

Kyle Oberlin 2023 STAR President

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

President's Message

2023 | October

Hey STAR Members!

I trust that each and every one of you had a productive summer season. As we bid adieu to those sun-soaked days, STAR (your trusty association) is poised to usher in a month of thrilling and enriching events that will undoubtedly elevate your professional journey. So, brace yourselves for an exciting October ahead!

First up, mark your calendars for this upcoming Friday, where we've lined up an exhilarating Legislative Discussion Panel. This power-packed event is set to kick off at 9 a.m. at the splendid Grand Resort in Warren. Get ready for insightful discussions, meaningful networking, and a dose of legislative enlightenment.

A few days later, on the 11th of October, we're bringing you R-Day - a fun-filled day that promises to bring you more Affiliate swag than you can imagine! Be sure to bring your business cards to enter the giveaways. Starting bright and early at 10 a.m., R-Day is the perfect opportunity to immerse yourself in all things STAR and connect with fellow members.

October 18th will see us embark on an unprecedented adventure with the first-ever REALTOR Family Feud RPAC event. This promises to be an evening of friendly competition, laughter, and camaraderie that you won't want to miss. Join us at 5:30 p.m. and be part of a memorable evening.

As we transition into the fourth quarter of the year, it's high time to start laying the foundation for your business plans for 2024. Let me take a moment to emphasize just how instrumental involvement in our Association's various committees has been for my own business journey. Whether your interests lie in the Young Professionals Network (YPN), Community Outreach, or Legislative Affairs, STAR offers something that can truly benefit everyone. Your active participation in these committees can lead to invaluable connections, insights, and growth opportunities.

For those seeking more information or eager to take the next step, please don't hesitate to reach out to me directly or any of our dedicated STAR staff members. We're here to assist, guide, and support you in your professional endeavors.

Warm regards,

Kyle

Classes & Events

If you do not see a REGISTER NOW link next to an event, keep an eye on your inbox or our website for links soon!

OCTOBER

OCT 9 STAR Offices Closed

OCT 11 REGISTER NOW
R-Day Vendor Fair & Annual Meeting
Affiliates registering for the Vendor Fair should contact
Trisha

OCT 18 Member Page for REGISTRATION LINK
REALTOR® Family Feud RPAC Dinner & Auction Event
Masonic Lodge | 6:00 pm - 9:00 pm
836 Market Avenue N, Canton 44702

OCT 19 REGISTER NOW Volunteer with Community Outreach at Beacon Charitable Pharmacy | 9:00 am - 1:00 pm 408 Ninth Street SW, Canton 44707

OCT 23 REGISTER NOW CORE LAW In person Class
North Canton STAR Office | 1:00 pm - 4:15 pm

OCT 26 REGISTER NOW 2 Hour Mortgage 101 Elective CE North Canton STAR Office | 10:00 am - NOON

OCT 31 REGISTER NOW YPN Halloween Karaoke CRASH SHAKER at Mbar in N Canton | 5:30 pm - 7:00 pm 5260 Dressler Rd NW, Canton 44718

NOVEMBER

NOV 10 STAR Offices Closed

NOV 23 STAR Offices Closed through November 24

NOV 28 REGISTRATION COMING SOON 3 Hr Core Law ZOOM

NOV 30 <u>REGISTER NOW</u> New Member Orientation at the N Canton STAR Office | 1:30 pm - 3:30pm 7110 Whipple Ave NW Suite B, N Canton 44720

Communications Update

We are working on an option within our website that will allow the public to easily find our members who speak additional languages. If you speak a language other than English would like to be included in this option, please email Trisha tadams@STAR.Realtor!

