



Arden Lingenhoel
2024 STAR President

STAR Monthly News

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

President's Message

2024 | September

It's hard to believe it's already September! With school back in session, we're all gearing up for some fall fun.

RPAC got a fantastic boost, thanks to everyone who came out for Family Feud night. It was a great evening with delicious food and a wonderful opportunity to connect with fellow REALTORS® and Affiliates. My team even took home a prize! We may have won "The Biggest Loser," but it was all in good fun. A big thank you to the RPAC committee for that special award.

Looking ahead, the OR Convention in Columbus is just around the corner. If you've never attended, I highly encourage you to join us for at least a day, if not two. There will be continuing education and a wealth of information on our industry. It's a fantastic learning opportunity, so please consider attending.

September is also Safety Month—a perfect time to remind our STAR Members about one of the valuable benefits we offer: FOREWARN. If you're not yet using this essential safety tool, I strongly recommend reaching out to the STAR Staff to get registered. Safety should always be a priority when working with the public.

On September 20, 2024, STAR is offering the "At Home with Diversity" course from 9:00 AM to 4:30 PM. This is a fantastic opportunity to complete the coursework for this certification at a 50% discount. The course qualifies for 6 hours of civil rights credits and counts as an elective for both the ABR and SRS designations. Plus, STAR is offering reimbursement for the cost of the class and the \$40 application fee for members in good standing who receive the certification from NAR.

Looking ahead to October 9th, get ready for R-Day! This event is always a highlight, offering the chance to meet our Affiliates at their booths, enter great giveaways, and spend the day with other REALTORS®. With lunch and continuing education rounding out the day, it's an event you won't want to miss.

Finally, let's continue to adapt to the changes in our industry with professionalism and commitment. Our clients—both buyers and sellers—deserve the best from us. Stay safe out there!

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Classes & Events

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

SEPTEMBER

- SEPT 13 [REGISTER NOW](#)
Chili Cookoff at The Barrel Room
7901 Cleveland Ave NW, North Canton, OH 44720
- SEPT 16 [REGISTER NOW](#)
ZOOM 3 Hour Core Law CE 1:00 pm - 4:15 pm
- SEPT 20 [REGISTER NOW](#)
6 Hours of Civil Rights Credit
AHWD Certification Course - See Flyer for more information!
- SEPT 24 [REGISTER NOW](#)
Shaker at MBar
5260 Dressler Rd NW, Canton, OH 44718
- SEPT 26 [REGISTER NOW](#)
New Member Orientation
7110 Whipple Avenue NW, Suite B, North Canton OH 44720

OCTOBER

- OCT 9 [REGISTER NOW](#)
R-Day!!! This year's theme is Monopoly!
- OCT 14 STAR Offices Closed
- OCT 24 [REGISTER NOW](#)
3 Hour Core Law CE 1:00 - 4:15pm In-Person Law Class
7110 Whipple Avenue NW, Suite B, North Canton OH 44720
- OCT 29 [REGISTER NOW](#)
YPN Karaoke Shaker at Mbar
5260 Dressler Rd NW, Canton, OH 44718

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& Confused...**

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

Orientation Dates

- Thursday, February 29
Thursday, May 30
Thursday, September 26
Thursday, November 21

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A Note from the CEO

****Get Involved and Make a Difference: Vote and Participate in STAR****

As a valued member of the Stark Trumbull Area REALTORS® (STAR), your voice and involvement are crucial to shaping the future of our association and our industry. From September 27 to 30, you can cast your vote for the next Board of Directors. This is your chance to influence the direction of STAR by selecting leaders who will represent your interests and the interests of our community. Don't miss this important opportunity to have your voice heard and contribute to our association's ongoing success.

But voting is just the beginning. If you're looking to make a deeper impact and gain a greater appreciation for your profession, I strongly encourage you to consider joining a committee. Being part of a committee not only allows you to play an active role in the decisions that affect your industry but also provides you with valuable insights and connections that can enhance your career. Through committee work, you'll gain a firsthand understanding of the challenges and opportunities facing our industry and develop skills that will benefit you personally and professionally.

In addition to voting and committee participation, there is another excellent way to get involved and further your professional development. On Friday, September 20, STAR is offering the At Home with Diversity (AHWD) class at The Gateway Event & Conference Center in North Canton. This course, which runs from 9:00 AM to 4:30 PM, is an incredible opportunity to expand your knowledge and skills in diversity, equity, and inclusion—key areas that are increasingly important in our industry.

