



STAR STARK TRUMBULL AREA REALTORS®

Monthly News

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

President's Message

2025 | January

Amy McConnell
2025 STAR President

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As the 2025 President of the Stark Trumbull Association of Realtors (STAR), I am honored to serve our members and our community. My journey in real estate has been shaped by a commitment to growth, collaboration, and building strong relationships. With nearly a decade of experience and a deep understanding of our industry, I am excited to lead STAR into a new chapter of success and innovation.

Our association has a proud history of moving the needle forward in making positive changes and increasing the value we provide to our members. Building on that foundation, my vision for the upcoming year focuses on three core pillars: growth, connection, and innovation.

To foster growth, I am encouraging all of us to recruit at least one new person to join a committee. This approach will help us cultivate fresh ideas, maintain active engagement, and ensure the long-term vitality of our organization. By reaching out to all brokerages, we aim to increase awareness of what STAR does, gain their support, and provide them with the education and resources they need to succeed.

Participation at events has declined due to the busy nature of our profession. To address this, we will restructure our committees to focus on fewer but more impactful events. By emphasizing quality over quantity, we can create memorable experiences that reengage our members and demonstrate the value of their involvement.

Financial sustainability is another key priority. With potential membership losses on the horizon, we are exploring additional revenue streams, such as a rentable conference center located at the opposite end of our building. This space would not require staffing by STAR personnel, allowing us to generate income efficiently and cost-effectively.

I also want to encourage all members to attend the Installation Ceremony on Thursday, January 16th, at 4:00 PM at Tom Benson Hall of Fame Stadium. It will be a wonderful opportunity to celebrate our collective achievements and set the tone for an exciting year ahead. Additionally, don't miss the upcoming YPN event—it's a fantastic chance to network, learn, and connect with peers.

Together, we have an incredible opportunity to build on STAR's legacy while adapting to the challenges and opportunities of today. I am confident that through collaboration and shared commitment, we will achieve remarkable things in the year ahead.

Contact Us

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Rich Cosgrove
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Candice Likely
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membership@STAR.Realtor

Classes & Events

Scroll through the newsletter for FLYERS for all our events which provide the MOST INFO for you!

JANUARY

- JAN 16 [REGISTER NOW](#)
4pm - 6pm
President's Installation at Pro Football HOF Village
- JAN 20 STAR Offices Closed

FEBRUARY

- FEB 13 [REGISTER NOW](#)
YPN For the Love of Money Lunch Event
- FEB 20 [REGISTER NOW](#)
1:00 pm - 3:30 pm
STAR New Member In-Person Orientation at STAR Office
7110 Whipple Avenue NW, Suite B, North Canton 44720

2025 COMMITTEES First Meeting of the Year

If you would like to be involved in one of our STAR Committees - please plan to attend the first committee meeting of the year and get involved from the start! Contact the STAFF Liaison listed to get put on the committee list!

JAN 8	WED 9:30 am	Legislative Affairs	Rich Cosgrove
	WED 10:30 am	RPAC Subcommittee	Rich Cosgrove
JAN 9	THURS 10:00 am	YPN Committee	Candice Likely
JAN 10	FRI 9:15 am	Affiliate Committee	Collene Burgess
JAN 13	MON 10:30 am	Growth & Connection	Trisha Adams



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A Note from the CEO

Looking Ahead to 2025

As we close out 2024, it's clear that 2025 will bring its own unique challenges and opportunities. At STAR, we're here to support you and encourage you to reach out if you have any questions about your membership or other concerns. Our team is always ready to guide you and provide the assistance you need.

Collene Burgess
Chief Executive Officer

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

We'd like to take a moment to highlight our GrowthZone platform. This powerful tool enhances how we communicate with you, managing emails related to dues, newsletters, events, education, and more. **It also tracks the delivery status of emails, whether they've bounced back, and how many times they've been opened.** This means that when you call us with concerns about missed emails or invoices, we can verify if the email was delivered and whether it was opened.

Important Reminder About Dues

Membership dues are due by January 6. Payments made after this date will incur a \$25 late fee. If payment is not received by February 3, we will notify MLS Now of all non-payments. This notification may result in an interruption of your MLS service until your STAR account is paid in full.