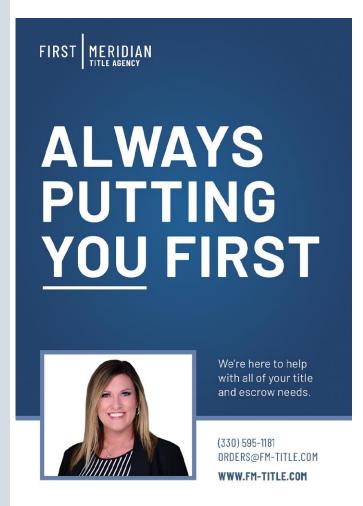
If you have Communication Questions, Concerns, or Suggestions email <u>Trisha!</u>



Trisha AdamsCommunications
Director

tadams@STAR.Realtor Office: (330) 494-5630

Contact for: Website inquiries, Social Media, Communication & Newsletter, Continuing Education, Sponsorship/Advertising, Affiliates, Community Outreach, Norma L Good Scholarship, YPN





LUNCH GIVE * A * WAYS PRIZES

1.5 HOUR
HHHHHHHHHHHHHH

for STAR Members \$20 for Non-Member

CE Class Registration is an option within event registration



Join us to for FOOD, FUN, PRIZES, & MORE as we Celebrate YOU!

WEDNESDAY, Oct 11

La Pizzaria (Piazza Room)

3656 Dressler Rd NW Canton OH, 44718

Affiliate Vendor Fair
Lunch & STAR Annual
Business Meeting
Affiliate Vendor
Give-A-Way Drawings
1.5 Hour Elective CE

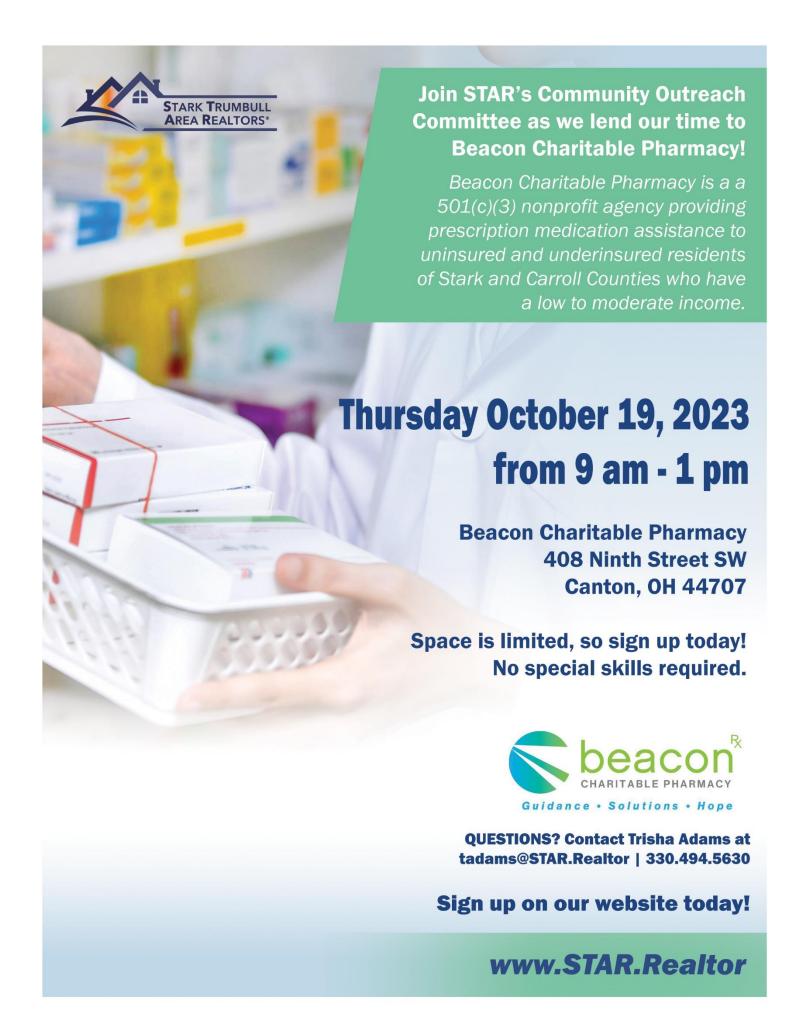
"The Great Unveiling: Introducing Ohio REALTORS New Statewide Purchase Contract" 10:00 am 12:00 pm

1:00 pm

1:30 pm

QUESTIONS? Contact Trisha Adams (330) 494-5630 or tadams@STAR.Realtor

Register on our Website TODAY!





