



# STAR Network News

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

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December 2022

## President's Message

"Happy Holidays" to our STAR members and their families. Please enjoy and be part of the spirit of the season. Remember those in need and assist them in making their lives better and easier.

This is my last article as president of STAR and it has passed quickly. We are truly blessed with wonderful and kind members and a staff of individuals who work hard 24/7, to offer our membership the best service in the State of Ohio. I have seen and been a part of the REALTOR® family for 44 years now. I have seen the ups, the downs, the lulls, and amazing innovations of our industry. The true blessing for me was the creation of STAR. Though merger talks for WABOR had occurred for numerous years, it took a wonderful group of like-minded individuals to create a Board of REALTORS® that should be envied. This truly has been an achievement we should be proud of and excited about. I am honored to be part of this Board and it truly is a highlight of my real estate career. Please everyone, get involved in our Board of REALTORS® through one of our amazing committees. I believe everything starts in our backyard, and STAR is where your opportunity to



**Marlin Palich**  
2022 STAR President

create a learning experience and teaching experience for you that will be invaluable during your career. Believe in your ability to help create a welcoming Board of REALTORS® who supports its membership and exemplifies our commitment to the American Dream of Home Ownership.

I'm truly excited about the future of STAR. The leadership involved is the best of the best. Wishing you all peace, love, and joy during this holiday season and let us be excited about the year 2023 and beyond.

## Contact STAR Staff!

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

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

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**Trisha Adams**  
Professional Development & Communications  
[tadams@STAR.Realtor](mailto:tadams@STAR.Realtor)

## Upcoming Classes & Events

DEC 10	Breakfast with Santa 9am - NOON MAPS Air Museum North Canton, OH 44720	<a href="#">REGISTER online</a>
DEC 15	3 Hr Fair Housing CE 1 pm - 4:15 pm <i>"Fair Housing: Changing Faces in America"</i> w/ Alec Hagerty North Canton STAR Office	<a href="#">REGISTER online</a>
DEC 23 & 26	STAR Offices Closed for Christmas	
DEC 30	STAR Offices Closed for New Years	
2023		
JAN 2	STAR Offices Closed for New Years	
JAN 12	2023 President's Installation Tom Benson Hall of Fame Stadium Club Canton, OH 44708	<a href="#">REGISTER online</a>
JAN 16	STAR Offices Closed for MLK Jr Day	

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*Andrea Hyatt*

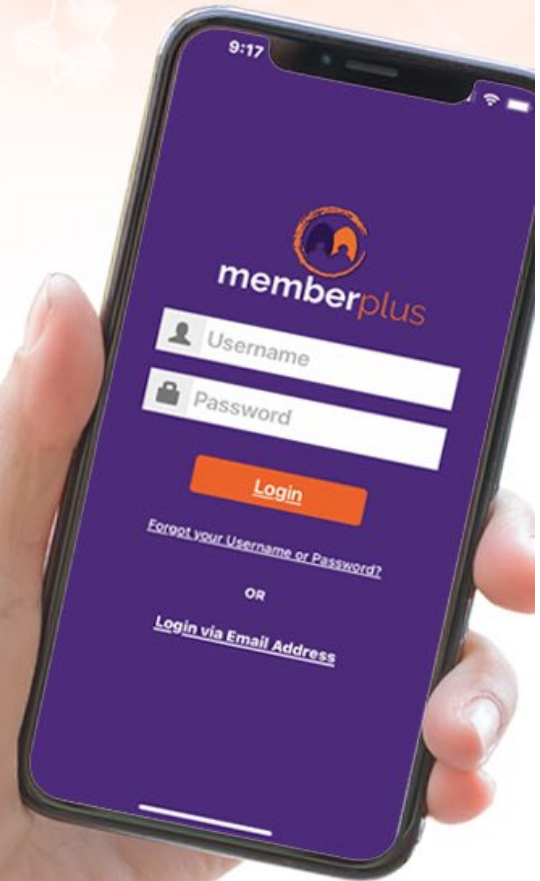
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**FREE**  
**Annual Event**  
for STAR Members  
& their Families

