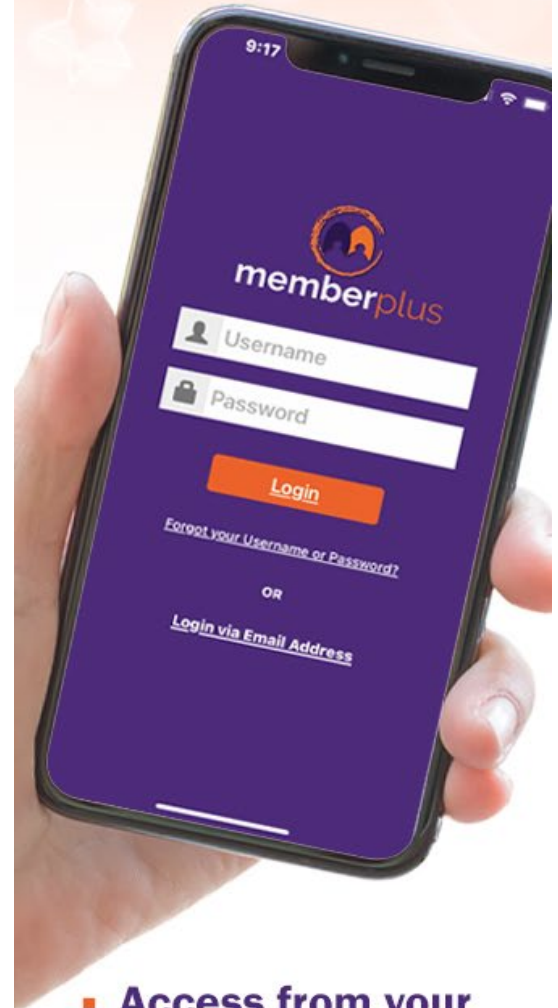
APRIL

- APR 7 STAR OFFICES CLOSED
- APR 12 3 Hour Broker/Manager CE [REGISTER NOW](#)
1:00 pm - 4:15 pm w/ Instructor Katie McCartney
"9 Vital Secrets of Ohio Law Regarding the Real Estate Broker Responsibilities"
- APR 14 3 Hour Civil Rights/Liberties CE | ZOOM [REGISTER NOW](#)
9:30 am - 12:45 pm w/ Instructor Alec Hagerty
"Fair Housing: Open Doors"
- APR 17 1 Hour Elective CE in TRUMBULL [REGISTER NOW](#)
3:00 pm - 4:00 pm w/ Jerry Salontay
"Mold and Wood Destroying Fungus"
Wine & Cheese will be served
- APR 26 BLOOD Drive to benefit Canton South HS [MORE INFO](#)
8:30 - 12:30 in the Commons / Lobby
- APR 27 NEW Member Orientation | STARK [REGISTER NOW](#)
1:30 pm - 3:30 pm

MAY

- MAY 2 Shaker at MBAR [REGISTER NOW](#)
- MAY 10 2 Hour Elective CE [REGISTER NOW](#)
9:30 am - 11:30 pm w/ Lori Fetter Ruoff Mortgage & Pillar to Post, The Paul Ferguson Team. Lunch will be served
- MAY 17 RPAC Auction at DiLucia's in Warren [BUY TICKETS NOW](#)
Contact Brook Harless for more information
or for REALTOR and Affiliate packages
- MAY 24 Breakfast in the Park at Dogwood Park [REGISTER NOW](#)
Shelter in Canton
time
Registration is Appreciated for FOOD COUNT but
not Required
- MAY 29 STAR OFFICES CLOSED
- MAY 31 3 Hour Core Law CE
1:00 pm - 4:15 pm w/ Instructor Alec Hagerty
"Core Law: Updates & Risk Reduction"

the NEW STAR InfoHub is Live!



- Access from your Desktop or the memberplus APP
- Pay Dues & Fees
- Register for Events
- Download Forms

GET connected
TODAY!

CONTINUING EDUCATION

3 Hr Broker / Manager Responsibilities CE



"9 Vital Secrets of Ohio Law Regarding the Real Estate Broker Responsibilities"

WEDNESDAY

April 12, 2023

1:00 pm - 4:15 pm

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

FREE

FOR STAR MEMBERS

\$30 for Non-STAR Members

OPEN TO ALL! *This class meets the 3 Hour State Required Broker/Manager Responsibility training. For all other licensees, this class will give you 3 Hours of Elective Credit.*

Registration Deadline: Tuesday, April 11.