The best part? The course cost is just \$49, and as a STAR member, you're eligible to be reimbursed not only for the course fee but also for the application fee to obtain the AHWD Certification. This means you can take advantage of this valuable educational opportunity at no cost to you. Free education that enhances your professional credentials is a benefit you shouldn't pass up. The knowledge you'll gain will not only make you a better REALTOR® but also a more informed and inclusive professional in your interactions with clients and colleagues alike.

Be sure to check the flyer included in this newsletter for more details about the AHWD course and how to register. Whether through voting, committee involvement, or continuing education, there are numerous ways to contribute to STAR and advance your career. This is your time to step up, get involved, and make a real difference. Your participation matters, and together, we can ensure that STAR continues to thrive and lead in our industry.



Collene Burgess
Chief Executive Officer

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

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

Mark your calendars for September 27 to 30 to vote, and don't forget to register for the At Home with Diversity class on September 20. Let's work together to create a stronger, more inclusive, and more vibrant association. Your future and the future of STAR are in your hands—make the most of it!

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September 16, 2024

1:00 PM to 4:15 PM



Virtual Class via ZOOM

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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
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SIGN UP TODAY!



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

www.STAR.Realtor



AT HOME WITH DIVERSITY®

Instructed by: **Tiffany Lobertini**

ABR, AHWD, C2EX Ambassador, ePro, GREEN, MRP, SRS, PPS

- Breakfast Pastries, and Lunch included.
- This course is certified for 6 hours of civil rights credit, elective for the ABR and SRS designation.
- Per ODRE requirements, attendees must be present 90% of the program.

FRIDAY September 20, 2023

9:00 am to 4:30 pm

(includes two 15 Minutes Breaks and an Hour for Lunch)

The Gateway Event & Conference Center

5441 Global Gateway, North Canton, OH 44720



SCAN THE CODE to sign up Today!

\$49 Course FEE (Discounted from \$99)

STAR Members in Good Standing may apply for a special one-time offering from the Norma L Good Scholarship to reimburse the Course Fee + the \$40 Application FEE to obtain the AHWD Certification. *Terms and Conditions Apply.*

Course Details

At Home With Diversity (AHWD) is an educational experience designed to present a picture of the changing face of the real estate industry. More importantly, the class teaches REALTORS® how to work effectively with - and within - a rapidly changing multicultural market.

This certification addresses issues of diversity, fair housing, and cultural differences. The course teaches you to transact business in culturally competent ways.

The At Home With Diversity Course teaches REALTORS®

how to:

Assess and understand attributes of diversity in local markets and their impact on the real estate industry. Understand basic competencies to earn the confidence of potential buyers and sellers, regardless of race, ethnicity, religion, gender, disabilities, familial status, or national origin.

Build a business plan that minimizes risk and successfully services all types of clients.

In co-sponsorship with Ohio REALTORS. This course is brought to you by Stark Trumbull Area Realtors through the 2024 NAR Diversity Grant.

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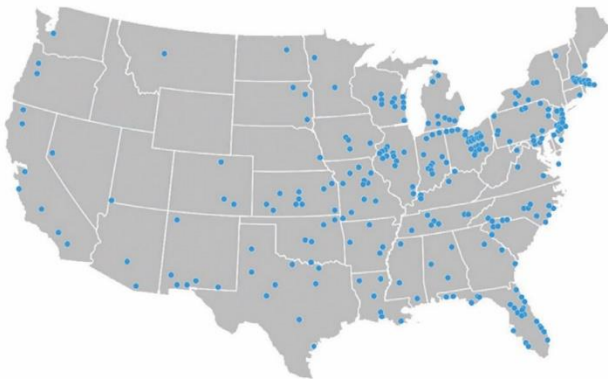
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JOIN US for a FUN and Informative NEW Member Orientation, and take the guesswork out of getting started!

Orientation Dates

- Thursday, February 29
- Thursday, May 30
- Thursday, September 26
- Thursday, November 21



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The Barrel Room

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FREE for STAR Members

Desserts provided by your 2024 STAR Affiliates!

11:30 am

Chili Tasting

12:45 pm

Winners Announced

1:00 pm

Event Ends

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Tuesday, March 26

Tuesday, August 6

After Dark in Stark

at MBAR in Canton

5260 Dressler Road
Canton, OH 44718

Tuesday, February 27

Tuesday, April 30

Tuesday, September 24

Tuesday, October 29



RSVP TODAY! www.STAR.Realtor

Let's talk today.



