

Kyle Oberlin 2023 STAR President

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Contact Us

Collene Burgess Chief Executive Officer cburgess@STAR.Realtor

Trisha Adams

Communications Director tadams@STAR.Realtor

Brook Harless

Government Affairs Director
GAD@STAR.Realtor

Membership Desk membership@STAR.Realtor

www.STAR.Realtor



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

President's Message

2023 | November

Hey STAR Members!

I hope everyone had a great October and it was awesome to see so many of you at R-DAY and the Affiliate Shaker and YPN Halloween Karaoke event! The affiliates really have done an unbelievable job this year with their support of this Association and I personally can't thank them enough for their continued support.

As we enter November, don't forget that STAR has a 3-Hour Core Law class on the 28th, a 2-Hour Elective Offering through our Affiliate CE Partnership, and a New Member Orientation on the 30th. If you became a REALTOR in the last few years, I urge you to attend the orientation as you'll learn all about the Association and the inner workings of this industry.

As I am sure a lot of you saw, the initial verdict of the NAR lawsuit was handed down this week which has led to a lot of questions about how this industry is going to look moving forward. There is a lot to still be determined via the judge, appeals, etc. so at this time my best advice is: SHOW YOUR VALUE. The agents that continue to show value, especially the value of buyers agency in the overall process, will be successful no matter what the eventual landscape looks like. For the most up-to-date information, please visit <u>Competition.Realtor</u>.

As always, if there is anything that myself or any of the awesome STAR Staff can do to assist you in your business, don't hesitate to reach out.

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!

NOVEMBER

NOV 10 STAR Offices Closed

NOV 23 STAR Offices Closed

NOV 24 STAR Offices Closed

NOV 28 REGISTER NOW

3 Hr Core Law ZOOM | 9:00 am - 12:15 pm

NOV 29 REGISTER NOW

2 Hr Elective CE Class | 10:00 am - 12:00 pm

Welcome to the World of AI

Sponsored by Christine Schell & Anna Barrick-Lavy

N Canton STAR Office

7110 Whipple Ave NW Suite B, N Canton 44720

NOV 30 REGISTER NOW

New Member Orientation at the

N Canton STAR Office | 1:30 pm - 3:30 pm 7110 Whipple Ave NW Suite B, N Canton 44720

DECEMBER

DEC 9 REGISTER NOW

Breakfast with Santa | 9:00 am - 12:00 pm

MAPS Air Museum

2660 International Parkway, N Canton 44720

DEC 25 STAR Offices Closed

DEC 26 STAR Offices Closed

JANUARY

JAN 1 STAR Offices Closed

JAN 2 STAR Offices Closed

JAN 11 REGISTER NOW

STAR Installation | 4:00 pm - 6:00 pm Tom Benson Hall of Fame Stadium Club

Hall of Fame Village

2331 17th Street NW, Canton 44708

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!

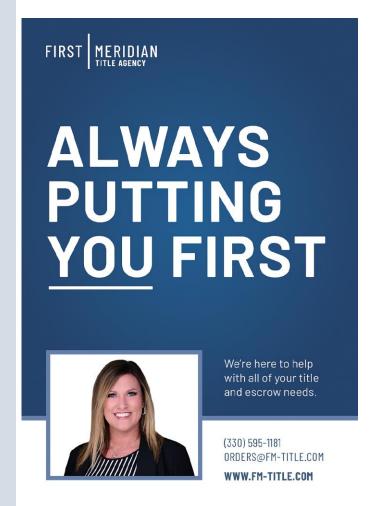
If you have Communication Questions, Concerns, or Suggestions email <u>Trisha!</u>



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



3 Hour CORE LAW

"National and Ohio Current Law Topics to Follow"

TUESDAY

November 28, 2023 9:00 AM to 12:15 PM

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: Monday, Nov. 27

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



STAR Education Update

STAR takes pride in offering a wide variety of Continuing Education to its members. As we wrap up 2023, here is a breakdown of the CE Offered by STAR - ALL for FREE to our STAR Members. If you need CE, check with us first!

21 **HOURS**

We held all 3 of the Core Ohio Classes at least 1 time in person, and 1 time via ZOOM.