You may be charged a \$20 No Show Fee if you do not cancel your reservation 24 hours prior to the event.

QUESTIONS? Contact Trisha Adams
tadams@STAR.Realtor | 330.494.5630

SIGN UP TODAY!



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

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FREE* 3-Hr Continuing Education Offering

Fair Housing: Opening Doors to HomeOwnership

*with Instructor Alec Hagerty
Knowledge Sponge Seminars*



Stark Trumbull Area REALTORS
invite you to attend our FREE 3-Hr CE Offering!

Friday, April 14, 2023 via ZOOM

FREE for STAR Members
\$15 Non-Member Fee

INSTRUCTION TIME

9:30 am - 12:45 pm

*Registration Deadline is
Thursday, April 13, 2023.
Register on our Website
www.STAR.Realtor Today!*

**Questions? Trisha Adams
Communications Director
tadams@STAR.Realtor
(330) 494-5630**



www.STAR.Realtor

Why to INVEST in RPAC?

RPAC Committee Chairman, Eric Henry

As the RPAC committee Chair I wanted to take a minute to inform you about the importance of RPAC and the REALTOR® Party and why it's important to all of us. When we need support from our local, state and national elected officials it's nice to know we have a voice with them and a seat at the table with them. It's nice to be able to make a call to discuss what's important to us as REALTORS® and also our clients. We need the involvement of more to make a difference and have the greatest impact.

The RPAC auction is one way we can achieve this. We could really

use more agents investing in their business in some small ways. What is your business worth to you to continue doing business the way you currently are? Would you be willing to purchase a gift basket for the auction, come to the auction and bid on an item, buy a dinner ticket or just make an investment at a level you feel comfortable with. The auction is the largest event we have to invest in while having some fun. If you have any questions please feel free to reach out to me or anyone on the RPAC committee.

Thanks for your consideration in making us stronger together.

April is Fair Housing Month!



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TODAY



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MOLD

AND WOOD DESTROYING FUNGUS

Mon, April 17, 2023 FROM 3 PM - 4 PM

In-Person at the Warren Office

311 Niles Cortland Rd, NE, Lower Level, Ste C
Warren, Ohio 44484

**WINE & CHEESE will be served
to aid in discussion
after the class!**



FREE for STAR Members | \$5 Non-Member Fee

This Course Covers:

ISSUES THAT CAUSE and the **ISSUES CAUSED** by **MOLD**
STRUCTURES OF MOLD and how **MOLD STRUCTURES ACT** on **WOOD**
ENVIRONMENTS THAT GROW MOLD and **HOW MOLD DAMAGES** a **HOME**
WHO AND HOW **MOLD ISSUES SHOULD BE DEALT WITH**
& HOW THE PROFESSIONALS DEAL WITH MOLD



QUESTIONS? Contact Trisha Adams
STAR Communications Director
tadams@STAR.Realtor | 330.494.5630

1-Hr Elective CE Credit

Register on our Website Today!

Instructor | Jerry Salontay

www.STAR.Realtor



Stark Trumbull Area REALTORS®
Community Outreach Committee

give the gift of life!

BLOOD DRIVE

Wed, April 26

8:30 am - 12:30 pm

Canton South High School

Commons / Lobby

600 Faircrest Street SW

Canton, OH 44707

*The STAR Community Outreach
Committee is partnering with Canton
South High School to help save lives
AND raise scholarship money.*

*Please eat before you donate.
Bring Photo ID and a list of any
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Visit our Website for more Information and/or
to scheduled your donation appointment

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**QUESTIONS? Contact Trisha Adams via email or phone
tadams@STAR.Realtor | 330.494.5630**

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From the Desk of the CEO

Collene Burgess

Stark Trumbull Area REALTORS®
Chief Executive Officer
cburgess@STAR.Realtor

Stark Trumbull Area REALTORS® is excited to welcome Elana Parsons as our new Administrative Assistant. With years of experience in the mortgage industry, Elana brings a wealth of knowledge and expertise to the team. In addition, her dedication to excellence and attention to detail make her an excellent addition to the staff.

Aside from her mortgage experience, Elana is also an avid traveler and enjoys working as a travel agent in her spare time. Her passion for travel and exploration is a testament to her adventurous spirit and willingness to take on new challenges.

As the Administrative Assistant, Elana will handle membership and assist staff as needed. Her hours are from 12:30 pm to 4:30 pm, Monday through Friday. Her experience and dedication will positively impact the team and help make our jobs easier.

