



**Kyle Oberlin**

2023 STAR President

## President's Message

May 2023

Hey STAR Members!

First and foremost, I want to thank everyone who came out to the ribbon cutting for our EV Charging Stations that were installed thanks to the Sustainability Grant we received from the National Association of REALTORS®. One hundred percent of this project was paid for by the grant and we are 1 of only 20 local associations in the country to receive one. As EV's become more and more common, this will grow as a member benefit that STAR has that other local boards don't.

Next week, your STAR Executive Committee will be in Washington

D.C. for the NAR Legislative Conference representing the interests of our association. If there is anything specific that you as a member would like us to address or discuss while there, don't hesitate to reach out prior.

I hope to see everyone at the RPAC Auction in Warren on May 17th and at Breakfast in the Park on May 24th!

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## STAR Staff Leadership Team

**Collene Burgess**

Chief Executive Officer

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**Brook Harless**

Government Affairs Director

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**Elana Parsons**

[membership@STAR.Realtor](mailto:membership@STAR.Realtor)



# 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!

## MAY

- MAY 10 2 Hour Elective CE | 9:30 am - 11:30 at the North Canton Office [REGISTER NOW](#)  
Lori Fetter Ruoff Mortgage & Pillar to Post, The Paul Ferguson Team to instruct. Lunch will be served.
- MAY 10 RPAC Silent Auction Opens! [START BIDDING NOW](#)
- MAY 17 RPAC Auction at DiLucia's in Warren | Registration begins at 5:30 pm [BUY TICKETS NOW](#)  
Contact Brook Harless for more information or for REALTOR® and Affiliate packages.
- MAY 24 Breakfast in the Park | 9:00 am at Dogwood Park Shelter in Canton [REGISTER NOW](#)  
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 at the North Canton Office [REGISTER NOW](#)  
"Core Law: Updates & Risk Reduction" w/ Instructor Alec Hagerty

## JUNE

- JUNE 5 Beacon Charitable Pharmacy Volunteer Day | 10 am - 3 pm [REGISTER NOW](#)  
Join Community Outreach in participation with NAR's REALTOR® Volunteer Days. Spaces are Limited so Register today! Lunch will be provided to Volunteers.
- JUNE 19 STAR Offices Closed

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# Sustainability Grant Press Release

*The Stark Trumbull Area REALTORS® Receives National Grant to Support Sustainability and Resiliency*

North Canton, OH (May 1, 2023) – Stark Trumbull Area REALTORS® today announced it was awarded a \$5,000 Sustainability Grant from the National Association of Realtors® to support activities that promote sustainability and resiliency.



The grant will be used to help our members reduce their carbon footprint. Electric vehicles are becoming increasingly popular as more people seek to reduce their carbon footprint and contribute to a cleaner environment. The Stark Trumbull Association of REALTORS® recognizes the importance of sustainability and encourages its REALTORS® to invest in electric vehicles as a way to lead by example and reduce their own carbon emissions. By switching to an electric vehicle, not only can REALTORS® cut down on their carbon footprint, but they can also save money on fuel costs in the long run. It's a win-win situation for both the environment and their wallets. "REALTORS® are community leaders who are invested in prioritizing viability, adaptability, resiliency and resource efficiency," said Kyle Oberlin, 2023 STAR President. "This grant will help raise awareness about sustainability's value proposition for real estate. Buyers, sellers, and communities benefit from sustainable offerings in the built environment – including positive health, energy efficiency, environmental and wellness impacts. Thanks to NAR's Sustainability Grant, our market will take advantage of the two new Electric Vehicle Charging Stations that will work on any EV FREE of charge"

The grant will be used to expand the sustainability benefits and awareness of electric vehicles and the newly installed EV charging stations at the

Stark Trumbull Area REALTORS®. Specifically, the funds will be used to promote the benefits of electric vehicles through educational programs and workshops, as well as to raise awareness of the new charging stations through targeted marketing and outreach efforts. In addition, the grant will be used to improve the EV charging infrastructure, ensuring that the charging stations are reliable and accessible for all electric vehicle drivers. Ultimately, the grant will help to reduce emissions and promote sustainable transportation options in the community, while also demonstrating the Stark Trumbull Area REALTORS®' commitment to environmental stewardship.

