



STAR Network News

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

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Contact STAR Staff!

Office Hours: 8:00 am - 4:30 pm
Phone: (330) 494-5630

Collene Burgess

Chief Executive Officer
cburgess@STAR.Realtor

Kayla Atchison

Government Affairs Director
katchison@STAR.Realtor

Heather Pyers

Membership &
Communications Administrator
membership@STAR.Realtor

Trisha Adams

Education & Events Administrator
tadams@STAR.Realtor

October 2022

President's Message

October is upon us. Fall is here and so is Halloween. Belonging to STAR is not a "Trick" but an amazing "Treat". I hope all of you attended our R-Day Vendor Fair & Annual Business Meeting. R-day is our biggest event of the year, and we look forward to seeing those who missed this year in 2023!

Elections are right around the corner. Please make sure all of you have registered to vote and please VOTE. The Legislative Committee has been busy interviewing numerous candidates. Thank you to our GAD, Kayla for working hard on arranging candidate interviews and gathering information for us.

I would like to take the opportunity to recognize the rest of our amazing Leadership Team who handle the day to day operations for STAR. Thank you to our Education & Events Administrator Trisha; Attorney Mark Rodio's class was truly enjoyable and most of all, entertaining. I know that Trisha is working on numerous other continuing education classes. Shout out to Heather Pyers, for being a great membership leader. She definitely has a difficult job making sure dues, etc are current and reports are made to NAR, OR, and MLS-NOW. And of course, our CEO Collene Burgess, you keep us all on track and in touch, but most of all, you and your leadership team have



Marlin Palich
2022 STAR President

created a welcoming and inclusive environment.

Please everyone, join a committee and become involved. We want and need your input. This merger of 2 like-minded Boards of REALTORS®, that was created, gives us power on the Local, State, and National level. Being licensed now over 44+ years, I am so honored to be part of this wonderful board and I want to thank all of you for your help and support, but remember, we want all of you to engage. We are as strong as our members. We are here to serve our members. Become involved EVERYONE - Be safe and Be well.

Upcoming Classes & Events

- OCT 12 RPAC Major Investor Event 4 pm - 7pm
1899 Golf Speakeasy Room
4700 Everhard Rd NW, Canton, OH 44720
- OCT 13 1 Hr Elective CE | *"Home Warranties: the Good the Bad & the not so Pretty"*
11:00 am - 12:00 pm w/ Nancy Douglas
Warren STAR Office
- OCT 18 SHAKER at M BAR 5:00 pm - 7:00 pm
5260 Dressler Rd, Canton, OH 44718
- OCT 21 Conversations with a Congressman 12 pm - 1:15 pm
w/ Congressman Bill Johnson
Arrowhead Golf and Banquet Center
1500 Rogwin Circle SW, North Canton, OH 44720
- OCT 27 YPN Halloween Karaoke for RPAC 7:00 pm - 9:00 pm
Shady Hollow Community Center
4865 Wales Ave NW Massillon, OH 44646
- NOV 24-25 STAR Offices Closed

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NMLS# 719173

DEBORAH ROHR
Mortgage Loan Consultant
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Thurs, Oct 13, 2022 from 11 am - 12 pm

In Person at the Warren Office
311 Niles Cortland Rd, NE, Lower Level, Suite C, Warren, OH 44484

FREE for STAR Members
\$10 Non-Member Fee

Registration & Light Breakfast	10:30 am
Class Begins	11:00 am
Class ends	12:00 pm



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QUESTIONS? Contact Trisha Adams
STAR Education & Events Administrator
tadams@STAR.Realtor | 330.494.5630