RIGATION TANGET OF THE PARTITION OF THE

Sponsorship Packages \$1,000 Level

- 8 Dinner Tickets
- Logo/Name in Program
- Logo/Name on Centernieces
- Logo on Auction Site (Affiliates)

\$500 Level

- 6 Dinner Tickets
- · Logo/Name in Program
- Logo on Auction Site (Affiliates)

\$250 Level

- 4 Dinner Tickets
- · Name Listed in Program

\$150 Level

- 2 Dinner Ticket
- Name Listed in Program

Purchase DEADLINE October 6

WED October 18, 2023

from 6 pm - 9 pm, Doors Open at 5:30 pm at the Masonic Temple 836 Market Ave N, Canton, OH 44702

\$50 Advance Dinner Ticket* \$65 after October 16, 2023

Survey Says you should JOIN US for a fun-filled night featuring: Dinner, Comedians, Wine & Beer Tastings, REALTOR® Feud, and an Online Silent Auction!

Silent Auction Opens WED October 11 at 9:00 am

Want to be in the REALTOR® Feud Game?
Gather 5 of your friends and sign up
to play! Team Registration is \$125, with a
maximum of 6 Teams. Sign up TODAY!
Deadline is October 6th for Registration!

All Proceeds Support RPAC. QUESTIONS?

Contact Brook Harless, STAR Government Affairs Director

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

** \$25 of your Dinner Ticket will go towards your RPAC Contribution



PAC Disclaimer Statement 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 PAC to support state and local political candidates; 34% 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 \$180 per member, Ohio REALTORS computes 11% or \$19.25 to be non-deductible due to Ohio REALTORS lobbying effort. Total non-deductible for Ohio Realtor dues is \$59.25. For 2023, with dues at \$150 per member, NAR computes 34 percent or \$51 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.

A Note from the CEO

Courtesy Reminder to STAR Members

In our unwavering commitment to delivering exceptional services to STAR Members, we have abstained from implementing a no-show fee policy for Continuing Education (CE) and non-CE courses in recent years, particularly during the trying times of the pandemic. However, we have recently reintroduced the No Show Fee to ensure the efficient use of resources.

While most of our members have shown understanding, a few have conveyed frustration upon receiving the bill, arguing against the imposition of charges. It is crucial to reiterate that our mission is not profit-centric but revolves around effectively serving our STAR Members. The investments of time and money in orchestrating CE Classes and Events are substantial. Considering this, we respectfully seek a reciprocal commitment from our members.

Reflect on this: just as you anticipate consideration from the public when showcasing your property—acknowledging the value of your time, effort, and expenses—we request a similar courtesy from our members. If you register for an event but find attendance unfeasible, a brief call or email to inform us is all we seek. This demonstration of professionalism and courtesy honors our collective endeavors and ensures the seamless and efficient execution of our events.

It's important to recognize that this reciprocity applies in both directions. When we organize an event, and you don't register, accommodating your attendance becomes a logistical challenge. While we never turn away individuals for not registering, doing so is a courtesy that enables us to prepare adequately, ensuring sufficient space and provisions for everyone.

