



Amy McConnell  
2025 STAR President

**In this Issue:**

Classes & Events **3**

CEO Report **4**

GAD Report **9**

Housing STATS **12**

Membership Report **13**

3 Types of Difficult Clients and How to Handle Them **16**

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# STAR STARK TRUMBULL AREA REALTORS®

## Monthly News

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

### President's Message

2025 | March

#### Getting Involved at STAR: Why It Matters & How You Can Make a Difference

When people ask me why I ran for a board position at Stark Trumbull Area REALTORS® (STAR), my answer is simple: I wanted to grow as a leader and surround myself with the kind of professionals who were doing things in their businesses that I aspired to do in mine. But if you had told me when I first became a REALTOR® that I would one day serve as STAR's President, I probably wouldn't have believed you.

Like many of you, when I started in this industry, I didn't fully understand the value STAR brings to its members. I knew it was there, but I didn't know how to take advantage of the opportunities available. Then, I saw a chance—to learn, to grow, and to contribute to something bigger than just myself or my brokerage. That's when I got involved.

I started by joining a committee, and from there, my journey unfolded. The more I participated, the more I realized how much influence we, as REALTORS®, can have—not just in our businesses, but in our communities, in shaping industry policies, and in supporting one another. Eventually, I decided to take the next step and run for a board position. That decision changed my career. It gave me the opportunity to attend state and national conferences, connect with industry leaders, gain invaluable insights, and expand my business in ways I never imagined.

Now, I want to extend that same opportunity to you.

#### Find Your Place at STAR

STAR has several committees that allow you to get involved in ways that align with your interests and strengths:

- **Growth & Connection** - Focuses on community outreach and education, helping to strengthen our association's ties to the local community and bring valuable information to our members.
- **Legislative** - Works closely with local political candidates to advocate for property rights, affordability, and policies that impact our industry.
- **RPAC (REALTOR® Political Action Committee)** - Raises money to support advocacy efforts that protect our profession and the rights of property owners.

- **YPN (Young Professionals Network)** - A networking group designed to help young professionals grow their businesses through connections and collaboration.
- **Affiliate Committee** - Made up of our industry partners—lenders, title companies, inspectors, and others—who support REALTORS® and provide essential services.
- **Norma L. Good (NLG) Foundation** - Offers financial support for continuing education and professional designations, covering half of your tuition costs.

Each of these committees meets just once a month and plays a vital role in the success and growth of STAR. It's a small commitment that leads to big rewards.

### *Take the Next Step: Join the Board of Directors*

If you've already been part of a committee and want to take your involvement to the next level, consider running for a seat on the **Board of Directors**. This is where real decisions are made that shape the future of our association. It's a **one-meeting-per-month** commitment, but it comes with incredible opportunities—such as attending state and national conferences, where your travel expenses are covered by the association.

This year, **five seats** on the board will be coming available, and we need passionate, forward-thinking REALTORS® to step up and make an impact. If you've ever thought about getting involved but weren't sure where to start, now is the time to explore where you fit in.

### *Leadership That Pays Off*

For those who want to go even further, board members have the opportunity to advance into leadership roles, including serving as STAR's President. I can tell you firsthand—this experience has been **eye-opening** and **transformative** for my business. The leadership training, networking, and visibility that come with this role have helped me grow exponentially, both personally and professionally.

### **Let's Connect!**

Over the next couple of months, we'll be visiting brokerage meetings to talk about some exciting new initiatives and opportunities at STAR. I look forward to meeting more of you and hearing about your interests. If you're ready to **run for a director position**, reach out to me or **Collene Burgess** for next steps.

The strength of our association depends on the involvement of its members. **Be part of something bigger. Make an impact. Let's grow together.**

**Amy McConnell**

2025 President, Stark Trumbull Area REALTORS®



**GET INVOLVED**  
**with your**  
**STAR**  
**Association**  
**TODAY**



**www.STAR.Realtor**

# Classes & Events

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

## MARCH

- MAR 11 [REGISTER NOW](#)  
Stark County Shaker at Mbar
- MAR 13 YPN Committee | Staff Liaison: [Candice Likely](#)
- MAR 14 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Trisha Adams](#)
- MAR 20 [REGISTER NOW](#)  
Burgers & Botox RPAC Event
- MAR 26 OFFICES CLOSED | All Staff at REALTORS® at the Rotunda