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- 02 **CREDENTIALS THAT MEAN MORE**
Earn the CRS Designation and/or obtain advanced certificates in trending niches and special skills.
- 03 **EDUCATION EXCELLENCE**
12+ free member benefit webinars, and learn from CRS certified instructors in various formats
- 04 **JUST IN TIME INFORMATION**
Stay in-the-know with The Residential Specialist, member-sourced magazine and complimentary subscription to Inman Select

<https://crs.com/membership>

GAD Report

Are we ready for Fall? STAR is. The Legislative Affairs committee is working with our local candidates to interview each of them for the upcoming November election. STAR will be holding interviews in late September and October for the offices of County Commissioner, County Recorder, and County Treasure for Trumbull and Stark Counties. Through our Members RPAC investments STAR has \$24,603.26 in entitlement dollars to support our candidates.

We held our 2nd Annual REALTOR Feud event on August 29, 2024 where we had 9 teams compete for the Winner's trophy. Thank you to our 2024 RPAC Chair Eric Henry and Tony Harbert for all of your help, dedication and support with the event. Our District 3 Vice President Rebecca Donatelli joined us from Ohio REALTORS and provided us with Legislative updates and wins. Through the month of July STAR members have raised \$27,352.00 towards RPAC. With the August REALTOR Feud RPAC event raising \$3,125.00 we are just over \$30,000 invested for 2024. Thank you to everyone who has invested, you make a difference.



I would like to remind everyone of the upcoming September 20, 2024 class **AT HOME WITH DIVERSITY** from 9:00 am to 4:30 pm. The class will be held at the Gateway Event & Conference Center at 5441 Global Gateway North Canton OH 44720. Please register as there is a limited number of seats and this is an excellent class and a great way to rack up needed CE hours.

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Rich Cosgrove
Government Affairs Director

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Office: (330) 494-5630



MONOPOLY

2024 STAR R-DAY EDITION



REALTOR Park Place

Lunch
Give-A-Ways
Prizes
2 Hr Elective

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\$20 Non-Member Fee

Join us for **FOOD, FUN, PRIZES,**
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WEDNESDAY Oct 9, 2024

La Pizzeria (Piazza Room)

3656 Dressler Rd NW, Canton OH, 44718

Affiliate Vendor Fair Begins	10:00 am
Lunch & STAR Annual Meeting	12:00 pm
Affiliate Give-A-Way Drawings	1:00 pm
2 Hour Elective CE	1:30 pm
<i>'Exploring Buyer and Seller Representation Agreements' w/ Instructor Katie McCartney</i>	

**PLEASE REGISTER FOR
OUR LUNCH COUNT!**

Please Indicate whether you plan to attend the CE class within your Registration on our website!

Don't forget your business cards to enter Affiliate Vendor Basket Give-A-Way Drawings!

SIGN UP ON OUR
WEBSITE TODAY!



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

STAR Membership Report | August 2024

New Salespersons

Justin Andrew, *BHHS Stouffer Realty*
Mark Winans, *RE/MAX Infinity*
Nicole McKenzie, *Carol Goff & Associates*
Andrew Hamilton, *KW Legacy Group*
Mary Dion, *KW Legacy Group*
Matthew Geissing, *KW Legacy Group*
Erika Jegede, *Century 21 Homestar*
Kayla Dawes, *RE/MAX Edge Realty*
Justice Bolyard, *eXp Realty*
Chassity Staten, *KW Legacy Group*
Cierra Jones, *KW Legacy Group*
Grant Lewandowski, *BHHS Stouffer Realty*
Raelinn Pim, *KW Chervenik Realty*
Jordan Smart, *Coldwell Banker Schmidt*
Eric Whittington, *RE/MAX Edge Realty*
Nicolette Ranalli, *McDowell Homes Real Estate*
Suzanne White, *Frey Agency*
Timothy Hinchliffe, *eXp Realty*

Dropped Members

Dustin Pringle
Kayla Stillion
Tristan Bourdess
Lisa Kovac
Aidan McCoy
Kristine Wilson
Ryan Grandon
Tiffany Rosegreen
Ross May
Melissa Mancini
Zelda Ensign
Sara Hughes
Anthony Bernabei
Dulcey Peterson
Nancy Farber