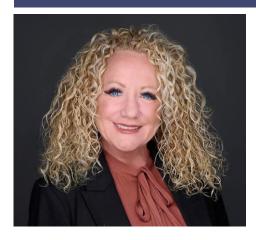


Collene Burgess Chief Executive Officer

Contact for: Professional Standards, Ethics, Grievance, Arbitration & Mediation, Sponsorship/Advertising, Affiliates, Media Relations

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

STAR remains dedicated to serving you, and your cooperation in these matters fosters a community characterized by respect and consideration. We sincerely appreciate your understanding and eagerly anticipate our continued collaboration as we navigate these educational and networking opportunities together.



CONGRATS! Welcome to the STAR BOD!

Kara Kirkbride, Howard Hanna

Congratulations to Kara Kirkbride on her election to the Board of Directors position at Stark Trumbull Area REALTORS! Her new role will undoubtedly bring valuable perspectives and leadership to the organization. We look forward to seeing her contributions and the positive impact she will make starting in January 2024. Welcome to the STAR BOD, Kara!

Are you connected to STAR Socials?



Facebook @StarkTrumbullAreaRealtors

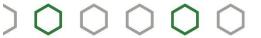


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Twitter @STAR_Realtors

Like, Follow & Share!





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For more information, please contact:



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e: mary.a.kerzan@huntington.com www.huntington.com/mortgage/kerzan-mary

Active employment contract required with proof of sufficient income and reserves. Minimum reserves required vary depending on amount of the loan. Program is limited to the purchase or refinance of a primary residence. All loans are subject to application and credit approval, satisfactory appraisal and title insurance. Terms, conditions and loan programs are subject to change without notice. Other terms, conditions and restrictions may apply.



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We have deep roots in more than 260 communities across North America, and more than 150 million consumers rely on USA TODAY NETWORK local media brands for news and information. We can connect you to these consumers through local marketing strategies backed by data, expertise, and technology.

Repository LOCALiQ







Orientation Dates

Thursday, September 21
Thursday, November 30



Sign-Up TODAY!

3 Hour CORE LAW

"National and Ohio Current Law Topics to Follow"

MONDAY

October 23, 2023

1 PM to 4:15 PM

in Person at the

North Canton STAR Office

7110 Whipple Avenue NW, Suite B North Canton OH 44720

FREE

FOR STAR MEMBERS \$20 for Non-STAR Members

OPEN TO ALL! This class meets the 3 Hour State Required CORE LAW training for Ohio Licencees.

Registration Deadline: Friday, October, 20.

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

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

SIGN UP TODAY!



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

www.STAR.Realtor

TARK **T**RUMBULL **A**REA **R**EALTORS*

STAR Membership Report | September 2023

New Salespersons

Ashley Hershberger, Keller Williams Legacy Group Dustin Ivey, BHHS Professional Realty Rene Oliver, Ohio Broker Direct Tommy Wengerd, eXp Realty, LLC Trevor Clere, Keller Williams Legacy Group

Office Transfers

Jackie Waikem, RE/MAX Edge
Elisabeth Sanders, Keller Williams Legacy Group
Stewart Shankel, RE/MAX Infinity
Zela Ensign, Howard Hanna - Dressler
Nichole Bourquin, BHHS Stouffer Realty
Nancy Mills, Keller Williams Legacy Group

Dropped Members

Mercedes Campbell
Kara Naples-Chamberlain
Cole Wolfe
Barbara Babcock
Thomas Vitrano
Daniel Thomas
Constance Tan
Jordan Whipkey
Linda Garaux
Martaysia McCaulley
Brittany Stewart
Traci Cice

STAR Monthly Market STATS | August 2023

Every month, STAR releases the latest housing statistics on our Blog, typically around the 16th of the month. If you haven't seen our updates on social media, you can explore the previous month's data, as well as historical housing statistics, and find downloadable, shareable infographic assets.

<u>CLICK HERE</u> to check out our Blog, and watch social media for September STATS soon!