NAR offered the Sustainability Grant to state and local associations nationwide, to help implement a sustainability program, event, plan or update for their members, and encourage ongoing awareness about the high value of sustainability in real estate. This year, the pilot year for the Sustainability Grant, a total of 21 associations were selected by the NAR member-led team of evaluators to receive up to \$5,000 for their sustainability-focused projects. This was a competitive grant with limited total funding and NAR was pleased to have received many great applications and interest from associations across all regions of the U.S. for this new opportunity.

For more information about STAR EV Charging Stations, visit [www.STAR.Realtor](http://www.STAR.Realtor). To learn more about the National Association of Realtors® Sustainability program, visit [www.nar.realtor/sustainability](http://www.nar.realtor/sustainability).

Stark Trumbull Area REALTORS® (STAR) is a professional membership association of REALTORS® serving the Stark, Carroll, and Trumbull counties in Ohio. With a mission to provide exceptional service, support, and resources to its REALTOR® members, Stark Trumbull Area REALTORS® is committed to promoting ethical practices, fostering professionalism, and advancing the interests of its members and the communities they serve. STAR offers a wide range of services, including education and training, advocacy, and networking opportunities, to help its members succeed in the competitive real estate industry. With a focus on innovation, sustainability, and community involvement, Stark Trumbull Area REALTORS® is dedicated to providing the highest level of service to its members and the public.

The National Association of Realtors® is America's largest trade association, representing more than 1.5 million members involved in all aspects of the residential and commercial real estate industries.



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](mailto:lori.fetter@ruoff.com) or [tadams@star.realtor](mailto:tadams@star.realtor)**  
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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  
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#### **\$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!

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**Keegan Fetter**  
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



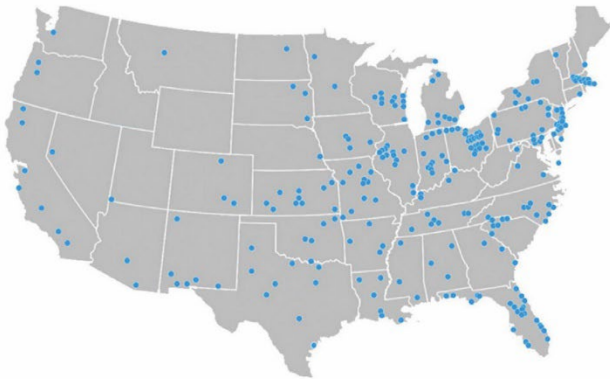
**Tara Jenior**  
Senior Loan Officer  
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OH: MLO.1898203  
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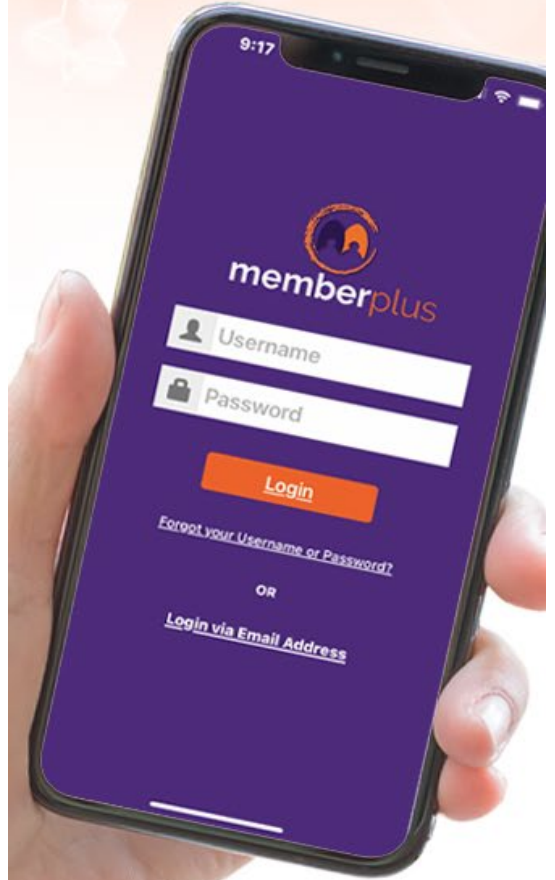
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## the NEW STAR InfoHub is Live!