15.5 HOURS CORE CE ELECTIVE CE

> 12 Hours of these Elective classes were provided in Partnership with our STAR Affiliates

If you are an Affiliate and would like to get a class on our CE Calendar, reach out soon! We begin scheduling out Continuing Education in the last 2 months of the year.

If you have questions on how to get your class approved by the division, we can help!

Trisha Adams. Contact Communications Director Today! tadams@star.realtor



Breakfast with Edition

Sponsored by the Stark Trumbull Area REALTORS® Affiliate Commitee

Sat, December 9 at Maps Air Museum

2260 International Parkway, North Canton, OH 44720



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Beginning at 9:00 am

Registration

9:30 - 10:30

Hot Breakfast with Santa

10:30 - 12:00

Crafts, Visit with Santa



A Note from the CEO

Dues season has rolled around once more, and here at STAR, we're proud to stand at the forefront of a revolutionary approach to membership fees. Unlike traditional associations, we've been trailblazing the concept of splitting dues since 2012, setting the stage for a trend that many others are now adopting to enhance member satisfaction.

While most local associations across the United States bill for State, National and Local dues in the Fall, due on December 31, STAR's innovative approach takes member well-being into account. We bill our Local Dues in May, with a due date thoughtfully set on June 30. This strategic decision not only demonstrates our forward-thinking nature but also prioritizes our members' financial ease, providing them with a springboard to meet their June 30 Local Dues Payment.

At STAR, our commitment extends beyond the bottom line. We are dedicated to ensuring our members not only feel the value of being a REALTOR but also experience the perks of belonging to a community that cares. It's more than just dues; it's about fostering an environment where every member thrives.

In our ongoing effort to enhance membership experiences, STAR is excited to announce a special offer for current REALTOR members considering a transfer from another association. If you know someone who would benefit from the unique STAR experience, encourage them to reach out to our Membership Department and take advantage of this exclusive opportunity.

But the choices don't end there. Remember, you have the option to exercise your Board of Choice decision. As long as your Broker is affiliated with an Association, you can select which Association you call home. STAR is delighted to share that our local dues are not only competitive but often lower than most others. So, if you're on the lookout for a dynamic, customer-friendly association that values your membership, look no further—join STAR!

And mark your calendars for a momentous occasion – the 2024 President's Installation. On January 11, from 4:00 pm to 6:00 pm, we will be installing Arden Lingenhoel at the iconic Football Hall of Fame Village. To secure your place at this celebration, visit www.STAR.Realtor to register.



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

In summary, STAR isn't just an association: dvnamic it's а community committed innovation, member satisfaction, and providing the utmost value. Join us as we redefine the landscape of real estate professionalism, offering experience that goes beyond expectations.

Let's talk today.





Jessica Straub

Mortgage Loan Officer - Retail NMLS# 575624

o: (330) 788-5129

e: jessica.straub@huntington.com

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Orientation Dates

Thursday, September 21
Thursday, November 30



Sign-Up TODAY!



4:30 pm Kick-OFF
Hors D'oeuvres

5:00 pm Half Time Installation & Special Awards

6:00 pm Game Over

HALL OF FAME VILLAGE

Hall of Fame Village 2331 17th St. NW, Canton, OH 44708 Park in the Unity Lot, and use the VIP Entrance to the Stadium Club – Level 6



Put on your STAR Jersey (Business Casual) and JOIN US as we HAND OFF to the next STAR President, Arden Lingehoel ALSO PRESENTING our MVP AWARDS to the REALTOR® and AFFILIATE of the YEAR for 2023 and our 2023 STAR Lifetime Achievement Award!

FREE for STAR Members, and \$15 for Non-Members

Questions? Contact Collene Burgess, STAR CEO (330) 494-5630 or cburgess@STAR.Realtor