STAR Membership Desk

Contact for: Membership & Dues Inquiries, FOREWARN, Supra

Membership@STAR.Realtor

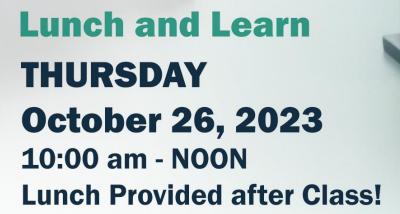
Office: (330) 494-5630 OCTOBER 2023 | PAGE 9



2-Hr CE Class

Mortgage 101

Presented by: Ruoff Mortgage, Lori Fetter



FREE for STAR Members

Stark Trumbull Area REALTORS®
7110 Whipple Avenue NW, Suite B
North Canton, OH 44720



Sign up on the STAR website www.STAR.Realtor or scan the QR Code!













ADMISSION

COSTUME

KARAOKE



Tuesday, October 31, 2023 5:00 pm - 8:30 pm at

MBar in Canton

5260 Dressler Rd, Canton OH 44718

Join your STAR YPN Kick-Off Crew as we CRASH the Affiliate Shaker! Dress up in your Favorite Costume and be ready for a Ghoulishly Great Night!

Food, Drinks, Prizes & Karaoke

FREE for STAR Members! Questions: Contact Trisha tadams@STAR.Realtor or 330.494.5630

Register on our Website TODAY! www.STAR.Realtor



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2732 FULTON DRIVE <u>NW.</u> CANTON, OH 44720 (330) 497-8883

Janice Rich – Title Agent / Office Manager jrich@mckinley-title.com

Wendy Barrick-Title Agent/Escrow wbarrick@mckinley-title.com

Danette Stone - Title Processing dston@mckinley-title.com



Attorney Michael Gruber mgruber@aghattorneys.com

Attorney Jamie Haren jharen@aghattorneys.com

Attorncy David Thomas dthom@mckinley-title.com

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- Pay Dues & Fees
- **Register for Events**
- **Download Forms**



The GAD's Corner

A Month of Excitement: STAR Realtor Feud, Comedy Show, Wine & Beer Tasting, and Legislative Panel!

It is my pleasure to inform you about 2 exciting upcoming events that will bring our community together and provide valuable insights into the legislative landscape affecting our industry.

STAR Realtor Feud, Comedy Show, and Wine & Beer Tasting (October 18th)

Mark your calendars for a night of laughter, camaraderie, and indulgence as we host the STAR Realtor Feud, Comedy Show, and Wine & Beer Tasting at the Masonic Temple. This event promises to be a unique and entertaining experience for all attendees.

Comedy Show

We have lined up a fantastic comedy show featuring talented comedians who will have you rolling with laughter. It's a great opportunity to unwind and enjoy the lighter side of life with your fellow real estate professionals.

Realtor Feud

Get ready for a friendly competition as we host the STAR Realtor Feud. Teams will face off in a game show-style format, answering real estate-related questions and showcasing their industry knowledge. It's a chance to show off your expertise while having a blast.

Wine & Beer Tasting

To complement the evening's festivities, we will be offering a delightful wine and beer tasting experience. Sample a selection of exquisite wines and craft beers while mingling with colleagues and friends. It's the perfect way to unwind and savor some of the finest beverages our region has to offer.

Don't miss out on this memorable evening that celebrates our vibrant real estate community and fosters strong connections among professionals.

Legislative Panel in Trumbull County (October 6th)

We have another important event lined up that you won't want to miss. Join us for the Legislative Panel in Trumbull County at the beautiful Grand Resort. This panel discussion will feature prominent figures in Ohio's legislative landscape:



State Senator Rulli

Gain insights into state-level policies and legislation that impact our industry directly from State Senator Rulli. His experience and knowledge will provide valuable perspective on the challenges and opportunities ahead.



State Representative Santucci

State Representative Santucci will share his expertise on legislative matters affecting real estate at the state level. This is an excellent opportunity to engage with him and voice your concerns or questions.