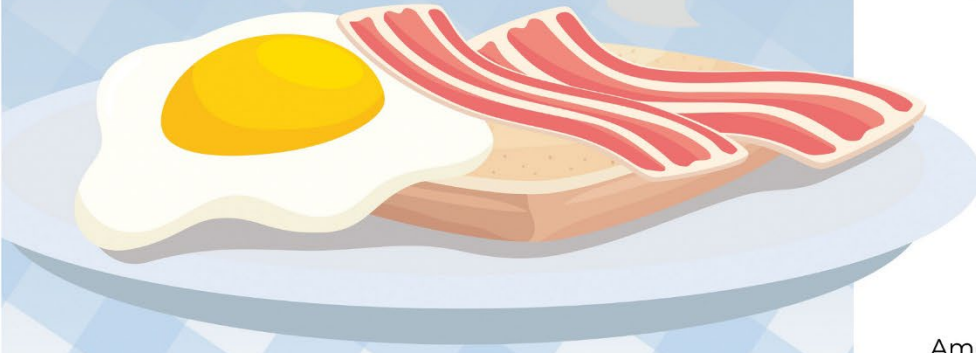
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# GET connected TODAY!

**Stark Trumbull Area REALTORS®**  
& the STAR Community Outreach Committee

ANNUAL  
**Breakfast  
in the Park**

**Wed, May 24 at 9:00 am**



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# STAR Membership Report | April 2023

**Elana Parsons**  
Administrative Assistant

[membership@STAR.Realtor](mailto:membership@STAR.Realtor)  
office (330) 494-5630

Committee Involvement  
YPN Committee

Primary Office  
North Canton

## STAR Membership Change Report | April 2023

### New Salespersons

Danielle Basham, *Keller Williams Legacy Group*  
Valerie Sarvis, *eXp Realty*  
Bryan Stalnaker, *Icon Real Estate Services*  
Sarah LeComte, *McDowell Homes Real Estate*  
Ciahna Winston, *Keller Williams Legacy Group*  
Glenna Culpepper, *RE/MAX Edge Realty*  
Brian Lewis, *BHHS Professional Realty*  
Kenneth Strobel, *Icon Real Estate Services*  
Ward Kiko, *Kiko Agency*  
Bridgette Savran, *Keller Williams Legacy Group*  
Sereeda Clark, *McDowell Homes Real Estate*  
Timothy Hinchliffe, *Cutler Real Estate*  
Melissa Mancini, *BHHS Stouffer Realty*  
Kaylie Cassidy, *Keller Williams Legacy Group*  
Jory Oakleaf, *Dehoff Realtors*  
Jordan Whipkey, *BHHS Stouffer Realty*  
Grant Waters, *BHHS Stouffer Realty*  
Felicia Fouty, *BHHS Stouffer Realty*

### Office Transfers

Ashley Cyphers, *BHHS Stouffer Realty*  
Michael Ranalli, *eXp Realty*  
Jeffrey Starkey, *RE/MAX Edge Realty*  
Cynthia Leslie, *RE/MAX Edge Realty*  
Diane Fredenburg, *EvanBay Real Estate*

### Office Transfers...Continued

Megan Maerean, *Howard Hanna*  
Natalie Baker, *Howard Hanna*  
Melissa Kaufman, *RE/MAX Edge Realty*  
Patricia Lee Cole, *Keller Williams Legacy Group*  
Pamela Haggerty, *Keller Williams Chervenik Realty*

### New Affiliate Members

Fulton Title Corp  
Kayla Hrindak  
4322 Dressler Rd NW  
Canton, Oh 44718  
  
Likely Life Can  
Candice Likely  
1019 Peckham Street  
Akron, Oh 44320  
  
Pursuit Mortgage Lending Group,  
a Division of GVC Mortgage  
Jeanne Massouh  
4428 Whipple Ave NW  
Canton, Oh 44718  
  