REGISTER ON OUR WEBSITE TODAY! www.STAR.Realtor

STAR Membership Report | October 2023

New Salespersons

Tai Gardner, Cutler Real Estate

Amanda White, HomeSmart Real Estate Momentum

Alexis Deluca, Keller Williams Legacy Group

Michael Oneil, , Kelly Warren & Associates

Stephanie Kutcher, RE/MAX Edge Realty

Sherry Orlando, RE/MAX ONE

Elton Davis Jr, RE/MAX ONE

Jeremy Knowles, Cutler Real Estate

Nicole Manusakis, Keller Williams Legacy Group

Latissha Perry, Berkshire Hathaway HomeService

Trina Green, Keller Williams Legacy Group

Ave Hopson-Walker, Keller Williams Legacy Group

Franklin Gilbert Keller Williams Legacy Group

Office Transfers

Emily Buss, Keller Williams Chervenic

Tina Brown, Keller Williams Chervenic

Hope Paolini, Cutler Real Estate

Aiden Avtgis, eXp Realty

Gianni Bilotta, eXp Realty

Brendan Lammlein, eXp Realty

Adam Marshall, Stouffer Realty Fairlawn

Melissa Sprouse, Real Integrity

Constance Tan, Keller Williams Legacy Group

Karla Kettler, Keller Williams Legacy Group

Office Transfers...continued

Tabitha Alleshouse, Keller Williams Legacy Group

Kanisha Jackson, Berkshire Hathaway HomeServices

Mason Ferrer, Keller Williams Legacy Group

Gregory Wolfe, eXp Realty

Terry Ahmed, eXp Realty

Jeffrey Ryan, Keller Williams Legacy Group

David Bratanov, Century 21

Austin Heisler, Century 21

Milena Hunt, Century 21

Annette Cannone, Howard Hanna

Jeffrey Helfrich, Hackenberg Real Estate Group

Transfers from another Board

Michael Milec

Amber Wauffull

Mary Ellsworth

Krystal Melcarek

Christopher Hofmann

Michael Platt

Holy Abel Grimm

Patricia Russell

Richard Grimm

Kelsie Shanefelt

Keisie Stiatiele

Kay Schaffer

New Affiliate Office

Volt Masters Electric LLC

Tyler Wackerly

4125 Ashway Ave SE Canton, OH 44707

330-437-5202

service@voltmasterselectric.com

Dropped Members

Sebastian Ball

Kaylie Cassidy

Daniel Fox

Charlies Rosile Jr

Diana Remar

Laura Justice

STAR Monthly Market STATS | September 2023

Every month, STAR releases the latest housing statistics, typically around the 16th of the month. Watch for our social media posts for release dates. On our website you can explore the previous month's data, as well as historical housing statistics, and find downloadable, shareable infographic assets.

CLICK HERE to check out our Blog, and watch social media for October STATS soon!







STAR Membership Desk

Contact for: Membership & Dues Inquiries, FOREWARN, Supra

Membership@STAR.Realtor

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



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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

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The GAD's Corner

We are delighted to take a moment to express our gratitude for your contributions and support at the first annual REALTOR Family Feud RPAC Event. Congratulations to the winners: Team Van Riper and Friends from KW Legacy Group Realty!

The evening was a resounding triumph, and it wouldn't have been possible without your generosity. Laughter filled the air as our talented comedians kept the crowd in splits, and the wine and beer tasting added a touch of class to the proceedings. The turnout was beyond our expectations, making it a truly memorable night for all. More importantly, we are thrilled to announce that we not only met but surpassed our fundraising goals for the year.

This event was marked by an increase in the number of investors supporting RPAC. This boost in investor participation is of immense importance for our community. RPAC serves as a vital advocate for the real estate industry, working tirelessly to protect our profession and ensure a favorable legislative environment for realtors. With your generous support, we have taken a significant step towards strengthening our voice in the political arena. This increase in investors will enable us to be even more effective in safeguarding the interests of our members and advocating for policies that promote a robust and vibrant real estate market.

We would also like to extend our gratitude to our distinguished guests, State Senator Rulli and State





Team Van Riper and Friends from KW Legacy Group Realty

Representative Santucci, for participating in our Warren Legislative Panel. Their insights were both informative and enlightening. They addressed our concerns and answered our questions regarding the specific needs of realtors in our area. This engagement between our elected officials and real estate professionals is a testament to the power of collaboration and the positive impact we can achieve when we work together.