## APRIL

- APR 7 Growth & Connection Committee | Staff Liaison: [Trisha Adams](#)
- APR 9 Leg. Affairs / RPAC Committee | Staff Liaison: [Rich Cosgrove](#)
- APR 10 YPN Committee | Staff Liaison: [Candice Likely](#)
- APR 11 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Trisha Adams](#)
- APR 18 OFFICES CLOSED | Good Friday
- APR 22 [REGISTER NOW](#)  
Trumbull County Shaker at Cork & Cap
- APR 25 [REGISTER NOW](#)  
ZOOM Continuing Education Class | 3 Hour CORE LAW

## MAY

- MAY 5 Growth & Connection Committee | Staff Liaison: [Trisha Adams](#)
- MAY 6 [REGISTER NOW](#)  
Stark County Shaker at MBar
- MAY 8 YPN Committee | Staff Liaison: [Candice Likely](#)
- MAY 9 Affiliate Committee | Staff Liaison: [Collene Burgess](#) / [Trisha Adams](#)
- MAY 14 [REGISTER NOW](#) on our Givesmart Site  
Annual RPAC Auction in Warren
- MAY 21 BED & Breakfast Volunteer and Fundraising Event  
Information will be coming out SOON! This will be a battle of the Brokerages to raise the most money for Sleep in Heavenly Peace in Trumbull County and a Bed Build Day!
- MAY 22 [REGISTER NOW](#)  
In Person STAR Orientation at the North Canton Office
- MAY 26 OFFICES CLOSED | Memorial Day



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on Exam Prep, Pre-Licensing, Post-Licensing, Continuing Education, and Professional Development courses!

Promo Code  
**INSIGHT30**



<https://starrealtor.TheCEShop.com>

Stark Trumbull Area REALTORS® has established an agreement with The CE Shop to promote online course information to consumers and real estate licensees. Stark Trumbull Area REALTORS® is not the developer of these courses and is simply providing a referral. Any questions regarding course content or technology should be directed to The CE Shop.

# A Note from the CEO

## Setting the Record Straight on License Returns

We've recently received multiple calls regarding Stark Trumbull Area REALTORS® (STAR's) role in sending an agent's license back to the Division of Real Estate. Let's clear up any confusion: **STAR, nor any other Association of REALTORS®, does not hold the authority to return a Real Estate License to the State.**

A real estate license belongs to the **brokerage**, NOT to the local board or association. If an agent's license needs

to be returned to the Division of Real Estate, that responsibility falls solely on the **brokerage** or its **office manager**.

It has come to our attention that some local boards have been threatening to return agents licenses to pressure them into paying their dues. This is a completely false and baseless threat and likely only used as a **scare tactic**. No REALTOR®

association—local, state, or national—has the power to revoke or return a license.

However, what STAR **can** do is enforce membership compliance. If an agent becomes delinquent on their invoices and has been notified multiple times, STAR will inform **MLS Now** that the agent is no longer a **member in good standing**. At that point, **MLS Now** will contact the agent to notify

*"...No REALTOR® Association—Local, State, or National—has the Power to Revoke or Return a License."*

them of their status. If dues remain unpaid, **MLS access may be suspended** until payment is made.

To be clear: while STAR can report a member's delinquency to **MLS Now**, we do not control an agent's licensing status with the state. If an agent remains noncompliant with their financial obligations and is no longer in good standing, their **brokerage—not STAR—may return their license to the Division of Real Estate**.

We hope this clarifies any misunderstandings. If you have further questions, feel free to reach out to STAR directly.



**Collene Burgess**  
Chief Executive Officer

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



## In Memory of Patricia Ann "Pat" King...

Pat King was an avid reader, a devoted cat lover, and a talented cross-stitcher. Known for her charming, witty storytelling, she always had a mischievous sparkle in her eye.

An award-winning, licensed REALTOR®, Pat served as President of the Women's Council of REALTORS® for Stark County and was a dedicated member for 32 years. She took great pride in guiding people through life's transitions, later extending this passion to her personal relationships by offering spiritual support to many in her community.

In honor of Pat's love for cats, the STAR Affiliate Committee has donated \$50 to Twenty9 Lives, an animal rescue founded by Amanda Talkington. Amanda, pictured with her cats and the donation check, is grateful for the committee's support.

[CLICK HERE](#) to learn more about Pat's legacy.