A & D Environmental Education Firm  
Melissa Thorne  
1715 Taft Ave NE  
Canton, Oh 44705

### Dropped Members

Mike Sakotas  
Deborah Dawson  
Carol Wydra  
Alexander Belden  
Krystal Tolin

## Obituary | Ellis G Erb, July 13, 1935 – April 28, 2023



Ellis was a REALTOR Emeritus and a 51 year STAR Member. He founded Ellis Erb Construction Inc., Lake Realty and Ellis Erb Farms. He loved farming his whole life, raised beef cattle and operated Lake-O-Pines Campground. He was passionate about taking care of his town and giving back to the community. He served the Village of Hartville as the Street Commissioner and served several terms as a Lake Township Trustee. The Lake Township Chamber of Commerce presented the Lifetime Achievement award to Ellis recognizing his unselfish commitment of time and resources to make everything in Lake Township better. The organizations and community projects he supported are too numerous to mention. Ellis was a devoted member of Middlebranch Grace Brethren Church. [READ FULL OBITUARY HERE](#)



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Brenda Carpenter - Escrow / Closings

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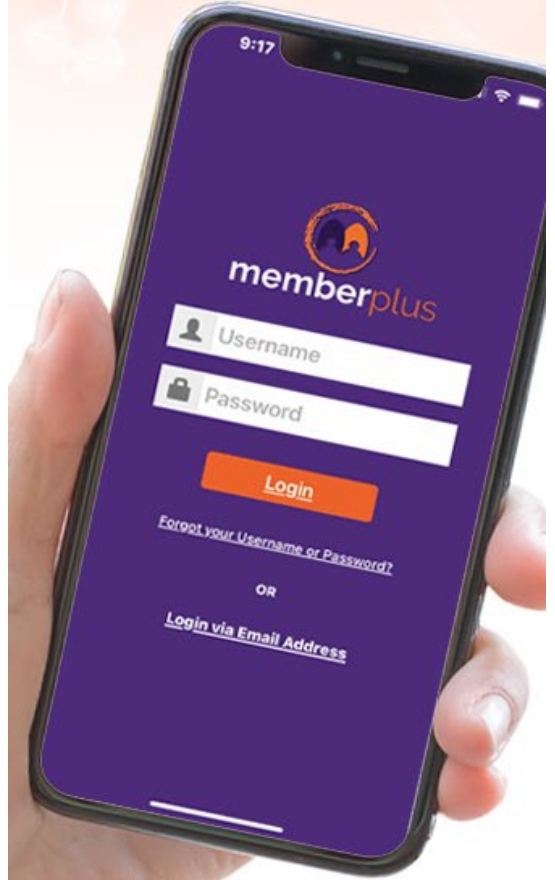


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**Wednesday, May 31, 2023**

in person at the North Canton STAR Office  
7110 Whipple Avenue NW Suite B  
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**FREE for STAR Members  
\$20 Non-Member Fee**

**INSTRUCTION TIME**

**1:00 pm - 4:15 pm**

Please arrive 5-10 minutes prior to instruction time  
to find your seat and get signed in.



*Registration Deadline is  
Tuesday, May 30, 2023.  
Register on our Website  
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**Questions? Trisha Adams  
Communications Director  
[tadams@STAR.Realtor](mailto:tadams@STAR.Realtor)  
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**Trisha Adams**  
Communications Director  
[tadams@STAR.Realtor](mailto:tadams@STAR.Realtor)

**Committee Involvement**  
Community Outreach Committee  
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**FOLLOW US ON:**     

**Save the Date to Volunteer!**

*Mark your calendar, June 3 - 11, for the 2023 NAR REALTORS® Are Good Neighbors Volunteer Days. Each year the National Association of REALTORS® encourages state and local boards to join the collective force for good and volunteer in their communities. STAR's Community Outreach Committee will be participating this year by lending our time to Beacon Charitable Pharmacy.*

Beacon Charitable Pharmacy is a 501(c)(3) nonprofit agency providing prescription medication assistance to uninsured and underinsured residents of Stark and Carroll Counties who have a low to moderate income.