1-Hr Elective CE Credit

STAR Membership Report | September 2022

Heather Pyers

Membership & Communications
Administrator

membership@STAR.Realtor
office (330) 494-5630

Primary Office | N Canton

Committee Involvement YPN

New Salespersons

Amanda Bennett, *BHHS Stouffer Realty*
Alan Nogle, *BHHS Stouffer Realty*
Benjamin Wirick, *eXp Realty*
Christopher Allchin, *eXp Realty*
Christopher Hadden, *CB Schmidt Realty*
Daniel Wiery, *Century 21 HomeStar*
Gabrielle Mahin, *BHHS Stouffer Realty*
Ileana Mihalteanu, *CB Schmidt Realty*
Jay Smith, *BHHS Stouffer Realty*
Joel Gladysz, *Cutler Real Estate*
Juliet Hull, *Keller Williams Legacy Group*
Kayla Stillion, *Berkshire Hathaway HomeService*
Kyle Shepherd, *Keller Williams Legacy Group*
Lacey Hoover, *Cutler Real Estate*
Mark Kovac,
Michael Ranalli, *McDowell Homes Real Estate*
Zinaido Ciobanu, *DeHoff Realtors*

Office Transfers

Amy McConnell, *Keller Williams Legacy Group*
Bethany Shackle, *RE/MAX Edge Realty*
Caleigh Cerveny, *Keller Williams Legacy Group*
Chad Milligan, *Howard Hanna*
Clarence Smith IV, *Howard Hanna*
Emily Levitt, *Howard Hanna*
Eric Waldrop, *DeHoff Realtors*

Office Transfers cont.

Kaitlyn Riggle, *RE/MAX Edge Realty*
Lauren Latimer, *RE/MAX Trends Realty*
Michelle Natoli, *Keller Williams Legacy Group*
Nathan Serafini, *eXp Realty*
Robert Shackle, *RE/MAX Edge Realty*

New Affiliate Member / Office

Toby Hoy | *Success Lending, LLC*
Bill Damm | *Wesbanco*
Anne Schorr | *Wesbanco*
Lisa Houck | *Wesbanco*

New Secondary Membership

Caleigh Cerveny, *Keller Williams Legacy Group*

Membership Cancellations

Adam Moran
Ashley Cyphers
Bradley Curlutu
Bransen Root
Brian Welk
Charles Rosile
Claudia Hinderer
Daniel Makara
Danielle Pierce
David Vogel

Membership Cancellations

Destinee Salman
Donald Collins
Ellen Hunton
Jayme Evans-Debo
Jessica Web
Jill Anderson
Joshua Uminski
Kimberly Montecalvo
Larry Nettle
Len Smith
Leslie Cornicello
Mark Otto
Nikki Kalengis
Paula Buckingham
Randy Cramer
Rebekah Goin
Robert Arnold
Robert Weltch
Tom Pertsinides
Tyler Miller
Walter Poff

Chili Cook-Off Wrap-Up!

We had a GREAT Time at the Chili Cook-off. If you missed it, plan to attend next year!

Chili Winners (left to right)
1st Place - Amy McConnell
2nd Place - Emily Levitt-Iero
3rd Place - Donna Pugh

Congratulations to all the winners and thank you to our wonderful STAR Affiliates!





RPAC

Major INVESTOR Mixer Event



**Wednesday, October 12th
from 4 pm - 7 pm**

**FREE for Major Investors OR
\$100 RPAC Contribution for
all other Members**

**1899 Golf Speakeasy Room
4700 Everhard Rd. NW
Canton, OH 44720**

**Questions & RSVP: Kayla Atchison (330) 494-5630
or email katchison@STAR.Realtor**



ALL PROCEEDS SUPPORT RPAC Contributions to RPAC are not deductible for federal income tax purposes. Contributions are voluntary and are used for political purposes. The amounts indicated are merely guidelines and you may contribute more or less than the suggested amounts. 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. Your contribution is split between National RPAC and the State PAC in your state.