Township Trustee Wilson

Local government plays a crucial role in real estate regulations. Township Trustee Wilson will provide insights into the local policies and decisions that affect our community.

This panel is an ideal platform to discuss the issues that matter most to our industry, seek clarification on legislative changes, and build relationships with key decision-makers. It's an opportunity for us to advocate for policies that support our profession and ensure the well-being of our clients.

We look forward to seeing you at the Legislative Panel on October 6th and the STAR Realtor Feud, Comedy Show, and Wine & Beer Tasting on October 18th. Let's make these events a resounding success and strengthen our collective voice in the real estate industry.



Brook Harless Government Affairs Director

Contact for: Government Affairs, RPAC, Legislative Committee GAD@STAR.Realtor

Office: (330) 494-5630 Mobile: (330) 284-5979

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In Memory of Alec Hagerty

Alec Hartmut Hagerty, a vivacious individual who approached work and play with equal passion, peacefully departed from this world following a courageous battle against advanced stage four cancer on Tuesday, September 19, 2023, at the age of 71.

With a multifaceted life that encompassed numerous hobbies alongside a distinguished career, Alec achieved recognition at the local, state, and national levels as an award-winning REALTOR, Broker, and Trainer. His ability to connect with anyone, regardless of their initial reservations, could captivate and entertain even the most skeptical individuals in his classroom.

Alec held a special place in the hearts of many as a beloved Continuing Education instructor, cherished for both his wealth of knowledge and his delightful sense of humor. His absence will be keenly felt.







Tips for Couples Who Run a Real Estate Business Together

Published September 26, 2023 | REALTOR Magazine | by: Kaycee Miller



When you run a business with your partner communication, boundaries and a shared vision make the difference.

A growing number of couples are working together to build flourishing real estate businesses. Whether they're cofounding brokerages, investing in properties or embarking on strategic flips, couples are finding ways to thrive as they work side by side. For the past nine years, my journey as coowner of a property management technology company alongside my husband has taught me that success hinges on more than topic expertise.

To work together effectively, it's important to strike a balance, build strong boundaries and ensure you're working toward a common goal. These strategies lay the foundation.

Embrace Each Other's Strengths

It is important to recognize each other's strengths and figure out how to capitalize on them in the business relationship. To do this, inventory each other's strong suits and figure out where they fit into your business model. Both parties must have a willingness to be honest about the areas that are not their specialty as well. Determine who is more skilled in negotiation, marketing, sales, paperwork and regulations.

My love of writing and my communication background led me to head marketing in our real estate venture. My husband, on the other hand, is a coding wizard who came up with the first version of our software and continues to develop new features for our platform.

This division of duties aligns with our passions and strengths and helps us stay motivated and involved in the business's day-to-day operations. I write daily industry articles and blog posts while Nathan writes and reviews every new version of our software and feature updates. This hands-on approach makes projects move quickly and efficiently and keeps us excited to work. No matter your working style or strengths, it is essential to develop a solid foundation for supporting one another.

Unify Around Core Values

In the busy world of real estate, staying grounded requires a shared foundation of core values. My husband and I grew the business around the principles of strong customer service, organic growth and prioritizing the client experience. Our commitment to customer service is reflected in how our business operates—in our fast response times, free educational resources and continuous creation of new programs and features to improve the user experience. Recognizing that real estate hinges on relationships with clients, contractors, vendors, partners and tenants, we view customer trust as our north star.

Prioritize Open Communication

Clear communication is the cornerstone of any partnership, personal or professional. My husband and I have regular, open conversations about our aspirations, strategies and concerns. We've created a safe space for sharing ideas and addressing disagreements. Transparency isn't just about reporting numbers; it's about being vulnerable and sharing your goals for the future.

Setting aside time for regular check-ins is a great way to express concerns, provide feedback and celebrate



Tips for Couples Who Run a Real Estate Business Together...continued

successes. We both love our jobs and talking about our work. We never tire of hearing about each other's work or the latest industry news. We relish being able to problem-solve, brainstorm, listen and support each other and celebrate Rentec Direct's accomplishments.