Keeping Informed: Recent Legislative Developments

We believe that staying informed is crucial for our industry, and we'd like to share some recent legislative developments that impact the real estate community in Ohio:

Ohio Senate Select Housing Committee: this new committee focused on housing issues, following the passage of the state operating budget, which included multiple new housing development incentives focused on the housing shortage, affordability challenges, and the role of housing in attracting businesses to the state. Ohio REALTORS® also helped spearhead a program that encouraged Ohioans to save for the purchase of a home by allowing tax-deductible contributions to a homeownership savings account.

Congress Extended the National Flood Insurance Program: Congress passed a last-minute spending deal to avert a government shutdown and extend the authority of the National Flood Insurance Program. This extension is critical for property owners and realtors dealing with flood-prone areas.

Stark County HUD Consolidated Plan:

Planning has begun for a 5-year plan to create and retain economic opportunities, create, and maintain safe and suitable living environments, and create and expand decent affordable housing. This plan is essential for ensuring the welfare of our community.



Brook HarlessGovernment Affairs Director

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

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

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Top 10 Roadblocks for the Real Estate Market in 2024

Published October 27, 2023 | REALTOR Magazine | by: Melissa Dittmann Tracey



The Counselors of Real Estate releases its annual list of the hot-button issues for the industry in the year ahead.

Global unrest, economic uncertainty and eroding home affordability are among the top issues facing the real estate industry over the next year, according to The Counselors of Real Estate's annual report, "Top 10 Issues Affecting Real Estate" Each year, CRE surveys 1,000 real estate experts to gauge the emerging issues that could have the most significant impact on all housing sectors, particularly the commercial market.

"This past year has been challenging for some and opportunistic for others as the economy, office market and innovation continue to evolve and impact the market," says CRE Global Chair William McCarthy. "Additionally, the housing shortage and infrastructure issues continue to cause disruption. This next year will be crucial to real estate. All eyes are on the future as we navigate these disruptions with a purpose for developing solutions."

Here are the top issues affecting real estate over the next year, according to CRE's list.

1. Political unrest and the global economy.

The real estate market is facing a turbulent economy and sagging office sector, which are exacerbated by inflation, slowing GDP growth, high interest rates, bank stress and rising geopolitical concerns involving Russia, China and elsewhere. "We still have mixed macroeconomic signals in the economy, which contributes to an overarching uncertainty on where things are headed," the CRE report cautions. Still, these risks "don't necessarily mean the sky is falling. However, it is critical to face the realities of the risks as real estate industry participants navigate key decisions and evaluate strategies." The report calls for a micro-focused lens on the local landscape, since opportunities could vary tremendously from market to market.

2. The influence of hybrid work.

Employers are recognizing that office space needs to become "destination-worthy" to bring workers back. This may even include hosting special events with food trucks that coincide with in-office days or creating patios and outdoor seating to help with employee retention. "If that property doesn't check the box in some critical way-location, access, convenience, tenant amenities or even an amazing view-those owners need to start thinking about alternative strategies," the report notes. In some cases, this could mean exploring reuse of obsolete office buildings as conversions into residential units, senior housing, health care facilities or hotels.

3. The housing shortage.

The U.S. continues to face severe housing shortages, which has been pinned on decades of underbuilding. Research from the National Association of REALTORS® and Rosen Consulting put the housing deficit at 5.5 million units. Higher interest rates and ballooning construction costs are complicating calls for more multifamily units. The market for single-family homes also is facing higher costs. "The imbalance between supply and demand has contributed to a huge run-up in home prices in recent years, although pricing has started to stabilize—and even decline—in some markets," the report notes. "Access to affordable housing has huge



Top 10 Roadblocks...continued

implications for real estate investors, economic growth, healthy communities and the need for people to live somewhere."

4. Artificial intelligence.

Access to real-time data, improved analytics and forecasting has become critical to investors as they weigh which properties they want to acquire, sell or hold. Artificial intelligence is helping to deliver that data, and recent advancements, including the much-hyped ChatGPT, are being applied to real estate. "The big innovations in commercial real estate will come not from ChatGPT but from the large number of proptech start-ups that are reimagining the idea of data collection," the CRE report notes. "They're incorporating mind-boggling amounts of data, and they're adopting probabilistic frameworks to think about the future."