The team at STAR is thrilled to have Elana on board and looks forward to the contributions she will make. Her

attention to detail, organizational skills, and positive attitude will be an asset to the team, and her willingness to take on new challenges truly reflects her dedication to the job.

Elana Parsons is a welcome addition to the STAR team. We look forward to seeing all she will accomplish in this position and are grateful to have her on board.



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Loan Officer
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OH: MLO.055644.000
330.571.2749



Jaime Ostendorf
Senior Loan Officer
NMLS: 2142971
OH: MLO-OH.2142971
330.309.9525



Josh Pick
Senior Loan Officer
NMLS: 134546
OH: MLO.031660.001
330.760.2254



Tara Jenior
Senior Loan Officer
NMLS: 1898203
OH: MLO.1898203
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STAR Staff
STAR Affiliates

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Code of Ethics Training Schedule
Realtor Safety & FOREWARN
MLS Now
Ohio REALTORS & NAR
Supra
Dues Schedule - State, Local & National
GrowthZone & the Member InfoHUB
MemberPlus App
Your Real Estate License (Division of Real Estate)
Your NRDS ID
Why to invest in RPAC
The Value of serving on a STAR Committee



2023 Orientation Dates

Thursday, April 27
Thursday, July 27
Thursday, September 21
Thursday, November 30

1:30 pm - 3:30 pm

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



**Drinks, Light Refreshments,
& Swag Bags provided by
your STAR Affiliate Committee**

Questions? Contact Elana Parsons, membership@STAR.Realtor
or call (330) 494-5630. **SIGN UP ON OUR WEBSITE TODAY!!!**

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STAR Membership Change Report | March 2023

New Salespersons

Liz Sanders, *RE/MAX Crossroads*
Nancy Mills, *Coldwell Banker Schmidt*
Tyler Kuhns, *Stewardship Realty*
Frank Masiella, *eXp Realty*
Brityn Kirkpatrick, *Keller Williams Legacy Group*
Samantha Talbot, *RE/MAX Edge*
Antonette Nedeljkovic, *Berkshire Hathaway Home Services*
Catherine Cain, *Berkshire Hathaway Home Services*
Emily Crawford, *Berkshire Hathaway HomeServices*
Greta Hull, *Coldwell Banker Schmidt*
Daniel Fox, *Berkshire Hathaway HomeServices*
Michael Svetlik, *Keller Williams Legacy Group*
Megan Albaugh, *Keller Williams Legacy Group*
Clifton Gidcumb, *Keller Williams Legacy Group*
Steve Yoak, *ProHelp Kelly Real Estate*
Angela Kenreigh, *Berkshire Hathaway Stouffer Realty*
Kurt Frentzel, *Keller Williams Legacy Group*
Matthew Mikulin, *Berkshire Hathaway HomeServices*
Peter Flohr, *Berkshire Hathaway HomeServices*
Lisa George, *Howard Hanna*
Megan Eckstein, *Keller Williams Legacy Group*
Amanda Harlow, *EXIT Realty GPS*
Jessica Mendoza Larios, *Keller Williams Legacy Group*
Eric Bagwell, *Howard Hanna*

New Salespersons...cont.

Clarice Perry, *Keller Williams Legacy Group*
Audrea Stutler, *eXp Realty*

Office Transfers

Kayla Amztutz, *Howard Hanna*
Jovan Burson, *Howard Hanna*
James Pepper, *Howard Hanna*
Michael Tozzi, *Spring Realty*
Stephanie Weston, *Keller Williams Legacy Group*
Dawn Toland, *EXP Realty*
Angela Baumgartner, *Dehoff Realtors*
Jessica Storad, *Howard Hanna*
Elaine Smith, *Keller Williams Legacy Group*
Alexis Sinclair, *Century 21 HomeStar*
Cynthia Leslie, *eXp Realty*

New Affiliate Members

Prime Lending
Mattie Easton
8256 E Market St., Suite 115
Warren, Ohio 44410

EFP Photography
Jess Mayle
15 Navajo Trl
Malvern, Ohio 44644

New Secondary Broker Member

Casey Roch, *RE/MAX Infinity*
Marianne Drenik, *HomeSmart Real Estate Momentum*

Dropped Members

Daniel Robison
Richard Acker
Ashley Marzullo
Julie Vaughan
Lisa Watkins
Alisa Roth
Patricia Lutes
Elaine Croxton
Dominic Shenot
Jay Smith
Jenn Bender
Eric Fisher



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a home right.

