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Stark County Association of REALTORS®

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- February 2012 Association Update -

In reflecting on the past and projecting to the present, it becomes obvious this year's slogan should be "Participation Equal Success." It is member participation that has made the Stark County Association of REALTORS® a strong, local and viable organization for 103 years, and will carry us through the current period of economic and political adversity.

The Stark County Association has been blessed to have so many volunteers, both REALTORS® and Affiliates, contributing countless hours to the betterment of our profession and our unique community. I cannot praise these volunteers enough and look forward to expanding our volunteer base this year so our Association can benefit from sources of new ideas and youthful energy.

Our Association has been, and continues to be, held in high esteem by the Ohio Association and National Association of REALTORS®. Over the years, the Ohio Association of REALTORS® has recognized the talents and vision of Stark County REALTORS® due to their dedication and contributions to the REALTOR® profession.

The advantages of membership are numerous and vast. There is something for everyone. Your involvement in the Stark County Association of REALTORS® can only increase your professionalism, and in turn your income. Networking grows your bottom line and interaction with our affiliates gives you the opportunity to create great teams. Look for joint programs in 2012 to enhance your skills while providing education at low or no cost and fulfilling your continuing education requirements.

Your participation in legislative issues impacting your ability to do business and the public's right to own property are paramount. Legislative issues are monitored by your associations, and the Call to Action Alerts need you to respond quickly (just a click of your mouse) to preserve these rights.

Currently, a permanent National Flood Insurance Program is imperative, smart reform of the secondary market to insure low cost and affordable financing and the preservation of home mortgage interest deduction are a few very crucial programs that are needed.

Stark County REALTORS® need to respond to protect and sustain the opportunities of responsible home ownership through participation. Support your officers, committees, affiliates and staff. Don't just belong, participate; keep your local association strong.

- President's Message -

Director's Actions

The following actions were taken at the January 17, 2012, meeting of the SCAR Board of Directors:

1. Approved the new member report
2. Approved the financial report.
3. Approved the committee minutes.
4. Heard an update on the Association's technology.
5. Refunded board dues per request in accordance with Association policy.

NEW REALTOR® MEMBER

Dean Wentzel RE/MAX Edge Realty

NEW AFFILIATE MEMBER

Fairway Independent Mortgage Corp.
4070 Bridgewater Parkway
Stow, Ohio 44224
Attn: Bob Goodnight or Lori Fetter

MEMBERSHIP TRANSFERS

Richard Bliler	Another Listing LLC (back to SCAR)
Laura Ernst	Keller Williams Legacy Group (back to SCAR)
Sharon Fleck-Rayback	Whipple Auction & Realty (back to SCAR)
Lillian Fuentes	Keller Williams Legacy Group (back to SCAR)
Bruce Hahn	Another Listing LLC (back to SCAR)
Brenda Howell	Another Listing LLC (back to SCAR)
Julie Kaszyca	Cutler Real Estate Dressler (back to SCAR)
Cynthia Lawson	Another Listing LLC (back to SCAR)
Joshua Mattingly	Keller Williams Legacy Group (to SCAR)
Michelle McCallin	Another Listing LLC (back to SCAR)
Mark Otto	Howard Hanna - Green branch
Shari Probst	Cutler Real Estate Dressler (back to SCAR)
Michael Sugalski	Another Listing LLC (back to SCAR)
Kathryn Walters	Another Listing LLC (back to SCAR)
Tina Zenedes	Howard Hanna - Fulton branch

MEMBERSHIP CANCELLATIONS

Marilyn Altimore	Lorraine Goss	Jason Saal
Chris Amato	Bengamin Grisez	Raymond Salter
Heather Bellamy	Judy Hudson	Bruce Schorsten
William Boy	Dwigt Kress	Amber Stoner
Rita Caveslio	John Lowery	Donavon Wagler
Carrie Chamberlain	Roger Nichols	Whitney Woodard
Gary Duvall	Tom Pertsinides	Network Solutions
Ray Gill	Dan Quinlan	REM Commercial

AFFILIATE COMPANY NAME & CONTACT CHANGE

From: Mortgage One / Bob Giacomo To: Westfield Bank / Dana Motts

AFFILIATE ADDRESS CHANGE

Jeff Evans Insurance
3973 Massillon Road
Uniontown, Ohio 44685

REALTORS® Honor Members of the Year

The Stark County Association of REALTORS® honored Marty Galentine with its 2012 REALTOR® of the Year award and Pam Travis with its Affiliate of the Year Award during the Association's annual Installation Celebration last month.