Dropped Members...continued

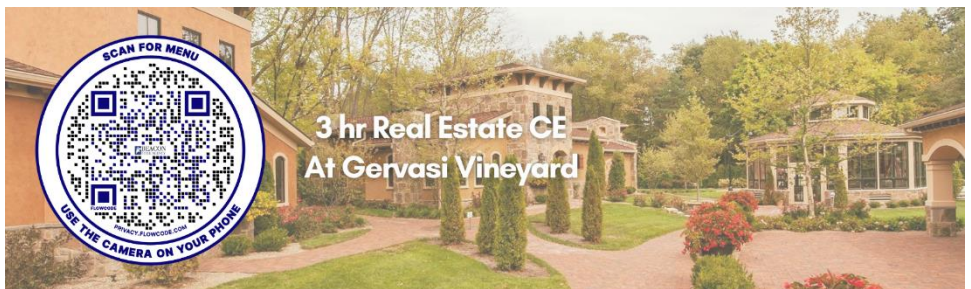
Lisa George
Anthony Collins
Nathan Serafini
Ricky Dillon
Tiffany Walker
Nancy Mills
Gary Benko
Rachel Duncan
Tamara Grogan
Ashley Stockman
Filomena Ruggiero
Melinda Hutton

Office Transfers

Ira Bachelor, *Hackenberg Realty Group*
Benjamin Aemmer, *Lake Realty*
Jennifer Wittensoldner, *eXp Realty*
Amanda Mercier, *RE/MAX Edge Realty*
Ashley Brayton, *RE/MAX Edge Realty*
Aiden Avtgis, *RE/MAX Infinity*
Gianni Bilotta, *RE/MAX Infinity*

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3-Hr CORE LAW



“Unpacking Federal Laws that Effect Real Estate”

How does the Federal Government impact the Real Estate industry?

Let's delve into each of these topics:

- *Anti-Trust: History, Notable Cases, Common Issues, and Prevention*
- *Real Estate Settlement Procedures Act (RESPA): History and Key Protections*
- *Artificial Intelligence (AI): Copyright and Fair Housing*



In Person THURS Oct 24, 2024

1:00 PM to 4:15 PM

**North Canton STAR Office
7110 Whipple Ave NW, Suite B
North Canton OH 44720**

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.

NO Show Policy: 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
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HALLOWEEN KARAOKE

Affiliate SHAKER CRASH & YPN KARAOKE Party

Tuesday, October 29, 2024

5:00 pm - 8:30 pm at MBar

5260 Dressler Rd, Canton OH 44718

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Orientation Dates

Thursday, February 29
Thursday, May 30
Thursday, September 26
Thursday, November 21



Sign-Up TODAY!

Answering Your Clients' Questions About Compensation

Published August 13, 2024 | [Melissa Dittmann Tracey](#)

Learn what research shows about framing discussions around money to get the most positive outcome possible.

A written agreement is a prime opportunity to explain all the services you provide and the value you bring to the transaction. Keep in mind that selling the value of an intangible service, such as what you offer to buyers and sellers, may take extra thought, patience and explanation. "The buyer can't line services up on a shelf and compare them the way we can when choosing among products, whether it's cars or Lego sets," says researcher Ann Mirabito, assistant professor of marketing at Baylor University.

First, make sure you're armed with the right information at [facts.realtor](#) to accurately and fully explain the practice changes to your clients. Clearing any confusion they may have about the impact on the transaction is a good way to build trust and show value. You also need to explain and demonstrate your brand, which is the vehicle that drives your connection to consumers. Establish for your clients how you're different from other agents in a way that matters to consumers, Mirabito suggests, and emphasize that difference in all your communication channels.

Chris Blocker, professor of marketing at Colorado State University, who studies value positioning for industries like real estate, says agents need to communicate their value in three main areas:

- **Outcomes:** such as how an agent will help clients sell or acquire a home
- **The process:** such as how the agent will clarify the homebuying or homeselling journey
- **The overall experience:** such as how the agent will manage the client's emotions

"The challenge lies in clearly articulating these aspects and connecting them to the client's specific needs and desires," Blocker says. "By doing so, agents can effectively communicate the holistic value they provide."

4 Insights to Frame the Compensation Talk

Compensation conversations can be challenging when clients perceive the cost as higher than the value they're receiving. Many times when that happens, it's because the client isn't educated on what they're getting for their money, Mirabito notes. Researchers stress the need to ditch sales scripts as a method for communicating value(link is external), especially because your communication will vary from client to client. Use the following research to frame your discussions.

1. Ask Open-Ended Questions

"Open-ended questions are vital, as they delve deeper into clients' motivations, uncovering their true needs and potential objections," Blocker says. He found in the study "Are We on the Same Wavelength?(link is external)" that eliciting stories from clients can help them better articulate their desires and concerns. So, when discussing compensation, you might ask, "Can you walk me through what an ideal homebuying or selling experience looks like for you?"