Please keep this in mind, particularly regarding dues payments. If you claim you didn't receive the invoice, we will verify email activity. In the past, we've seen instances where members had opened their invoices multiple times but still called to dispute the late fee. In such cases, the late fee will remain in place.

That said, we understand that life can throw unexpected challenges your way, such as a death in the family, an incorrect email address, or other unforeseen circumstances. We always strive to be considerate and accommodating, and late fees can be waived under these or similar special circumstances. If you find yourself facing difficulties, please don't hesitate to reach out and explain your situation.

As we embark on another year, we wish you a successful and fulfilling 2025. Thank you for being a valued member of STAR, and we look forward to continuing to serve you in the year ahead.

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2025

PRESIDENT'S INSTALLATION



Amy McConnell

2025 STAR President

THURS Jan 16, 2025 from 4 - 6 pm

Event Schedule

4:00 pm Cash Bar

4:30 pm Hors d'oeuvres

5:00 pm Installation

FREE for STAR Members

\$15 for Non-Member Guests

**Join us for the Installation of our next
STAR President. We will also honor the**

recipients of our Special Awards

2024 REALTOR® of the Year

2024 Affiliate of the Year

**Tom Benson Hall of Fame
Stadium Club**

2331 17th St. NW, Canton, OH 44708

Park in the Unity Lot, and use the VIP

Entrance to the Stadium Club - Level 6



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

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STAR YPN PANEL WITH LUNCH
February 13, 2025

Panelists:

ACCOUNTANT

Zack Williams

FINANCIAL ADVISOR

Richard Salmen

REALTOR

Brendan Lammlein

10:00 am - 12:00 pm

Lunch Included at the

North Canton STAR Office

7110 Whipple Avenue NW, Ste B

North Canton, OH 44720

Seating is Limited

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Congrats

Eric Henry
 Stark Trumbull Area REALTORS®
2024 REALTOR® of the Year

Congrats to our Special Award Winners for 2024!

Join us on January 16 at the Installation Event to honor Eric & Jamie!



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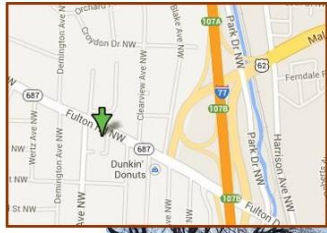
Daniel Thomas - Escrow
 danielthomas@mckinley-title.com

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

Attorney Michael Gruber
 mgruber@aghattorneys.com

Attorney David Thomas
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Congrats

Jamie Haren
 Stark Trumbull Area REALTORS®
2024 Affiliate of the Year



are you **NEW** to **STAR?**

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JOIN US for a FUN and
Informative NEW Member
Orientation, and take the
guesswork out of getting started!**

We'll Introduce:

STAR Board of Directors
STAR Staff
STAR Affiliates

You'll Learn About:

Norma L Good Scholarship
Code of Ethics Training Schedule
Realtor Safety & FOREWARN
MLS Now
Ohio REALTORS & NAR
Supra
Dues Schedule - Local, State, & National
GrowthZone & the Member InfoHUB
MemberPlus App
Your Real Estate License (Division of Real Estate)
Your NRDS/M1 ID
Why to Invest in RPAC
The Value of Serving on a STAR Committee



2025 Orientation Dates

Thursday, February 20
Thursday, May 22
Thursday, August 21
Thursday, November 20

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
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Questions? Contact Candice Likely, membership@STAR.Realtor
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Sarah Cole
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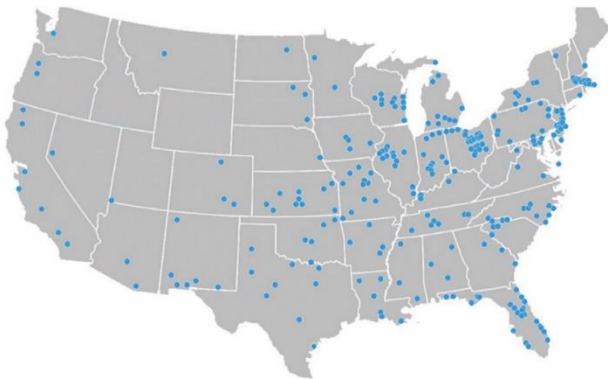
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Membership Report | December 2024