The Community Outreach Committee is working on many future volunteer and outreach opportunities in the coming months. If volunteering is your passion, or if you would like to become more involved, join us at one of our regular committee meetings. We meet on the first Monday of each month at 10am at the North Canton Office, or via ZOOM hybrid.

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# 2023 REALTOR® VOLUNTEER DAYS

Join STAR's Community Outreach Committee as we lend our time to benefit Beacon Charitable Pharmacy with NAR's 2023 Volunteer Days!

*Beacon Charitable Pharmacy is a 501(c)(3) nonprofit agency providing prescription medication assistance to uninsured and underinsured residents of Stark and Carroll Counties who have a low to moderate income.*

## Monday June 5, 2023 from 10 am - 3 pm

**Beacon Charitable Pharmacy  
408 Ninth Street SW  
Canton, OH 44707**

**Space is limited, so sign up today!  
No special skills required. Lunch will be  
provided for Volunteers.**



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

**Sign up on our website today!**



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# The GAD's Corner

## Brook Harless

Government Affairs Director (GAD)

### Committee Involvement

RPAC Committee  
Legislative Affairs Committee

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mobile (330) 284-5979  
office (330) 494-5630

Primary Office  
Warren & N Canton

I would like to extend my heartfelt thanks to everyone who attended REALTORS® at the Rotunda. Your presence made the event a tremendous success, and it was inspiring to see so many REALTORS® come together to advocate for our industry.

Your involvement in this event shows you understand the importance of participating in the political process and working to promote policies benefiting homeownership and protect our industry. We know doing it the right way, with no shortcuts, is essential to achieving the outcomes we want for ourselves and our communities. More than 500 REALTOR® members joined us and were able to meet with 70+ legislators and their staff to discuss bills related to increasing housing supply and making homeownership more attainable to Ohioans.

The main driver of housing affordability challenges is a lack of supply. Rent control is a harmful policy that will create housing distress in our communities across the state in multiple ways. Today's tenants would gain all the advantages of controlled pricing, but families and workers who are looking for a place to live and call home will find themselves locked out of housing opportunities because current tenants will be incentivized to stay in place. Limiting rent helps a select few at the expense of future generations. It is effectively a policy void of equity across time.

Furthermore, we had an incredible opportunity to highlight the power and influence of the REALTOR® brand. We know creating the unexpected and never compromising authenticity is crucial to maintaining and strengthening our brand's reputation. Your presence at the event demonstrated the strength of REALTORS® and what we represent: a commitment to the communities we serve and protecting the American dream of homeownership.

On May 17th, we will be having our yearly RPAC Auction and Dinner at DiLucia's at 6pm. We are hoping we see as many members as possible there to support the Association! Time is flying by, so we need to get this going to have it be a success! Dinner, Auction, Wine pull and

enjoyable conversation will make this a STARtastic night for only \$25!

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# The Future is Now: Home Electrification

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According to Sense, an energy monitoring company, household energy consumption rose at the onset of the pandemic and will likely continue to increase. Several factors contributed to the increase, such as more people staying home because of COVID-19 protocols, extreme weather, and warmer summers. Another is the ongoing trend toward increased household electrification, which consumers are turning to in an effort to lower carbon emissions and fuel-related costs.

Increased production and demand for electric vehicles will push the need for home-based energy consumption even further. Currently, there are 20 completely electric vehicles available in the U.S., comprising about 4% of the market; that share is expected to grow exponentially in the coming years. Automobile makers currently project that an average of about 50 percent of vehicle sales will be of electric vehicles by 2030.

General Motors is committed to offering 30 electric vehicles by 2025, and Ford expects 40% to 50% of its vehicle volume to be fully electric by 2030.

The prominence of electric vehicles is only one reason housing design will need to change to accommodate electrification needs at home. And the current housing stock will need to be prepared to ensure homeowners' electrification needs can be met.