**STAR**

# Shaker

**5:00 pm - 7:30 pm**

**Complimentary Food & Drinks**

Join the STAR Affiliates for a Fun & Relaxing Networking Event!  
FREE for STAR REALTOR® Members \$20 for STAR Affiliates

## **Rumble in Trumbull**

**at Cork & Cap**  
3225 Elm Rd NE  
Warren, OH 44483

**Tuesday, April 22**  
**Tuesday, August 19**

## **After Dark in Stark**

**at MBAR in Canton**  
5260 Dressler Road  
Canton, OH 44718

**Tuesday, March 11**  
**Tuesday, May 6**  
**Tuesday, September 9**  
**Tuesday, October 28**



**RSVP TODAY! [www.STAR.Realtor](http://www.STAR.Realtor)**

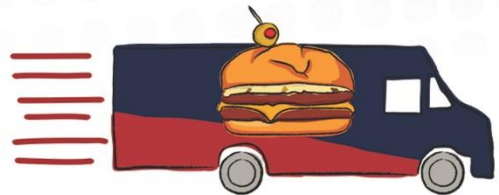
# BURGERS & BOTOX

**March 20, 2025**  
**5:30 PM to 7:30 PM at**  
**JDV Med Spa**  
 3033 Whipple Ave NW,  
 Canton, OH 44718



**\$100**

**TICKET INCLUDES:**



**Wine & Libations, Swenson's Food Truck Dinner, and a \$75 RPAC Donation**

*BOTOX & Dysport Units Sold Separately/Directly to JDV MedSpa at a 20% Reduction to Retail Price!*

**Botox \$10.40 per unit (Regularly \$13/Unit Retail)**

**Dysport \$4.00 per unit (Regularly \$5/Unit Retail)**



**JDV MedSpa™**

- Dr. James Franz *DO Medical Director*
- Abbey Medley *CNP*
- Taylor Shaw *CNP*
- Theresa Phillips *BSN, RN*
- Erica Costine *BSN, RN*



**Text "BurgersBotox25" to 76278 or SCAN the CODE to SIGN UP TODAY!**

Questions? Contact Rich Cosgrove, Government Affairs Director [GAD@STAR.Realtor](mailto:GAD@STAR.Realtor) or (330) 494-5630



**RPAC DISCLAIMER:** Statement Restrictions on Foreign Contributions for Ohio Activity. Effective September 1, 2024, Ohio law (ORC 3517.121) prohibits "foreign nationals" from contributing to or spending on Ohio candidates, statewide ballot measures, and electioneering communications ("Ohio Activity"). Organizations, including Ohio REALTORS and its political affiliates (RPAC and ORPAF), cannot knowingly solicit, accept, or use such funds for Ohio Activity. "Foreign nationals" include non-U.S. citizens and foreign entities. On August 31, 2024, the U.S. District Court for the Southern District of Ohio issued a preliminary injunction partially blocking the enforcement of ORC Section 3517.121(A)(2). As such, at this time, Lawful Permanent Residents (LPRs or green card holders) are not included in the definition of "foreign nationals," and LPRs may now contribute to and participate in Ohio political and ballot issue activities. Significant portions of the law remain in effect, particularly regarding other categories of foreign nationals. Non-U.S. citizens, other foreign nationals, and foreign entities may not contribute to Ohio REALTORS, RPAC, or ORPAF for Ohio Activity and should opt out of related voluntary dues assessments. By contributing, you certify that you are a U.S. citizen or national, or LPR (green card holder), and all underlying sources of your contribution are from U.S. citizens or nationals, or LPRs, or entities organized domestically with a domestic principal place of business.

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 RPAC to support state and local political candidates; 30% 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 \$255 per member, Ohio REALTORS computes 10% or \$25.50 to be non-deductible due to Ohio REALTORS lobbying effort. Total non-deductible for Ohio Realtor dues is \$65.50. For 2024, with dues at \$156 per member, NAR computes 35% or \$55 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.



**CONTINUING EDUCATION**

# 3-Hour CORE LAW

*"National and Ohio Real Estate Core Law"*

**FRIDAY**

**April 25, 2025**

**9:00 AM to 12:15 PM**



Virtual Class via ZOOM

# FREE

**FOR STAR MEMBERS**

**\$20 for Non-STAR Members**

**Registration Open to All!**

**Credit:**

This course is certified for 3 hours of State Required CORE LAW credit for Ohio Licences.

Per ODRE requirements, attendees must be present 90% of the program.