Set Clear Boundaries

Running a business as a couple can blur the lines between work and personal life. Long hours and rapid demands—like writing an offer within 24 hours or addressing a tenant's urgent issue—can overshadow personal time. To counteract this, make sure to set clear boundaries around personal time.

For example, we try our best to end work at 5 p.m. and reserve a small window of time in the evenings to check in with each other on the day's events. We devote weekends to family time and recharging.

Align on a Business Strategy

When both you and your spouse are aligned on a business strategy, it's easier to work toward a shared vision. For our business, we rallied behind a strategy grounded in organic marketing and well-trained employees to run the operation. Rather than funneling resources into digital ads, we invest in authentic, educational content to drive brand awareness.

We also prioritize training our employees to become experts in the industry. Unlike competitors with hundreds of staff, we've thrived with a nimble team of 15 employees. This allows us to cultivate connections with each team member. This strategy has led us to long-term employee retention and has helped us land on the Inc 5000 List, which profiles Fastest Growing Private Companies for the past seven years.

If you are considering running a real estate business with your spouse, keep in mind that passion, shared values and dedication can transform any business into a reality. You can grow your business and relationship beyond what you ever imagined possible with the right mindset, aligned perspective and strong boundaries.





Orientation Dates

Thursday, September 21
Thursday, November 30



Sign-Up TODAY!



PLATINUM Level



















GOLD Level

Huntington Bank
C. H. Vallos & Associates
Prime Lending
Stonegate Title Agency
Ruoff Mortgage

SILVER Level

2-10 Home Buyers Warranty
American Title Associates Agency, Inc.
First Commonwealth Mortgage/Bank
First Federal Community Bank
LoanDepot
MCTV
Mirabel Promotions
Rural 1st

BRONZE Level

Beacon Title Agency, Inc.
Detective Home Mitigation LTD
Fairway Independent Mortgage - Team Dawes
Linkhorn Inspection Group
Pumphrey Hamel Insurance LLC

STAR Committee Service

We are always looking for Volunteers to help guide the association and to create a strong bond between Staff, REALTORS®, and the Community. Even if you can't volunteer to sit on a committee or the Board of Directors, you can always contribute or volunteer your time by attending our events and showing your support for your STAR Association.

Affiliate Members Only

Affiliate | Staff Liaisons: Collene Burgess / Trisha Adams Hybrid In-Person/ZOOM at the North Canton Office

REALTOR & Affiliate Members

Community Outreach | Staff Liaison: Trisha Adams Hybrid In-Person/ZOOM at the North Canton Office

Legislative Affairs / RPAC | *Staff Liaison: Brook Harless* Hybrid In-Person/ZOOM at the North Canton Office

Norma L Good Scholarship | Staff Liaison: Trisha Adams 1 Scheduled Meeting per year, then as necessary

YPN | Staff Liaison: <u>Trisha Adams</u>

Hybrid In-Person/ZOOM at the North Canton Office

<u>October</u>

10/2	MON	10:00 am	Community Outreach
10/4	WED	9:30 am	Legislative Affairs
		10:30 am	RPAC
10/5	THURS	10:00 am	YPN
10/13	FRI	9:15 am	Affiliate
November			
11/1	WED	9:30 am	Legislative Affairs
		10:30 am	RPAC
11/2	THURS	10:00 am	YPN
11/3	FRI	9:15 am	Affiliate
11/6	MON	10:00 am	Community Outreach
<u>December</u>			
12/4	MON	10:00 am	Community Outreach
12/6	WED	9:30 am	Legislative Affairs
		10:30 am	RPAC
12/7	THURS	10:00 am	YPN
12/8	FRI	9:15 am	Affiliate
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Meetings are subject to change/cancellation with notice to those on the committee roster.