## Equipping Homes With EV Chargers

"The rapid increase of electric vehicle adoption comes from a need to provide simple, easy-to-use, and easy-to-install options for charging at home," says Douglas Alfaro, general manager of North America Wallbox, which offers at-home EV charging stations.

According to Forbes, about 80% of vehicle charging takes place at home, so having access to a 240-volt outlet in the garage, which is considered level 2 charging, is important for both new builds and resale. Many homeowners can take advantage of off-peak pricing to save more—with overnight charging, they receive the equivalent of leaving your home with a full tank of gas each day.

Likewise, rental or investment properties owners might consider adding EV chargers so that tenants and guests with electric vehicles can charge during their stay.

Some considerations are required when outfitting homes with EV chargers. In older homes or homes that have inadequate electrical panels, installation may be difficult. These panels could be inadequate for a level 2 charger, and an upgrade could add \$2,000 to the project's cost. The

location of the panel can also add to the cost. Ideally, the panel would already be located in the garage, but in many homes, it's on the opposite end of the property or a different level of the home. Because of these factors, installation can range from \$500 to \$2,500.

Although EVs can use a 120-volt charger, known as level 1 charging, most users will want to upgrade to level 2 charging which requires 240 volts. If there isn't access to electrical connection where the car is typically parked, that can become an issue to work out.

## Temperature Control and Electric Vehicles

Electric cars are sensitive to temperature. Recurrent, which creates battery reports for EV drivers, has published several studies on temperature impacts on EVs.

"Your electric car and its battery do not enjoy extreme conditions," said Andrew Garberson, head of marketing at Recurrent. "While cold weather causes temporary reductions in EV range, prolonged exposure to high heat or charging in hot conditions can permanently reduce battery health."

This is a factor when designing the garage's climate control. Depending on your region and the insulation in your garage, it could be helpful to install or upgrade the HVAC as part of your EV investment.

Driving during winter is a common concern for EV owners. When temperatures drop below zero, an electric vehicle's range can drop by as much as 50 percent. While this should still suffice for many commutes, the ability to control the vehicle's temperature in the garage could make a difference. On the positive, EVs warm up faster than cars with internal combustion engines and produce neither harmful carbon monoxide nor carbon dioxide, so you can warm them up in the garage with the door closed.

## Battery Backups for Solar Energy

Owning an electric vehicle is often a gateway to the overall awareness of energy consumption that spurs the desire to seek



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out renewable sources of energy, which often leads to solar panel investment. Homeowners have two options for unused energy created by the solar panels: sell it back to the local utility provider or store it in a battery backup.

Many states and utility providers offer net metering, which means that the utility will buy excess power. Homeowners without a battery backup can essentially use the grid as a battery or energy bank, receiving a credit for their excess power. Still, homeowners will face times when energy does need to be purchased, particularly on a cloudy day or in winter months when the sunshine is less strong. This is when a battery backup might come in handy.

Battery backups allow homeowners to store excess power from solar panels. This is a great option for a number of scenarios:

- The stored electricity can be used on days when not enough energy is made through solar.
- Though connected to the electrical grid in most areas, solar-powered homes with battery backups are not dependent on the electrical grid. Using a battery backup means that the home will still have power during outages.
- Battery backups allow you access to real-time tracking of how much energy your home is using and producing.

### Electric Lawn and Outdoor Tools

Electrification has expanded to outdoor tools. Companies such as Ego Power are gaining popularity with new, efficient versions of electric lawn and snow equipment, including lawn mowers, snow blowers, leaf blowers, hedge trimmers, and even chain saws. These tools are more efficient and require less maintenance; they're generally quieter than their gas-powered counterparts and have no emissions. A full charge typically provides from 45 to 90 minutes of use; the batteries can typically be charged in the same amount of time. While the batteries will degrade over time, they should last for many years without noticeable performance issues. Ego's batteries are compatible with the company's 50-plus tools and are recyclable.

Electrification is a trend that is not going away. Agents and home builders should advise clients to prepare for the future by upgrading electrical panels, installing solar panels and battery backup storage capacity, and adding or planning for EV charging in the garage.