New Salespersons

Ryan Grandon, *KW Legacy Group*
Ella Tyler, *Coldwell Banker Schmidt Realty*
Aubrey Patton, *Ryder Realty*
David Seibert, *Dehoff Agency Inc*
Christine Powell, *KW Legacy Group*
Alexandra Chiarappa, *KW Legacy Group*
James Gotto, *BHHS Stouffer Realty*
Todd English, *Cutler Real Estate*
Bryan Kendrick, *KW Legacy Group*
Nicholas Upp, *KW Legacy Group*
Traci Baytos, *KW Chervenik Realty*
Benjamin Franta, *DeHoff Realtors*

New Offices

Real Of Ohio
lpt realty

Office Transfers

Christina Hoff, *Century 21 DeAnna*
Emily Baraldi, *Real of Ohio*
Megan Harder, *Real of Ohio*
Peter Vandervaart, *Real of Ohio*
Jacqueline Waikem, *Real of Ohio*
Milton Williams III, *lpt realty*
Danielle Boosz, *KW Legacy Group*
Toynette Tavares, *BHHS Professional Realty*

Transfer from Another Board

Timothy Broadbent
Alessia Maculaitis
Ann Denney
Katelin Burgess
Susan Osherow
Julie Boyle
Angela Oney
Jody Myers
Amee Henderson
Joseph Pavlick

New Affiliate Members

RD Training Systems
- Brittany Carlone

Dropped Members

Kenneth Stahl
Brad Kessler
Madison Lowe
Matthew Pugh
Timothy Hinchliffe
Laura Dawson
Stephanie Peeper
Ashley Hershberger
Grace Bitzer
Tyler Celce
James Hoskinson
Drew Craig
Cynthia Glasser
Niki Green
Kelly Newman

Monthly Market STATS

November 2024

[CLICK HERE](#) to check out our Blog for shareable assets and watch social media for November STATS soon!

Market UPDATE

STARK COUNTY

Stark Trumbull Area REALTORS®
Single-Family & TownHome Listing
Analysis of Stark, Trumbull, &
Carroll Counties



NEW Listings
389



SOLD Listings
312



Average SALE Price
\$259,346



Average MARKET TIME
30 Days

NOVEMBER 2024

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Market UPDATE

TRUMBULL COUNTY

Stark Trumbull Area REALTORS®
Single-Family & TownHome Listing
Analysis of Stark, Trumbull, &
Carroll Counties



NEW Listings
155



SOLD Listings
162



Average SALE Price
\$201,681



Average MARKET TIME
43 Days

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Market UPDATE

CARROLL COUNTY

Stark Trumbull Area REALTORS®
Single-Family & TownHome Listing
Analysis of Stark, Trumbull, &
Carroll Counties



NEW Listings
24



SOLD Listings
22



Average SALE Price
\$223,872



Average MARKET TIME
55 Days

NOVEMBER 2024

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Candice Likely, Administrative Assistant

Contact for: Membership & Dues Inquiries,
FOREWARN, Supra, YPN

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Wrapping Up a Year of Real Estate Practice Changes

Published December 10 | By: Eliana Block

Industry pros share their tips on navigating written buyer agreements.



Brokers and agents continue to adapt to the practice changes implemented as part of the association's settlement of litigation, which was granted final approval in late November.

Florida agent Vanessa Franz Barnes, ABR, CIPS, recalled navigating the buyer-broker agreement with clients she's worked with for more than 15 years.

"They bought with me four times [and] never signed anything. This was their fifth purchase with me, so you can imagine how uncertain and overwhelmed I felt about having them sign this agreement," she said.

After the settlement's preliminary approval in March, the National Association of REALTORS® launched facts.realtor as a single hub to educate members and consumers. Since then, NAR has continued to add tools to the site, like the "Dos and Don'ts" resources for working with buyers and sellers following the Aug. 17 practice changes.

Prep Work That Shows You're a Pro

Franz Barnes, an agent with Keller Williams at The Lakes in Celebration, Fla., spoke at NAR NXT, The REALTOR® Experience, in Boston in November. She emphasized the necessity to clearly and frequently demonstrate your value to buyers and to help them understand the benefits of written buyer agreements—including setting expectations, defining responsibilities and building trust.