The awards recognized their dedication, outstanding efforts and involvement in the real estate industry.



Marty Galentine, ABR, CRS, GRI, PMN, SRES, a REALTOR® with Keller Williams Legacy Group Realty, has been a member of SCAR for 33 years. She serves as chair of the Association's Constitution, Bylaws and Policy Committee is a member of the Past President's and Professional Services committees, having chaired or served on nearly every Association committee.

She served as a SCAR director for four years before being elected secretary/treasurer in 2007, president-elect in 2008 and president in 2009. She also served as a director for the Ohio Association of REALTORS® (OAR) and as chair of three state committees. She is a member of the Women's Council of REALTORS® (WCR), serving as the Stark County Chapter President in 1995, Ohio State Chapter President in 1998 and as a National Governor in 1999. In 2006, she was named CRS (Council of Residential Specialists) Member of the Year for the Ohio Chapter and WCR Member of the Year for the Stark County Chapter. She received the National Association of REALTORS® (NAR) Omega Tau Rho Award in 2000. She also holds the Foreclosure Intervention Specialist and Referral and Relocation certifications from the NAR.

Galentine served as a board member for the Domestic Violence Project Inc. for 13 years. A resident of Louisville, she and her husband John have five children and 11 grandchildren.

Pam Travis, the Mortgage Services Manager with CSE Federal Credit Union, has been a member of SCAR for 33 years, having held a real estate and title insurance license, prior to her current position. She is a member of the Association's Affiliate Committee, having served as committee vice-chair in 2010 and was active on the Have A Heart Committee for 12 years.



She is a 24-year member of WCR Stark County Chapter and served on the governing board for two years. In 2011, she was named Affiliate of the Year.

A member of Quota Club International of Canton, she currently serves as the board secretary. From 2006 - 2011, she served on the Board of Directors for CSE Federal Credit Union. She and her husband Jim have four children and five grandchildren.

Kiko, Schmidt Receive Lifetime Achievement Awards

The Stark County Association of REALTORS® (SCAR) honored Richard T. Kiko Sr. and Michael Schmidt with Lifetime Achievement Awards for their outstanding accomplishments in the real estate industry and community. Both were honored during the Association's annual Installation Banquet last month.



Richard T. Kiko Sr. joined the Canton Board of REALTORS® in 1962 and received his broker's license in 1969. From 1980-1982, Kiko served on the Association's Board of Trustees and assisted in the ground breaking and completion of the Association's new Munson Street office.

An auctioneer and broker for Kiko, the company he and his father built, Kiko has been involved in the state and national levels of the Auctioneer's Association. He served on both boards and was state president in 1974. Kiko was appointed by Ohio Governors James Rhodes and Richard Celeste as an Ohio Auctioneers Commissioner from 1980-1984. Kiko was inducted in to the Ohio Auctioneer's Hall of Fame and in 1997, like his father, was inducted in to the National Auctioneer's Hall of Fame making it the first time a father and son had been inducted.

A member of Little Flower Parish, Kiko has been involved in Canton Rotary and was named a Paul Harris Fellow. For more than 50 years, Kiko has served as an auctioneer for numerous Stark County charitable organizations, advancing the charities' community outreach. A licensed pilot, Kiko is a member of the East Central Ohio Pilots Association.

Michael M. Schmidt, a United States Air Force Veteran, joined the Canton Board of REALTORS® in 1965 and received his broker's license in 1970. He served on the Board of REALTORS® as Treasurer, Secretary and Trustee from 1974-1977 and 1980-1982. During his career, he was chair of the Board's Associates, Education, Building, Personal, Membership, Finance and Multiple Listing committees. Additionally, he instructed real estate courses at Malone University and Kent State University, Stark Campus.



During his term as board president in 1981, the Association built its new office on Munson Street Northwest, the first structure built in the Belpar Development in Jackson Township. The groundbreaking was November 1980, with completion and formal dedication of the building on November 20, 1981. The Association's first signing of the Volunteer Affirmative Marketing

Agreement with HUD to eliminate discrimination in housing was done in December 1981.