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Mattie Easton
Loan Originator
NMLS#: 20083
330-307-1015

PrimeLending 



Welcomes
Christine Schell
to The Kruger Team!



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Loan Officer
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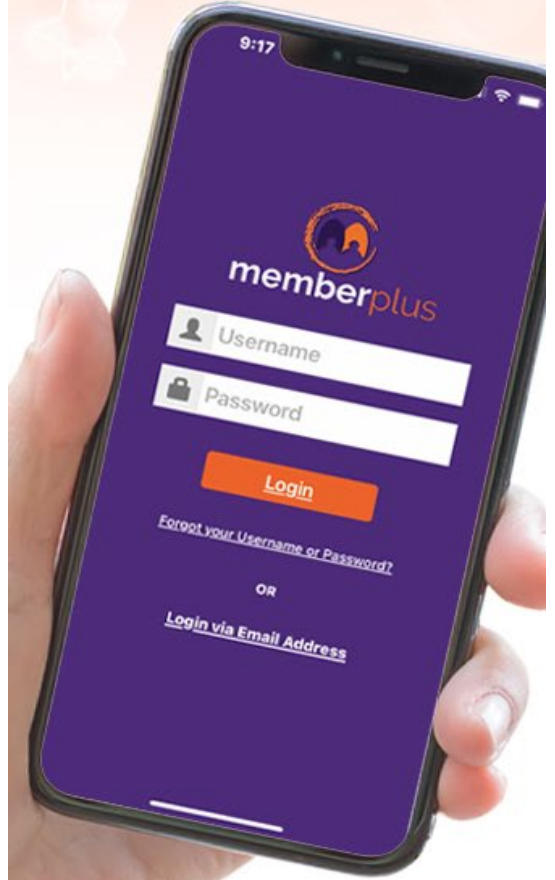


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STAR

Shaker

5:00 pm - 7:30 pm

Complimentary Food & Drinks

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

FREE for STAR 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



RSVP TODAY! www.STAR.Realtor



Join us for a Lunch and Learn

2 HOUR CE CLASS

1 HR Well & Septic and 1 HR VA Loans: Eligibility vs. Approval

Presented by Pillar to Post, The Paul Ferguson Team and Ruoff Mortgage, Lori Fetter

Wednesday, May 10, 2023
9:30am – 11:30am


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

RSVP to lori.fetter@ruoff.com or tadams@star.realtor
LUNCH WILL BE PROVIDED



 This is not an offer for extension of credit or a commitment to lend. All loans must satisfy company underwriting guidelines. Information and interest rate are subject to change at any time and without notice. Equal Housing Lender.  NMLS#141868. Ruoff Mortgage Company, Inc. is an Indiana corporation. For complete licensing information visit: <http://www.nmlsconsumeraccess.org/EntityDetails.aspx/COMPANY/141868> 03232022

Stark Trumbull Area REALTORS® RPAC Committee
present our Annual Spring RPAC Auction & Dinner



STAR

leads the way

RPAC Auction & Dinner WED, May 17, 2023

REALTOR® Packages

\$1,000 Major Investor

\$300 Paid by 5/17/2023 with \$700 paid in full by the evening of the event.
Major Investor Package Includes:

Eight (8) Dinner Tickets
1 FREE in 2024 Ticket
Table Sponsor Recognition
Program Recognition

\$150 Capitol Club

MUST BE PAID IN FULL BY 5/17/2023.
Capitol Club Package includes:

Two (2) Dinner Tickets
1 FREE in 2024 Ticket

FREE in 2024!

Drawing for FREE STAR dues in 2024 a \$225 Value! ONLY with Capitol Club & Major Investor!