"[A buyer agreement] protects both you and your buyer by outlining those terms and eliminating misunderstandings that we might have along the way," Franz Barnes said. "And it demonstrates your professionalism."

Real estate agents should prepare for questions.

"I remember my husband coming to me like, 'Babe, how are we going to do this?'" Franz Barnes, who works with her husband, said. "I said, 'What

we're going to do is we're going to dig in, we're going to put that fear and doubt aside, and we're going to educate ourselves.' So, I took every class NAR and my local and state association offered."

Agents should also prepare to negotiate, she said. Agent commissions have always been negotiable, and written buyer agreements drive that point home.

"Ask the buyer more questions to dig a little bit deeper. Let's get really curious about what is their hesitation, because you might be thinking something completely different," Franz Barnes told the audience. "And then share stories. What stories can you tell to validate the compensation you're asking for?"

Living by a Code

Aside from highlighting their personal skills, agents should be able to articulate the value they bring as a REALTOR®, a member of the National Association of REALTORS®, guided by the Code of Ethics, said California broker Barb Betts, AHWD, C2EX, of The RECollective in Long Beach.

Betts talked about the importance of the REALTOR® brand during a presentation at NAR NXT. "I think some of you think everybody's a REALTOR®," she told the audience. "No, they're not. That everyone has these standards. No, they don't. And I think that in this world we live in right now, we are at a prime time to use this to our advantage."

She highlighted how the first sentence of the Code spells out, in no uncertain terms, an agent's "pledge...to protect and promote the interests of their client."

Real Estate Practice Changes...continued

And that's exactly what written buyer agreements are meant to accomplish. Betts recommended going a step further and helping buyers strategize a plan if a seller chooses to not offer buyer agent compensation.

Talking to Sellers

On the other side of the transaction, Betts explained how listing agents should inform a seller that a buyer may seek compensation for their agent.

"So, Mr. Seller, you can expect to receive offers where the buyer is going to request that either you take care of paying that representation fee, a portion of that fee or you issue them a concession" so they can use that concession however it is needed, Betts told the audience. "Friends, that dialogue's working, and I promise you sellers are loving it."

If sellers don't initially choose to cover buyer agent fees, that doesn't mean they aren't open to negotiation down the line. As real estate pros know, a client can change their mind.

Three months into the practice changes, Betts said, it's business as usual.

"Our sellers are enjoying the choice of how to handle decisions about how to market their property or contribute to compensation or concessions," Betts said. "On the buy side, we are not having issues with our buyers signing or understanding our fee or value."

Meanwhile, Franz Barnes expressed optimism.

"I don't want [agents] to see buyer agreements as obstacles," Franz Barnes said. "I see them as opportunities."

They've helped her reprioritize buyer consultations, something she says

can be rushed or overlooked.

"Over the years, I've served thousands of clients, sold over \$375 million in real estate, and built a business on repeats and referrals," she said. "But even with that success, I can admit that without written agreements I sometimes rushed into the home search, overlooking the depth and intention required to truly connect with and guide my clients."

Incorporating written agreements changed that entirely. It pushed me to refine my buyer consultation process and get crystal clear on my promise and value proposition. I now spend more time with each buyer upfront, creating the space to listen more, talk less, and ask thoughtful questions—ensuring I truly understand their unique needs and goals."

Reasons to Become a Member

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- 01 A GLOBAL COMMUNITY & LOCAL CONNECTIONS**
With nearly 28,000 members, RRC provides opportunities to build your network with exclusive peer-to-peer interaction.
- 02 CREDENTIALS THAT MEAN MORE**
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DUES BILLING BREAKDOWN

State & National Dues

\$521
Billed Nov 4
2024

Due December 31, 2024

\$25 Late Fee Applies on January 6, 2025
Membership & MLS Access will be suspended on February 7 for non-payment of dues.

\$295 = Ohio Realtors

\$201 = NAR

\$156 Dues +
\$46 Mandatory Consumer Ad Campaign Assessment

\$25 = Optional STAR RPAC Contribution

Local (STAR) Dues

\$225
Billed May 5
2025

Due June 30, 2025

\$25 Late Fee Applies on July 7, 2025
Membership and MLS Access will be suspended on August 4 for non-payment of dues.