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**



# SHINE BRIGHT with STAR



STAR RPAC Committee presents our Annual  
**RPAC Auction & Dinner**  
**WED, May 14, 2025**

**\$40 Dinner Ticket** IF PAID BY MAY 9, 2025

**\$45 Dinner Ticket at the Door**

\$25 of your Dinner Ticket will go toward your RPAC Investment

**5:30 pm Doors Open**

**6:00 pm Dinner & Auction begins**

**DiLucia's Banquet Hall**

2610 Elm Road, Warren, OH 44483

★ **LIVE & Silent Auctions**

★ **CASH Bar**

**RSVP by 12 pm on Friday, May 9, 2025**

Any cancellations not received 24 hours PRIOR

TO the event will be billed the cost of dinner.

**Questions?** Contact Rich Cosgrove, GAD@STAR.Realtor

**REALTOR® Packages**

**\$1,000 Major Investor**

\$300 PAID BY 5/9/2025 WITH \$700 PAID IN FULL BY THE EVENING OF THE EVENT

Major Investor Package Includes:

Eight (8) Dinner Tickets  
Table Sponsor Recognition  
Program Recognition

**\$150 Capitol Club**

MUST BE PAID IN FULL BY 5/14/2025  
Capitol Club Package includes:

Two (2) Dinner Tickets



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# March 2025 GAD Report

Your REALTOR® dues working hard for YOU.  
A WIN FOR THE FIGHT TO KEEP INDEPENDENT CONTRACTOR STATUS.

A 2024 court decision that upheld a New Jersey brokerage's ability to affiliate real estate sales associates as independent contractors (ICs) could help combat further challenges to employment classification status in the industry. While litigation hasn't resulted in a loss of IC classification, challenges remain, including one from the Department of Labor. NAR continues to advocate for laws that preserve brokerages' and salespersons' ability to choose this relationship.

Brokers: To avoid risk, follow these best practices for affiliating salespeople as ICs:

- Use an agreement that clearly defines salespeople's status as ICs and specifies them as such for federal tax purposes.
- Pay salespeople on a commission basis.
- Require salespeople to provide their own equipment, like cars, phones and computers.
- Require salespeople to cover their own business expenses, like insurance, gas, phone bills and client entertainment.
- Avoid mandating dress codes, meeting attendance, or desk or phone coverage.
- Avoid referring to IC salespeople as employees.

*Information provided by Christina Hoffmann, NAR*



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Dinner, & \$75 RPAC Donation  
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**Rich Cosgrove**  
Government Affairs Director

Contact for: Legislative Affairs, RPAC

<mailto:GAD@STAR.Realtor>

Office: (330) 494-5630

# THE POWER PLAYER PANEL



**Debbie Ferrante**



**Amy McConnell**



**Rich Cosgrove**

## NAVIGATING REAL ESTATE FROM EVERY ANGLE

Join Us for Lunch and a discussion featuring top industry experts in Lending, Title, Real Estate, Building, and Investing! Gain insider knowledge, market insights, and actionable strategies to elevate your business .

**MARCH 12TH**

Lunch-11:30 Panel-12-2pm

Arrowhead Golf and Event Center  
1500 Rogwin Cir SW,  
North Canton, OH 44720

We are excited to welcome **Amy McConnell**, President of Stark Trumbull Area REALTORS<sup>®</sup>, **Rich Cosgrove**, 2026 Ohio REALTORS Treasurer Candidate, and **Debbie Ferrante**, Broker/Owner and Team Leader to the #1 RE/MAX team in Ohio, as featured panelists! They will be joined by an incredible lineup of top industry experts.

Lenders **Mike Lokie**, **Brad Campbell**, **Amy Upton**, and **John Merriman**, **Anna Barrick-Lavy** (First Meridian Title) **Susan Quilter** (Rep from K-Hovnanian)

**\$10 Members \$20 Non-Members:** Use QR Code or follow <https://wcrstark.org/events/>



# HAT Making

STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE • STYLE

LIMITED TO 20 SO RESERVE YOUR SPOT!!