5. The labor shortage.

Finding skilled workers remains a challenge for numerous industries. The labor shortage has grown for a couple of reasons: an aging population of baby boomers who left the workforce in what became known as the "Great Resignation," and new employment trends emerged among young professionals with unique views about the workplace. "The labor market has significant downstream implications for real estate," the report notes. "Jobs drive demand for real estate, and populations also shift to where jobs are located." Younger generations are choosing their lifestyle first and their job second—a reversal from previous generations. This is forcing employers to take note of migration shifts. Also, young professionals are showing a preference for entrepreneurship and remote or contract work.

6. Migration.

Housing affordability has been a prime reason for migration shifts away from urban areas, particularly on the West Coast and in the Northeast, the report notes. U-Haul's Growth Index shows the top cities for inbound moves over the year are in more affordable places like Ocala, Fla.; Auburn, Ala.; Surprise, Ariz.; Madison, Wis.; and Myrtle Beach, S.C. Businesses are following the migration patterns and relocating from high-cost states to the Sun Belt region or interior parts of the country. "That shift has significant implications for the real estate industry in terms of growth opportunities, as well as the challenges ahead for property valuations, surplus space and obsolescence created in areas where populations are declining," the CRE report notes.

7. "Real estate Armageddon."

The economy, interest rates and inflation are making up what the report warns is a "real estate Armageddon." The Federal Reserve's funds rate is at its highest level since 2007 after a series of rate hikes over the past year. Owners, investors and developers across commercial real estate markets are feeling the effects of higher capital costs, tightened lending and the looming \$1.5 trillion U.S. debt that is to mature by the end of 2025. Further, rising interest rates and high prices are shaking up both commercial and residential real estate markets, contributing to a decline in transaction activity. Urban economies may be at particular risk. "We are still in the throes of the late COVID era, and the disruption on major urban economies has yet to run its course," the report cautions.

8. Supply chain, logistics and U.S. onshoring.

The pandemic uncovered supply chain shortfalls, and companies are now reworking supply chain routes that once relied heavily on the West Coast. "The heart of America's logistics infrastructure lies in the Golden Triangle," the report notes. highlighting the interior section of the country that runs from the Great Lakes down to Texas and over to the mid-Atlantic. Charleston, S.C., is now the fastest-growing port in the country. "The remaking of supply chains coincides with a reshoring boom of manufacturing, and much of that growth is again focusing on the interior and southern states," the report notes. The key drivers for new supply chain meccas are affordability, access to a growing workforce and logistics infrastructure, such as access to rail, roads and ports. This shift is creating "massive growth" and ushering in a "new e-commerce era" that is less reliant on urban areas.

9. Pricing reset.

As costs for capital increases, cap rates and property values tend to decrease. However, the pricing reset the market has been waiting for has been slow to materialize, CRE notes in its report. "A key hurdle is that buyers and sellers are still in a standoff. Sellers are holding out for values at or close to what was achievable prior to the interest rate explosion. Meanwhile, buyers believe values are much lower based on higher capital costs." Repricing, however, could have major implications on commercial real estate and financial markets and will continue to play out in the second half of 2023 and into 2024, the report says.

10.America's aging infrastructure.

The costs to repair and upgrade the nation's aging infrastructure remains a concern. There's money to help: \$1.2 trillion in the Bipartisan Infrastructure Law and \$783 billion in the Inflation



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Top 10 Roadblocks...continued

Reduction Act. But CRE says it also creates an opportunity to rethink what types of infrastructure are needed. For example, the report notes: "Do you spend \$5 billion to upgrade one regional power plant, or do you spend that \$5 billion to build 20 smaller-scale decentralized power facilities? Those smaller facilities could be customized to generate power from alternative sources, whether it is solar, wind or waste, to energy, as well as change the way power is delivered." The report also calls for local governments, cities, counties, private corporations, nonprofits, foundations and other associations to work together in helping to develop a new line of thinking about infrastructure at the local level that can support future population and economic growth.

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 Members Only

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

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

YPN | Staff Liaison: Trisha Adams

Hybrid In-Person/ZOOM at the North Canton Office

December

12/4	MON	10:00 am	Community Outreach
12/6	WED	9:30 am	Legislative Affairs/RPAC
12/8	FRI	9:15 am	Affiliate
12/14	THURS	10:00 am	YPN

Meetings are subject to change/cancellation with notice to those on the committee roster.