During his real estate career, he owned Century 21 Schmidt Realty Co., and joined Coldwell Banker T.K. Harris in 1992. Schmidt retired as manager from Cutler Real Estate in 2006.

He is a member of St. Paul's Lutheran Church, Massillon and attends St. Anthony/All Saints Catholic Church in Canton. A former member of the Canton Lincoln Alumni Choir and the Greater Canton Men's Chorus, he has performed at The Kennedy Center in Washington D.C. and the Washington National Cathedral.

The Lifetime Achievement Award recognizes members, active or retired, of the Stark County Association of REALTORS® who have distinguished themselves as leaders and whose efforts have benefited both the Association and the community. Recipients must have promoted the Association and interests of the community in a manner that made a lasting impact on this area.

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- Homeownership Matters -

The following is by National Association of REALTORS® President Moe Veissi:

"The National Association of REALTORS® commends President Obama for his remarks in support of homeowners and the struggling housing market during tonight's State of the Union address. As leading advocates for homeownership, Realtors® know that restoring the health of the housing market is the only way to achieve a broader economic recovery.

"REALTORS® stand ready to help Congress and the administration implement Obama's proposal to significantly reduce monthly mortgage payments by streamlining the refinancing process.

But beyond that, we must make housing a national public policy priority. REALTORS® believe more must be done to stem the rising inventory of foreclosed homes and address the lack of available and affordable mortgage financing, which is inhibiting a meaningful housing market recovery.

"Our families, communities, the housing market and economy all suffer when people lose their home to foreclosure. REALTORS® are calling upon the Obama administration, Congress and lenders to help keep more people in their homes by taking more aggressive steps to modify loans and help homeowners significantly reduce their monthly mortgage payments.

"REALTORS® also urge the government and lenders to streamline the often time-consuming and inefficient short sales process and to quickly approve reasonable offers when a family is absolutely unable keep their home. Keeping people in their homes and reducing foreclosures will help minimize the negative impact of distressed properties on home values and neighborhoods.

"Expanding financing opportunities could also help reduce excess inventories of distressed properties. Increased fees and higher down payments are making it harder for many creditworthy homebuyers and investors to obtain financing, thwarting the sale of distressed properties and prolonging the impact those homes have on local markets."

"While we are beginning to see early signs of stabilization in the housing market, NAR calls on Congress and the Obama administration to come together and make housing a priority issue. In this vein, we urge the White House to host a national housing summit to encourage a broad discussion among stakeholders to help formulate and advance policies that move the country toward a real housing and economic recovery."

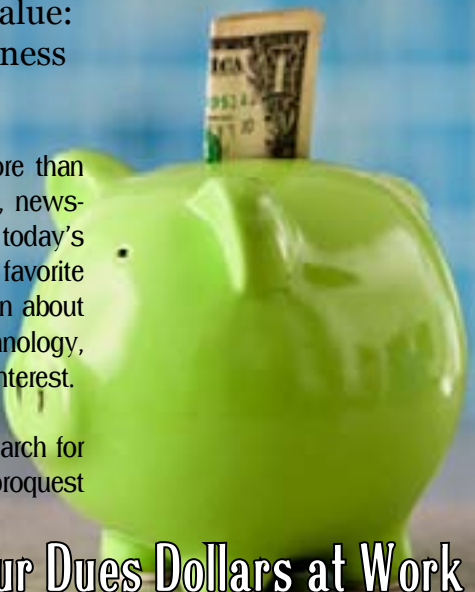
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- Advertising Rules -

Real Estate Advertising: Comply with Code of Ethics

Article 12 of the Code of Ethics and Standards of Practice of the National Association of REALTORS® reinforces the licensing law provisions requiring broker and agents to present a true picture in their advertising. The Code imposes a duty on REALTORS® to refrain from doing the following:

1. Offering a service as free of charge when the service is contingent on obtaining a listing or commission;
2. Offering prizes or merchandise in order to gain business without providing to their clients a clear, thorough, advance understanding of all of the terms and conditions of the offer;
3. Advertising the property without consent of the owner; and
4. Putting up a "sold" sign without the consent of the listing broker or cooperating broker. Prior to closing, a cooperating broker may post a "sold" sign only with the consent of the listing broker. After closing, the listing or cooperating broker may post a "sold" sign without obtaining the consent of the other.