COST: \$65 INCLUDES HAT AND A GLASS OF WINE  
S&M WINERY: 2022 LOCUST ST, CANAL FULTON  
APRIL 9TH 6:30PM  
REGISTER AT [HTTPS://WCRSTARK.ORG/EVENTS/](https://wcrstark.org/events/)

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NMLS# 1673708

Chad Jones  
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Chad Loughry  
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Jason Austin  
NMLS# 639480

Valerie Volchko  
NMLS# 1306305

Dave Dennison  
NMLS# 2242306

**TOP EMPLOYERS WOMEN**  
A TOP EMPLOYER FOR WOMEN  
(Mortgage Women Mag)

1840 Town Park Blvd Ste D,  
Uniontown, OH 44685

**Monthly Market STATS**

January 2025

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

**Market UPDATE**

**STARK COUNTY**

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



**NEW Listings**  
349



**SOLD Listings**  
217



**Average SALE Price**  
\$233,614



**Average MARKET TIME**  
41 Days

**JANUARY 2025**

THIS INFORMATION IS SOURCED FROM MLS NOW AND IS DEEMED ACCURATE BUT NOT GUARANTEED.  
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**Market UPDATE**

**TRUMBULL COUNTY**

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



**NEW Listings**  
133



**SOLD Listings**  
100



**Average SALE Price**  
\$174,054



**Average MARKET TIME**  
62 Days

**JANUARY 2025**

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**Market UPDATE**

**CARROLL COUNTY**

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



**NEW Listings**  
15



**SOLD Listings**  
12



**Average SALE Price**  
\$257,750



**Average MARKET TIME**  
70 Days

**JANUARY 2025**

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Steve Struckel  
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steve.struckel@csb1.com  
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**Give me a call**  
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Canton, OH 44718  
docs@beacontitle.com  
beacontitle.com  
330-492-3090



# Membership Report | February 2025

## New Salespersons

Melissa Kurtz, *BHHS-Salem*  
Alan Frank, *eXp- Westlake*  
Amanda Bertilacci, *BHHS Stouffer-Warren*  
Julie Hawkins, *KW Legacy Group*  
Michael Ewing, *KW Legacy Group*  
Erin Eisenbrown, *KW Legacy Group*  
Kevin Kloss, *BHHS-Salem*  
Dayvon Robinson, *BHHS Stouffer- Fairlawn*  
Alexandria Prorok, *KW Legacy Group*  
Michelle Butler, *Coldwell Banker Schmidt*  
Tiffany Miller, *KW Legacy Group*  
Carrie Miller, *Howard Hanna-Canton*  
Mykaela Alabakovski, *Howard Hanna-Canton*

## Office Transfers

Austin Bates, *Key Realty*  
Jaxon Teig, *Real of Ohio*  
Amanda Mercier, *Real of Ohio*

## Transfer from Another Board

Dustin Bond  
Melissa Elrod  
Madelyn Bond  
Donald Davis  
Antonio Goodwin

## New Affiliate Members

Castle Surveying LLC  
- Joshua Lambert  
- Vicki Lambert

## Dropped Members

Terry Prater  
Stephanie Clark  
Cynthia Franz  
Molly Halliday  
Mason Morrison  
Ward Kiko  
Connie Cochran  
Jason McLaughlin  
Charles Raudebaugh  
Brady Sullivan  
William Paolillo  
Ann Denney  
Stephen Linsky  
Tamela Wurgler  
Amanda Mitchell  
Jim Collum  
Delyte Matthews



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

**get INVOLVED with STAR**



### **Candice Likely, Administrative Assistant**

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

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



**OHIO  
REALTITLE**

YOUR NORTHEAST OHIO TITLE COMPANY

**MARY HOGUE-SCOTT**  
TERRITORY MANAGER

4512 DRESSLER ROAD NW  
CANTON, OHIO 44718

Mobile: 330-204-6087      maryhoguescott@ohiorealtitle.com

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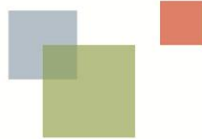
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# 3 Types of Difficult Clients and How to Handle Them

Published March 4, 2025 | By: [Melissa Dittmann Tracey](#)



From the screamers to the whiners, real estate professionals can use the element of surprise to disrupt challenging client behaviors and keep the peace in your working relationship.

Your clients may sometimes have unreasonable expectations that make it difficult to do your job as a real estate professional. Some clients can be dismissive of your expertise, believing they know real estate even better than you, or disrespectful of your time and ideas.

Difficult clients, colleagues or peers are everywhere, clinical psychologist Bruce Christopher said during the 2025 International Builders' Show in Las Vegas last week. "They can take many forms," he said. "They're energy suckers. They latch on to you and suck the energy from you all day long. ... Professional burnout is rampant," and often it's from having to deal with difficult people in the workplace.