"This question can help identify key concerns and allow the agent to address them effectively, aligning their services with the client's values and needs," Blocker says.



You also may consider saying something like, "Tell me about the last time you made a large purchase." Ask about the experience, who else was involved and what made the process painful.

2. Find Common Ground

Social psychologist Robert Cialdini, who has long studied sales principles in negotiations, emphasizes "liking(link is external)" as a key motivator in sales. People tend to like others who they connect with on a personal level and who cooperate in reaching a mutual goal. Cialdini's research found that 90% of business professionals reached an agreement with their client after having a personal dialogue and finding common interests. That compares to only 50% of business professionals who bypassed the dialogue and got straight to the compensation conversation. So, don't underestimate the importance of small talk before compensation discussions. Find similarities with your clients and offer up genuine compliments to create rapport before getting down to business.

3. Establish Trust Through Action

When choosing a real estate agent, honesty and trustworthiness are among the top-ranked traits buyers and sellers look for, according to NAR's 2023 Profile of Home Buyers and Sellers. Agents who are REALTORS® can demonstrate these traits by talking about their adherence to a strict Code of Ethics, which requires that they act in their clients' best interests. You might also consider

Questions About Compensation...continued

sharing NAR's pamphlet on 179 ways you're worth every penny of your compensation. Consumers extend their trust when they view you as dependable, competent and customer-oriented, the report shows. On the other hand, a client's perception of your trustworthiness can be jeopardized if he or she perceives an invasion of their privacy, such as being prodded to buy before they're ready. Research shows that trust can be established by showing the following traits:

-
- Listen carefully and ask related follow-up questions.
- Show understanding of the client's individualized needs.
- Be highly responsive to any concerns a client expresses.
- Show yourself as an excellent problem-solver.
- Discuss how you'll keep them updated on the transaction.
- Emphasize your commitment to a successful outcome.
- Offer competitive pricing.

"During compensation talks, agents should focus on listening actively, being transparent about costs and emphasizing their commitment to prioritizing the client's best interests over simply closing a deal," Blocker says.

4. Demonstrate Expertise Through Success Stories

Use relevant, recent data when talking about your compensation and share client success stories, Blocker suggests. Data and storytelling showcase successes from your work experience and relate them to the current client's situation. For example, you can present case studies of similar buyers, outline the challenges they faced in the market, the solutions you provided and the positive outcomes you achieved, Blocker says.

Mirabito encourages agents to show their negotiation skills by recounting specific examples of how your savvy negotiations turned into a higher contract price for a seller. "While statistics demonstrating your prowess are powerful, anecdotes are more memorable," she notes.

If Your Clients Still Have Questions ...

Be prepared: "Prevailing market conditions might influence potential clients to put undue focus on an agent's commission rate and not listen to their pitch," notes Blocker in his study "Want to Convert More Leads? Dig Deeper Into What Customers Value." "In response, successful agents will go out of their way to understand what creates value for consumers and help them to believe in their superior ability to facilitate that journey."

Understand what's really behind any probing your clients are doing about compensation. "Handling objections effectively involves understanding the objection, validating the client's concerns and reframing the conversation to address underlying needs," Blocker says. "This approach helps in addressing the real concern and provides a path to a mutually beneficial solution."

Clarify your understanding of the client's concern by repeating what they said back to them. This acknowledges that you heard their concern. Then, introduce a different perspective, such as reemphasizing the time and effort you will put in to help them achieve their goal, talking specifically about how you'll help them achieve the desires they've previously communicated to you.

"Each buyer's agent will need to think through the value of their service, such as time they're saving the buyer by previewing properties, their ability to find rare properties and their ability to negotiate more favorable prices and terms for buying the house," she says. When agents can communicate this value clearly, clients are likely to view the compensation as fair given everything they're getting.



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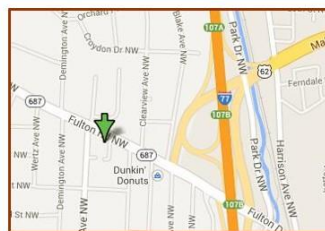
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Guaranteed Rate Mortgage
Fairway Independent Mortgage
Rural 1st

Monthly Market STATS

July 2024

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

Market UPDATE

STARK COUNTY

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



NEW Listings
550



SOLD Listings
362



Average SALE Price
\$248,949



Average MARKET TIME
25 Days

JULY 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
205



SOLD Listings
164



Average SALE Price
\$190,906



Average MARKET TIME
39 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
43



SOLD Listings
14



Average SALE Price
\$283,214



Average MARKET TIME
38 Days

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