Breakfast with  
**Santa**

Sponsored by the Stark Trumbull Area REALTORS® Affiliate Committee

**Sat, December 10 at Maps Air Museum**

**2260 International Parkway, North Canton, OH 44720**

**ACCEPTING DONATIONS on behalf Bags with a Blessing**

Toothbrushes (individually wrapped), Toothpaste, Toothbrush covers, Hand sanitizer, Shampoo, Conditioner, Deodorant, Perfume, Cologne, Hairbrushes, Combs, Tissues (individual packs), Body Wash, Bar Soap, Lotion, Razors & Shaving Cream, First Aid Items, Chapstick, Manicure Sets, Cosmetic Items – Makeup, Nail polish, Facial cleanser, etc. Feminine products, Socks, Scarves, Hats, Gloves, etc. Jewelry, Watches, and Non-perishable snack items. Anything that you think someone would appreciate in a bag!

RSVP: on our website [www.STAR.Realtor](http://www.STAR.Realtor), and include the number of adults and children in your party.

If you have questions email [info@STAR.Realtor](mailto:info@STAR.Realtor) today!

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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

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# **FAIR HOUSING: Changing Faces in America**

with Instructor, Alec Hagerty  
Knowledge Sponge Seminars



**Thursday, December 15, 2022**

**1:00 pm - 4:15 pm at the North Canton STAR Office**

7110 Whipple Avenue NW, Suite B, North Canton OH 44720

**FREE for STAR Members**

Non-Members will pay a \$20 Non-Member Fee

**Sign up on our website [www.STAR.Realtor](http://www.STAR.Realtor)**

This “Multi-cultural Diversity” course will explore some of the many diverse issues of Culture, Values Beliefs and Behaviors etc. that are “different” from “Common Americans,” and how to increase our awareness, our understanding and therefore our “tolerance” of these differences.

This course meets the Ohio 3 hour requirement for Civil Rights/Liberties

**QUESTIONS? Contact Trisha Adams, Communications & Professional Development**  
[tadams@STAR.Realtor](mailto:tadams@STAR.Realtor) | 330.494.5630 | [www.STAR.Realtor](http://www.STAR.Realtor)

# STAR Membership Report | November 2022

## New Salespersons

Alicia Whitfield, *Cutler Real Estate*  
Cassandra Prater, *Carol Goff and Associates*  
Chad Haidet, *BHHS Professional Realty*  
Chloe Vugrinovich, *RE/MAX Edge Realty*  
Colleen Kuttie, *Keller Williams Legacy Group*  
Devin Lyons, *Keller Williams Legacy Group*  
Elizabeth Zacharias, *BHHS Stouffer Realty*  
James Sloan, *BHHS Stouffer Realty*  
Kamryn Lebo, *Hackenberg Realty Group*  
Lisa Heineman, *Howard Hanna*  
Martaysia McCaulley, *Berkshire Hathaway HomeService*  
Victoria Laplante, *BHHS Stouffer Realty*

## Office Transfers

Michael Lucius, *Howard Hanna - Jackson*  
Jamie Haney, *Howard Hanna - Jackson*  
Meliss Smith, *Howard Hanna - Jackson*  
Megan Belden, *RE/MAX Edge*  
Brenda Eggert, *eXp Realty*  
Elaine Smith, *Keller Williams Legacy Group*

## Transfer from another Board

Rene McCarthy, *Berkshire Hathaway HomeService*  
Sharon Ruggiero, *RE/MAX Edge Realty*

## Membership Cancellations

Deborah E Lisko  
James Gill  
James Hayden  
Markie Langties  
Mary Beidelschies  
Mitch Mann  
Rachel Sabella Shonce  
Taylor Walton  
Thomas Bigley  
Wakenda Johnson

## Where are the Market Stats?

If you are one of our avid Newsletter Readers, you may have been wondering where the Market Stats went? Our Stats haven't disappeared, but they have been improved!

As part of STAR's ongoing continuous improvement, we have developed a new procedure for the Monthly Housing Market Stats. Around the middle of each month, we will publish the stats for the previous month to our Blog pages located on our website. There will be a summarized 3 county "Quick Facts" post, and then expanded basic facts for Stark, Carroll, and Trumbull Counties in a sharable .png format. You can download these graphic and share it as you wish on your social media, or other business communications.

[CLICK HERE](#) to view the last 2 months of our Blog updates and look to our social media platforms as we publish monthly.

We hope this will be a valuable tool for you as you communicate with your current and potential Buyers and Sellers.