Christopher is the author of *Bambi vs. Godzilla: How to Deal With Difficult People* (48 Hour Books, 2018) and has long studied human behavior in professional and personal settings. Oftentimes, "they do it because it works," he said. "It's a strategy and a tactic" to get what they want or to get you to back down.

But there's a way to counter their spitfire or challenging ways: Surprise them, Christopher said.

"Do the exact opposite of what people expect you to do," he said. "You have the ability to change the outcome. If what he is expecting from her is resistance or pushback, she can give him humor instead. It'll disarm him." Christopher said disrupting a difficult person's behavioral pattern through your reactions could then force them to readjust their behavior.

On the other hand, "when you engage with a difficult person, you get pulled into the pigpen, and then you get all dirty—and it doesn't work," he said. "Don't take the bait." Take control over your responses, be proactive—not reactive—and disrupt frustrating relationships, he said.

Here are three types of difficult people you might encounter in the course of your real estate business.

## Volcanoes and Bulldozers

These clients may use power and intimidation to try to get their way. They embrace a "win" mentality and may be pushy to feel significant or important, Christopher said. The best way to handle a "volcano" personality type is to resist the urge to argue back. Don't give in and don't mock them, Christopher said. Leverage the surprise effect by:

- Doing nothing. Let them calm down as you remain calm.
- Trying the "feel, felt, found technique," such as: "I understand how you feel. I have often felt the same way. I have found..."
- Lowering your voice, sitting down or changing locations.

## Know-It-Alls

These clients have a desire to feel like they're always "right"—possibly so that you'll be impressed. "Knowledge is their security," Christopher said. They tend to be "group dominators" and may seek the spotlight, he added. In leveraging the "surprise effect" on a know-it-all, Christopher recommends:

- Avoid falling into their trap by showing them that you know even more. Don't debate them, and avoid pointing out their mistakes when in a group setting.
- Don't withdraw into complete silence either—their behavior may escalate.
- Ask questions when you have them alone.
- Emphasize the importance of using individual talents.



## Difficult Clients...continued

### Whiners and Complainers

These chronically negative people tend to point out how ideas will never work. "They feel powerless, and so they complain because misery loves company," Christopher said. Try the "surprise effect" on the whiners:

- Stay positive, and don't fall into their pity party.
- Listen with empathy but empower them by focusing the conversation on the solutions.
- Ask questions like, "What would 'better' look like?" and "How can we get there?"

Christopher offers a quiz on his website to test your responses when faced with difficult people, which includes tips on how to combat their behaviors.



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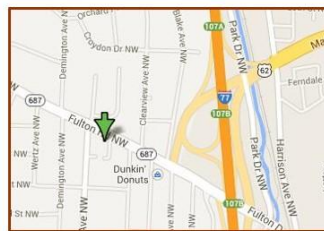
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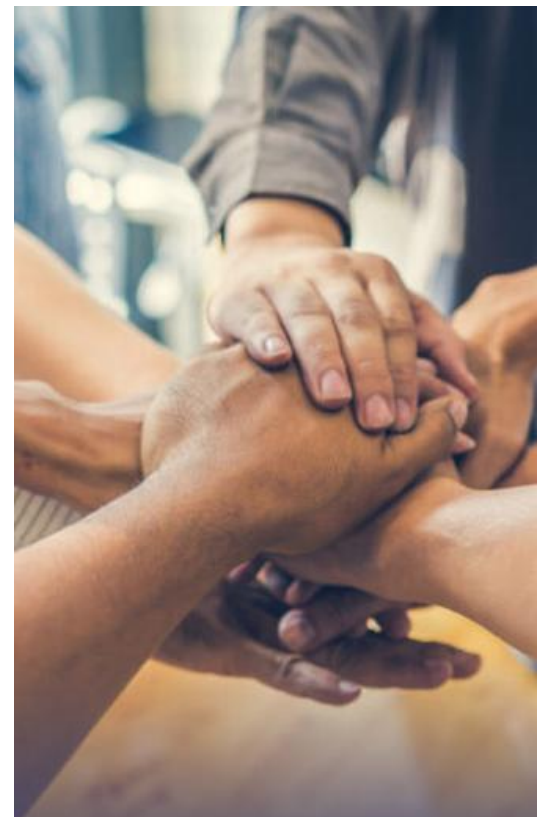
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