\$25 Dinner

IF PAID BY MAY 12, 2023

\$30 Dinner at the Door

Registration begins at 5:30 pm
Dinner & Auction begins at 6:00 pm

DiLucia's Banquet Hall
2610 Elm Road
Warren, OH 44483

Silent Auction LIVE Auction

Deadline for RSVP

12 pm on Friday, May 12, 2023

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

Questions? Contact Government Affairs Director, Brook Harless
GAD@STAR.Realtor or SIGN UP ON OUR WEBSITE TODAY!

www.STAR.Realtor



The GAD's Corner

Brook Harless

Government Affairs Director (GAD)

Committee Involvement

RPAC Committee
Legislative Affairs Committee

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

Primary Office
Warren & N Canton

Did you know The National Association of REALTORS® created the REALTOR® Political Action Committee (RPAC) to ensure YOUR profession had a voice in Federal, State, and Local governments? RPAC is non-partisan and protects the real estate industry, ensuring support of issues that are important to YOU as a REALTOR®, regardless of political party affiliation. This is why it is vital for YOU to step up and invest in our RPAC. When you invest in RPAC, you are investing in candidates on Capitol Hill, statehouses, and city halls across the country who support REALTOR® values and the real estate industry. Collaborating with these decision-makers gives us the opportunity to advocate for REALTOR® interests and encourage them to support our issues, such as protecting Mortgage Interest Deduction and private property rights, maintaining housing affordability, fair housing, and protecting the American dream of home ownership.

Your investments are the backbone of our advocacy effort! Your investments in RPAC play a critical role in helping do the things necessary to fight and protect the industry. Check out our website for more details! As you have seen, mortgage rates have doubled over the past year, and home prices have increased more than 30 percent in some counties. In this competitive market, new and low- to moderate-income buyers are often left behind. As we work to make homeownership

a reality for more people, RPAC investments help play an important role in breaking down barriers like these. Earlier this month, NAR released a study underscoring continued racial disparities in homeownership rates, particularly among Black Americans. The report highlights NAR's continued work to increase Black homeownership rates through initiatives like the Black Homeownership Collaborative, which has outlined a seven-point plan to create 3 million net new black homeowners by 2030 and is co-chaired by NAR. NAR has also enhanced the real estate industry's efforts to end housing bias. Its "ACT!" fair housing plan, launched in 2019, emphasizes "Accountability, Culture Change and Training" to advance fair housing in the industry. All of this would not be made possible without YOU helping give us a voice!

STAR will continue to advocate at all levels for policies that help Ohioans from all walks of life achieve the dream of homeownership, reauthorizing and reforming the National Flood Insurance Program to help expand coverage, including educating lawmakers on the importance of the first-time homebuyer program, as well as the mortgage interest deduction. INVEST TODAY!



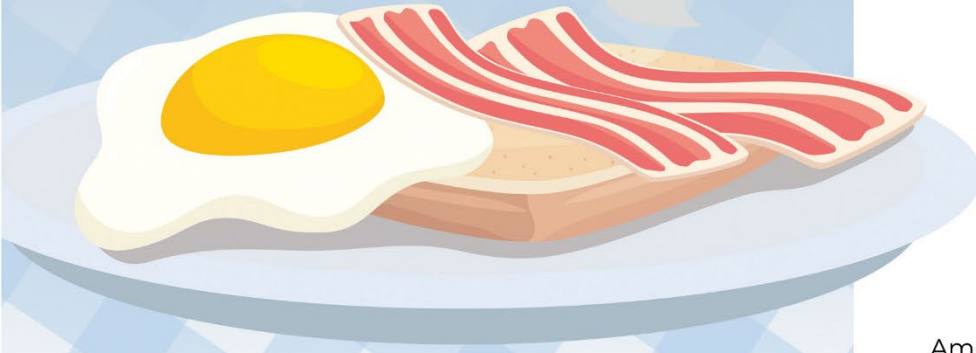
Committee involvement in your association is one of the best things you can do for your business. You will discover lifelong friends and mentors, and in many cases, do some good in your community along the way.

get INVOLVED with STAR

Stark Trumbull Area REALTORS®
& the STAR Community Outreach Committee

ANNUAL
**Breakfast
in the Park**

Wed, May 24 at 9:00 am



GREAT Door Prizes
50/50 Cash Raffle

Dogwood Park Shelter

241 7th Street NE
North Canton, OH 44720

\$4 Per Person

with Canned Good Donation

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without Canned Good Donation

Your donation of canned food benefits the
Warren Family Mission and the *Stark County
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Questions? Contact Trisha Adams
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Study: Home Staging Can Sway Budget-Conscious Buyers

Published REALTOR® Magazine March 30, 2023 | By: Melissa Dittmann Tracey



With high housing costs forcing more home buyers to max out their budgets, many are seeking a move-in-ready property for which they don't have to sink money into renovations. Even for a listing that may need minor repairs, proper home staging can beef up the appeal of low maintenance and speed up the sale, according to the National Association of REALTORS®' 2023 Profile of Home Staging.