Unlike the licensing laws which are enforced by the Ohio Real Estate Commission, advertisements violating the Code of Ethics may expose the broker and agent to sanctions from a Professional Standards Panel of a local Board of REALTORS®.

Source: Ohio Association of REALTORS® Advertising White Paper

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The month of January just flew by! Where did it go? Maybe it is with the snow that didn't get here.

With February comes the most loving time of year! Happy Valentine's Day!

We are so happy to have had a great Speed Networking event in January with more than 60 affiliates and REALTORS® in attendance! The Fox and Hound hosted us with a beautiful buffet. We had a great time!

This month, the Jackson Safety Center is our venue for our meeting on February 9 at 11:15 a.m. We will hear about identity theft, computer security, personal safety and how to protect yourself from day to day as you do your real estate business. Lt. James Lenemier will be our featured speaker. Contact Sony Taylor for more information. We invite you to join us! Lunch will be served at 11:30 a.m. at a cost of \$12.

We had the pleasure of attending our State WCR Installation Banquet where Mr. Charlie Foster was installed as the first male president of the state chapter. It was a glorious event! He had his sister and two other singers entertain us. As Young Kim was leaving office, she was presented with a huge gavel about three feet in length. That gavel was passed by all of the past state presidents down to Charlie with good wishes.

Try to schedule yourself so you can attend all of our events! We have a great time. The networking is priceless! See you on February 9th. See the flyer below and remember to "ALWAYS BE ON THE SIDE OF SAFETY!"

"ALWAYS BE ON THE SIDE OF SAFETY!"

Safety Instructor: Lt. James Lenemier
Jackson Police Department

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Thursday, February 9, 2012
11:30 am – 1:30 pm
11:15 am- check in

Jackson Township Safety Center
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- Ethics -

Continued Contact with Potential Seller Who Enters into an Exclusive Listing with another REALTOR®

After a long career as a researcher and teacher, Professor Y decided to sell his home near the university in anticipation of his retirement. Having lived in the home for more than 30 years and realizing proceeds from its sale would constitute a significant part of his retirement funds, Professor Y made appointments with several potential listing brokers, including REALTORS® P and Q. During each appointment Professor Y asked extensive questions hoping to get a clear idea of his property's market value and each broker's proposed marketing strategies.

REALTOR® Q was familiar with Professor Y's home, having grown up on the same block and having gone to school with Professor Y's children. Consequently, REALTOR® Q was not surprised when she received a call asking for a meeting to discuss a possible listing of Professor Y's home. The appointment had gone well and REALTOR® Q was confident she would get the listing. To her surprise, just three days later, the property came onto the market listed with REALTOR® P. REALTOR® Q was taken aback and spent time pondering what she had done or said – or failed to do or say – that led Professor Y to choose to list with REALTOR® P. Several times she was tempted to call Professor Y and ask why she hadn't been chosen, but she never made the call.

Several weeks later Professor Y's son hosted a retirement party for Professor Y. Their friend, REALTOR® Q, was among the guests. At the party, Professor Y approached REALTOR® Q and, after exchanging pleasantries, commented, "You're probably wondering why I didn't list my home with you." "The thought crossed my mind," admitted REALTOR® Q "but you made a good choice with REALTOR® P. I'm certain he'll do a fine job and get a fair price for you." Then, since Professor Y had raised the issue, REALTOR® Q asked, "Why didn't you give me the listing?" Professor Y explained while he thought highly of REALTOR® Q, he had been impressed with REALTOR® P's marketing strategies, and his choice was a business decision and not one influenced by friendships. REALTOR® Q accepted Professor Y's explanation and their conversation turned to other topics. A month later, REALTOR® Q was surprised to receive notice from the local association of REALTORS® advising she had been named in an ethics complaint alleging her conversation with Professor Y, after Professor Y had listed his home with REALTOR® P had violated Article 16 of the Code of Ethics.

At the hearing, REALTOR® Q acknowledged she had been surprised – and disappointed – when Professor Y listed his home with REALTOR® P instead of with her. She acknowledged she discussed Professor Y's choice of listing broker with him at the party. In her defense, she called Professor Y as a witness. Professor Y testified he told REALTOR® P, his listing broker, about his conversation with REALTOR® Q, adding he had no idea REALTOR® P would file an ethics complaint. He noted he – and not REALTOR® Q – raised the subject of why he had chosen to list with REALTOR® P. "REALTOR® Q is a longtime family friend and I felt I owed her an explanation about why I listed with REALTOR® P instead of with her."