If you have questions, please contact [Trisha Adams](#), Professional Development & Communications

All our STATS are sourced by MLSNow and are deemed accurate but are not



## From the Desk of the CEO...

### Collene Burgess

Stark Trumbull Area REALTORS®  
Chief Executive Officer

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

Primary Office  
North Canton

#### Committee Involvement

Board of Directors, Executive, Affiliates, Past Presidents,  
Nomination, Professional Standards, Grievance,  
Strategic Planning/Policy/Bylaws

A CEO has only so many hours in the day but hundreds of tasks to complete. Consider how running a 1,400-member Association with a staff of two can be a challenge. However, volunteers can enrich and help extend STAR's services more than you think. Remember, this is your STAR Association. We are here to guide our leadership and committee volunteers.

People volunteer for a variety of reasons. Members volunteering their time can boost their self-confidence, self-esteem, and satisfaction. Remember you are doing good for others in the real estate business and the community, which provides a natural sense of accomplishment. Your role as a volunteer can also give you a sense of pride and identity.

To develop a successful volunteer program, the CEO/Staff must find

dedicated members to sit on committees. All REALTOR® Associations would be unable to do the critical day-to-day administrative tasks without the power and work of our volunteers. You are essential! Essential to the real estate world and us (STAR).

It is our goal in 2023 to grow our committee involvement. So, get involved, meet new people, build your network, gain knowledge, become happier, and advance your career by improving your skills and understanding of what Ohio REALTORS (OR), the National Association of REALTORS (NAR), and the Stark Trumbull Association of REALTORS (STAR) does for you!

Call me so you can help build STAR's success by volunteering your time.

*Special Note: Thank you to our Interim Board of Directors for all the hard work you did the past two years during our merger. It has been a long road, but that journey will end this year, and you will be missed. I especially would like to thank Rich Cosgrove and Marlin Palich for guiding this association in the right direction.*

*I am excited to work with Kyle Oberlin next year as President and our new 2023 Board of Directors. Diversity is the key to a successful association, and we are on the right track. I can't wait to see what you bring to the table.*

*To my amazing team Trisha Adams and Kayla Atchison, I couldn't do this without you. You are the glue to the association and my peace that helps me get through those hard days.*



**Committee involvement in your association is one of 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**



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


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# 23

## PRESIDENT'S INSTALLATION

January 12, 2023 from 4 pm - 7 pm

Tom Benson Hall of Fame Stadium Club

*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



**4 pm Tail Gate**

*CASH Bar*

**5 pm Kick-OFF**

*Hors D'oeuvres  
& Dessert*

**6 pm Half Time**

*Installation &  
Special Recognition*

**7 pm Game Over**

Put on your STAR Jersey (Business Casual) and JOIN US as we  
HAND OFF to the next STAR President, Kyle Oberlin.

ALSO PRESENTING our MVP AWARDS to the  
REALTOR® and AFFILIATE of the YEAR for 2022!

Attendees will enjoy entertainment provided by  
DJ Kyle White and a STAR Photobooth. This event is  
FREE for STAR Members, and \$15 for Non-Members

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



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# The GAD's Corner...

**Kayla Atchison**

Government Affairs Director (GAD)

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mobile (330) 631-4147

office (330) 494-5630

### Committee Involvement

RPAC Committee  
Legislative Affairs Committee  
Community Outreach Committee

Primary Office  
Warren & N Canton

December is the season for gratitude and celebration. Here at STAR there is much to be thankful for. I would like to personally thank the STAR members who have dedicated countless volunteer hours and hundreds of dollars in support of our Association. STAR continues to outperform goals in every facet. Once again, we outreased our RPAC Goal of \$22,000, instead investing \$28,331.33 into relationship building and issue advocacy efforts at the Federal, State, and Local levels. Over thirty percent of members contributed to RPAC with several of our members reaching new levels of RPAC investment. To include 7 Major Investors (\$1,000 or more), 16 Capital Club (\$100-\$199), 5 Ohio Club (\$200-\$499), and 6 Diamond Club (\$500-\$999) members.

A special congratulations to Steve Ferreeb who achieved Hall of Fame Status in 2022. Steve will be recognized at the upcoming Legislative Days in May by NAR for his lifetime investment of \$25,000.