Arthur Duhaime CPI, RMS, CRT



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Monthly Market Snapshot

September 2022 MLS Statistics for Stark
Carroll & Trumbull Counties

New Listings



548 - Stark

32 - Carroll

261 - Trumbull

Average Sales Price



\$ 199,111 - Stark

\$ 204,778 - Carroll

\$ 164,868 - Trumbull

Average Days on Market



34 - Stark

40 - Carroll

48 - Trumbull

Homes Sold



351 - Stark

28 - Carroll

175 - Trumbull

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April 26 at Jerzees Cafe

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June 28 at Jerzees Cafe

330 Court Ave NW, Canton, OH 44702

October 18 at MBAR

5260 Dressler Road, Canton, OH 44718

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Conversations

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FRIDAY
October 21, 2022
Beginning at 11:30 am



The Stark Trumbull Area REALTORS® (STAR) Legislative Affairs Committee invites you to attend our Lunch Event

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

- 12:00 pm** | Lunch
- 12:15 pm** | Congressman Johnson
- 1:15 pm** | End of programming

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Please RSVP to Kayla Atchison, Government Affairs Director via email or phone katchison@STAR.Realtor | 330.494.5630 **www.STAR.Realtor**



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for **RPAC**



Thursday, October 27, 2022

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QUESTIONS: Contact Heather Pyers at Membership@STAR.Realtor or 330.494.5630



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The GAD's Corner...

Kayla Atchison

Government Affairs Director (GAD)

katchison@STAR.Realtor

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office (330) 494-5630

Committee Involvement

RPAC Committee
Legislative Affairs Committee
Community Outreach Committee

Primary Office
Warren & N Canton

As REALTORS® it is important to invest in the communities that one works, lives, and makes a living. On August 26th the Stark Trumbull Area REALTORS® Community Outreach committee participated in a Habitat for Humanity build day where we invested in the lives of the Ray Family of Massillon. This program works to provide affordable housing for individuals and families who complete a rigorous 18 month financial and home- making program.



workforce housing which is defined as housing affordable between 60 and 120% of an area's median income. As we work to find policy solutions, Habitat for Humanity stands in the gap providing a hand up and an opportunity for multi-generational wealth through homeownership. At Stark Trumbull Area REALTORS® we welcome the opportunity to work alongside regional partners to help protect and promote the American Dream of homeownership. To learn more about the mission and volunteer opportunities with Habitat for Humanity of East Central Ohio visit <https://www.habitatco.org/why-housing-matters>.

There is a growing need for affordable housing throughout the region, state, and country due to rising interest rates and stagnant building. A recent University of Cincinnati study shows a market disequilibrium in



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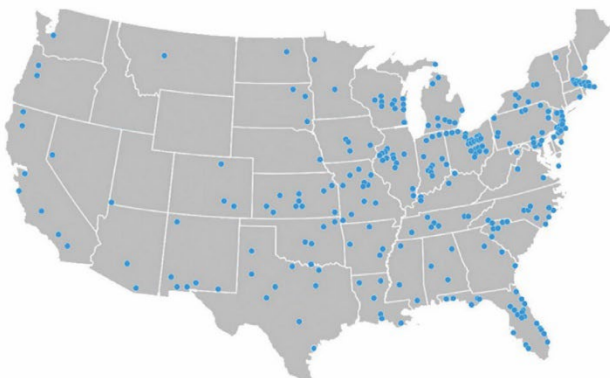


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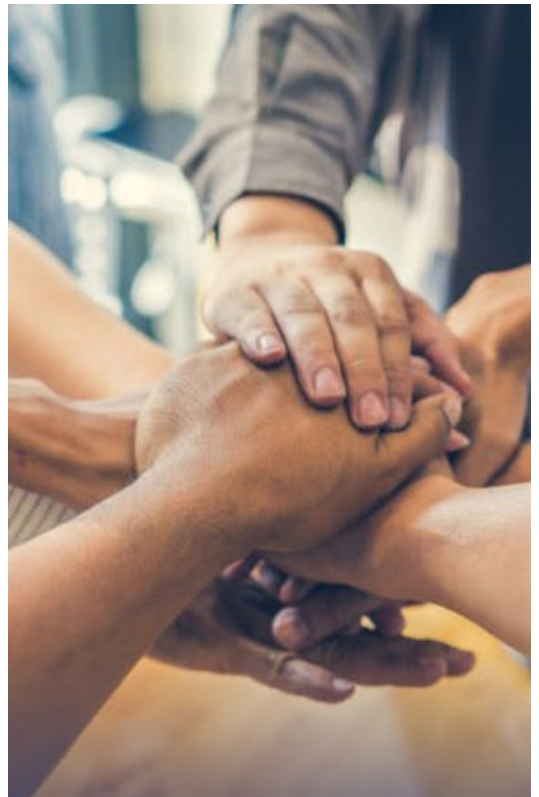


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Introverts vs. Extroverts: Who's Really Better at Sales?