"As days on market has lengthened for home sellers, it is not a surprise to see the return of home staging as a tool to attract potential buyers," says Jessica Lautz, NAR's deputy chief economist and vice president of research. *"Buyers want to easily envision themselves within a new home, and home staging is a way to showcase the property in its best light."*

Staging isn't just for the benefit of in-person visitors: Buyers who see photos of a staged property online are more willing to do a physical walkthrough, survey respondents say. Of note:

- 81% of buyer's agents say staging helps their clients visualize life in a home.
- A third say staging boosts home value, particularly if the aesthetic fits the client's tastes.
- Nearly a quarter of survey respondents overall say staging may help buyers look past property faults.

Though many buyers want a move-in-ready home, you should be cognizant of how reality television shows are manipulating their understanding of the market. Sixty-four percent of respondents to the say their buyers have been disappointed with homes they've toured versus homes they've seen on TV. Fifty-five percent blame TV shows for giving buyers unrealistic expectations about how homes should look.

"When getting ready to list a home for sale, it's vital to complete the necessary prep work to make a favorable and lasting first impression," says NAR President Kenny Parcell, who is also broker-owner of Equity Real Estate Utah in Spanish Fork, Utah. *"REALTORS® provide valuable guidance on how best to make your home an inviting space that connects with prospective buyers and stands out from the competition."*

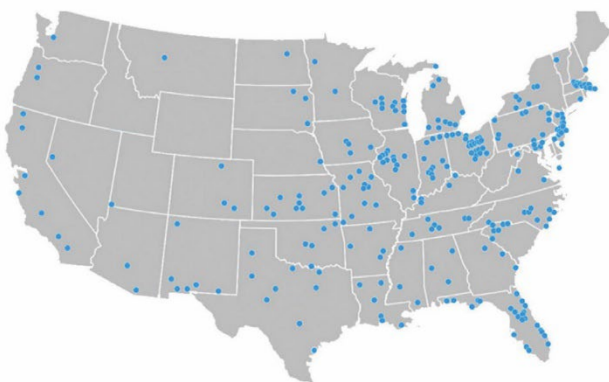
To Stage or Not to Stage?

Even though homes have sold quickly in most markets over the last year, many real estate pros recommend staging services to their sellers. However, practitioners most often recommend staging for luxury or stigmatized properties, according to the survey. Only 23% say they stage every listing, whether they do it themselves (median cost of \$400) or hire a professional (\$600), NAR's report shows.

But absent professional staging, pros say homes still need to be well-prepped before going on the market. About half of respondents say they don't stage properties but suggest that sellers declutter and fix any property faults. Additional home improvements agents most commonly recommend to sellers include professional home cleaning, carpet cleaning, painting and landscaping.

Despite the clear advantages of staging, real estate pros have mixed views on the ROI. Fourteen percent of respondents say staging can lift home value between 6% and 10%, and 20% of respondents say staging can increase the dollar value of offers by 1% to 5% compared to similar

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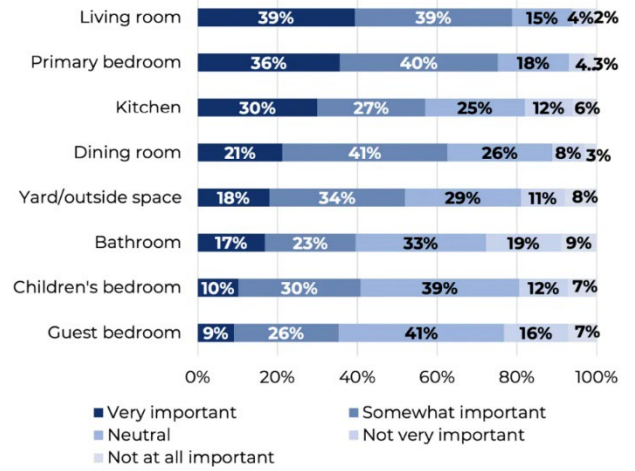
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- Linkhorn Inspection Group
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Importance of Rooms Staged for Buyers



2023 Profile of Home Staging

unstaged homes. However, 34% of respondents say staging has no impact on either. Twenty-one percent say staging "greatly decreases" time on market while 27% say it contributes to a "slight decrease."

Not all areas of a home are given equal attention when staging. The living room, primary bedroom and kitchen are the rooms where staging makes the biggest difference to buyers, according to NAR's survey. On the other hand, the guest bedroom is viewed as the least important room to stage.



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