As we wind out the year, I want to make sure you are aware of upcoming deadlines and events. All RPAC investments must be received by December 15th to count towards 2022 fundraising goals. To ensure compliance Ohio REALTORS is asking for funds to be submitted to them no later than December 1st. Please be sure to contact me directly if you need to submit from December 1st-14th as these investments will be sent directly to NAR in Chicago.

In preparation for 2023, we ask that you mark your calendars for the following events:

**May 16** RPAC Auction at DiLucias in Trumbull County

**August 29** RPAC Auction in Stark County

Again, thank you for investing your time, talent, and treasure into STAR.

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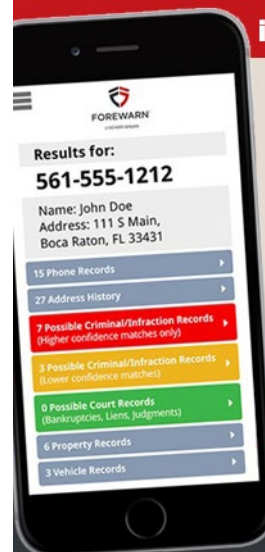
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# 6 Ways to Take Back Your Time During the Holidays

Published [REALTOR® Magazine](#) November 1, 2022 | by Brittany Wrenn

Take these steps to balance your focus between yourself and your family and reaching your end-of-year business goals.



Some cities and towns already are softening the night sky with trees dressed in twinkling lights. Entryways soon will be adorned with garlands and wreaths. The world around you is providing the comfort of a cozy night drinking hot chocolate by the fireplace. So, why now—during the most wonderful time of the year—do you feel more stress than peace and joy?

For many, the holidays are a break from the day-to-day grind. But for real estate professionals, it's often a time when their schedule gets busier than ever. Many agents have to work even harder through the holiday season to ensure the parties and get-togethers don't intrude on their business-building activities to keep their pipeline full. The truth is, as a real estate pro, you make money only when you work.

So, if you're feeling a sense of obligation to continue working through the holidays—and worried that work will distract you when you need to be present with family—there are ways you can better structure your time.

**1. Get yourself ready for the year ahead.** Take some time to reflect on your business in 2022 and prepare for next year by completing your business plan. A business plan promotes productivity, enabling you to set goals and put them into action while also holding yourself accountable to business-building activities throughout the year. This creates consistency, even during busier times.

**2. Use social events as networking opportunities.** You'll be attending a lot of holiday parties where you can reconnect with your sphere. Find a way to remind those around you that you're preparing your business for the next year and welcome referrals. This is also your chance to introduce what you do to those who don't know you. Don't be shy to promote yourself as an agent when you're socializing. Find a way that works for you and stick with it through the holiday events you plan to attend.

**3. Make sure to account for time off. Use your business plan to structure time off.** Establish clear-cut boundaries so you can enjoy some downtime. An important piece of keeping your business strong during the holidays is honoring what you need to do to continue running it in a healthy way. Sometimes, it's more efficient to take a break and come back to work fully focused rather than push through the busyness.

**4. Prepare backup.** There are going to be times during the holiday season when a client needs your guidance. If you're on vacation or going off the grid to focus on quality time with loved ones, have a system so your clients still get attention. Partner with another agent who can step in and answer questions for your clients while you're away. Having a support system in place for yourself and your clients is in the best interests of all parties anyway.

**5. Try new marketing strategies.** Since your business may look different during the holidays, go outside of your comfort zone to generate leads. Have fun trying a new marketing campaign or using a new, advanced method of connecting with your clients. For example, showcase a modern holiday recipe on social media and in your newsletters or mailers. Incorporate some of your favorite things about the season in your marketing to connect in a new way to past, current or prospective clients. Sometimes, marketing your business is as simple as highlighting yourself and the things that make you, well, you.

**6. Continue a self-care routine.** Running a real estate business has a ton of moving parts during a normal time of year, so adding in the pressures of the holidays can make stress spike. It's important to keep healthy habits during these times. It may seem easier to cut back on your daily 20-minute walk to fit in more work. However, sticking to your normal exercise routine gives you a break to care for yourself and decompress. Even if you shorten your self-care activities to accommodate other events, just don't cut them out completely.

Maintaining as normal a routine as possible during the holidays will give you the sense of being in tune with your business goals while being present in your personal life. An important component of being a real estate agent is agility—shifting focus at different times of the year and preparing ahead of time will help you build and maintain a thriving business.

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