It's a common assumption that more outgoing individuals make stronger salespeople. But what does psychological science have to say about it?

[Published REALTOR® Magazine](#) December 12, 2018 | by Melissa Dittmann Tracey

You don't have to be a "people person" to succeed in sales. If your natural tendency is to be more quiet and reflective rather than talkative and outgoing, you can be just as successful in real estate—maybe even better, says Andy Johnson, a licensed counselor and author of *Introvert Revolution*. Johnson's work has centered on debunking common myths about introverts in the workplace.

People with extroverted personalities have long been assumed to be the most wired for sales jobs. Networking, prospecting, self-promotional marketing, and face-to-face meetings tend to come easier for social butterflies than wallflowers. But don't underestimate the introvert; their quietness and introspection can offer distinct advantages in a real estate career.

Luckily, most people fall in between being introverted and extroverted, says researcher Adam Grant, a best-selling author on workplace success and a professor of psychology at the University of Pennsylvania. Grant says it's beneficial for workers to learn where they fall on the introversion-extroversion spectrum so they're aware of their tendencies. "Many people may not be aware that their personality traits are flexible," he says. "I think of personality more like an anchor, with a freedom to pursue new possibilities without drifting too far."

Making Your Personality Work in Real Estate

Whether introverted, extroverted, or ambiverted, you can carve your path to success in the industry. Identify your personality traits, and learn which skill sets come more naturally to you and which ones you may need to adopt in certain situations. Here's how to improve on your shortcomings.

Introverts: What kinds of situations do you avoid because you feel you need to be extroverted to be successful? Is this jeopardizing your business in any way? Introverts can rehearse sales pitches or common customer objections to gain confidence and prepare for real-life encounters. If your introverted tendencies are standing in the way of growing your business, consider teaming up with an extroverted agent. Your teammate can attend networking mixers while you develop online marketing campaigns, delegating work you each excel at, Johnson says.

Extroverts: Do you dominate conversations? Are you building deeper relationships with clients? Are you truly listening or just thinking of how you plan to reply? Extroverts may need to pay more attention to how much they're talking in a conversation and remind themselves to ask questions and listen more.

1. **Play to your strengths.** For example, networking is crucial to build your business, but you can do other activities than attending mixers if that doesn't fit your personality, Johnson says. Introverts tend to be better at written communications, so they can concentrate on



blogging and social media when it comes to client outreach. "Know the different set of skills you bring, and don't hide them," Johnson says. Extroverts, on the other hand, may be more successful at hosting buyer and seller seminars or sponsoring community events.

2. **Don't fake it.** Introverts, in particular, may feel the need to conform to extroverted expectations in the workplace, Johnson says. But that can backfire and won't work over the long term. "We can adapt behavior in the moment, but pretending to be someone else can be very exhausting. And why would someone want to hire a real estate professional who is not their authentic self?" Johnson says. "It's all about embracing and reframing your strengths as either an introvert or extrovert."
3. **Opposites make good teams.** Extroverts may bring lots of ideas to the table and talk out loud as they brainstorm. Introverts may bring inquisitive, reflective ideas to help spot solutions. Together, they can make powerful teams. Brokers should be careful not to overlook the skills of an introvert in hiring decisions. Reassess hiring and training processes to maximize the investment in potential sales leaders, according to research from Baylor University's Keller Center for Research. "Your personality matters, but your ability to adapt matters much more," Grant says. "You need to tell yourself, 'I'm not going to be a slave to my traits just because I was built with these tendencies.'"

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