REALTOR® Q concluded her defense noting while Standard of Practice 16-13 requires REALTORS® to conduct dealings related to exclusively listed property with the client's agent, there is an exception in cases where dealing are initiated by an exclusively-represented client. She pointed out her conversation with Professor Y could be characterized as a "dealing" related to Professor Y's exclusively listed home, and her conversation with Professor Y, since it was initiated by Professor Y, did not violate Article 16 of the Code of Ethics.

The Hearing Panel concurred with REALTOR® Q's defense, and found no violation of Article 16.

Article 16 states REALTORS® shall not engage in any practice or take any action inconsistent with exclusive representation or exclusive brokerage relationship agreements that other REALTORS® have with clients.

- NEOHREX -

NEOHREX Rules To Remember!

2.8 Changes to Listings



Any changes in list price, and/or dates in the original listing agreement, shall be made only when authorized in writing by the seller(s) or lessor(s). The change shall be made in the Service's computer system within 72 hours, or 3 days (except Saturday, Sunday and postal holidays) of the effective date of the change. Copies of authorizations for such changes must be sent to the Service within 72 hours, or 3 days (except Saturday, Sunday and postal holidays) upon the request of MLS staff, MLS committees, and/or Governing Leadership of the MLSs.

All status changes including contingent, pending, rented, withdrawn, off market, etc., must be reflected within 72 hours or 3 days (except Saturday, Sunday and postal holidays) of the change in condition in the Service's system. Copies of the authorization for such changes must be sent to the Service within 72 hours or 3 days (except Saturday, Sunday and postal holidays) upon the request of MLS staff, MLS committees, and/or Governing Leadership of the MLS.

All active listings that are required to be in a pending or contingent status must be changed within 72 hours or 3 days (except Saturday, Sunday and postal holidays) of the acceptance date. Failure to change the status within the required 72 hours or 3 days (except Saturday, Sunday and postal holidays) will result in an automatic penalty for late entry of status change.

All status changes for closed (sold) listings must be reflected within 30 days of title transfer in the service. Failure to change the status within the required 30 days will result in an automatic penalty for late entry of status change. Copies of authorization for such changes must be sent to the Service within 72 hours or 3 days (except Saturday, Sunday and postal holidays) upon the request of MLS staff, MLS committees, and/or Governing Leadership of the MLS.

NOTE 1: When a member gets VERBAL approval for a price change or extension on a listing agreement from the seller(s) or lessor(s), they can make the appropriate change in the Service's computer system. The member must obtain seller's written authorization within 10 days of that verbal approval and maintain a copy in their files. If the member fails to submit seller's written authorization to the Service within 72 hours or 3 days (except Saturday, Sunday and postal holidays) upon the request of MLS staff, MLS committees, and/or Governing Leadership of the MLS the listing will automatically be withdrawn, and a fine of \$100 will be assessed with no warning issued.

NOTE 2: The MLS defines the acceptance date as the last date signed or initialed (upon acceptance of the price) on the Sales Contract regardless of the terms of the contract.

NOTE 3: E-mail Authorization is authorized as written authorization for making changes to the original terms of the agreement (excluding withdrawal and/or release) only if the following applies:

1. The e-mail notification is sent directly from the seller(s) or lessor(s) email address;
2. The details of the change(s) are outlined in the body of the e-mail.

Written offers that have been tentatively accepted on a listed property in the MLS by receiving an email notification of acceptance must be placed in a contingent status until all paperwork has been received. Listings cannot remain in an active status. Upon receipt of signed paperwork, and removal of any contingency, listings should then be converted to a pending status.

E-mail notification is not an authorized written authorization for accepting new listing agreements, and/or releasing a listing. When taking any new listing, authorization must be done by obtaining written authorization by the seller(s) or lessor(s).

Email notifications for release and/or withdrawal of a listing from the system will be accepted only when the email notification has been signed by the Participant (Broker) indicating approval of the request. If the MLS Participant chooses to designate other personnel within the brokerage firm as an authorized designee(s) the Participant should notify the MLS in writing the designee(s) name(s) to be placed on file with the service.

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