



NEAMB Monthly Bulletin

AUGUST 2025

What we do for you!

- Latest Industry News
- New with NAMB
- Building your business!
- Get to Knomaha!
- Grow Omaha – what new businesses are coming to our market?
- 2025 Golf Tournament
- 2025 Continuing Ed class
- Great resource with education for mortgage professionals and affiliates
- Keep people connected.
- Want to see past newsletters? Go to [click here](#) to view!



Consumer Inflation Rises, Tariff Impact Muted

Consumer Inflation Rises in June, Tariff Impact is Limited

The Consumer Price Index (CPI) rose .3% last month, higher than last year. The rise was mostly due to higher energy prices and an increase in food costs. Bottom line, while tariffs were expected to push prices higher, other factors such as car prices, home furnishings, clothing, etc. affected the CPI more.

Tariffs affected inflation less than expected. However, home builder confidence on single family construction slowed despite more activity. So, what is the reason for rates staying where they are? With tariff's not making as much of an impact as thought, what other factors are keeping rates where they are?

Slight Uptick in Builder Confidence Amid Ongoing Market Strains

Home builder confidence saw a slight right in July, a small step in the right direction. It is, however, well below the 50-point level that signals market growth. Currently at 33, it continues a 15 month stretch of weak sentiment. Bottom line, with higher interest rates and ongoing economic uncertainty, it is dampening the confidence and limiting activity in new builds.

Wholesale Inflation Eases More than Expected

Prices held steady in June after haven an uptick in May of .03%. Over the past year, wholesale inflation slowed, which is good news. Core wholesale prices, which do not include food and energy, remained fairly flat.

Stronger Spending and Mixed Jobs

Retail sales jumped in June by .6%, which was a bounce back from May's drop. Some of the biggest gains seen were at car dealerships, clothing, home improvement stores and restaurants. All this with unemployment claims falling by 221,000, however the amount of unemployment benefits stayed above \$1.9M for 8 straight weeks – suggesting job seekers are having trouble finding work.

Our members



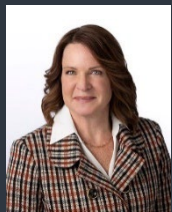
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NAMB on the Hill: NAMB Hive

NAMB tries to keep people in touch in a variety of ways. From webinars to seminars, from working with legislature to sharing resources and tools to help build your business. NAMB wants to help make you successful! [Click here](#) to view NAMB Hive

[Click here](#) to see what items NAMB is wanting to take to legislature!



Trying to keep ideas unique and fresh can be tough. There are so many creative people out there, and don't get me wrong, some really great ideas for marketing. Having the resources and, more importantly, doing something that is in your wheelhouse, can help drive business your way. When looking at marketing ideas, go with what you are comfortable with. There are some ideas out there, while crazy, completely work! But they work because it works for the person doing it. If you are making social media posts, blogs, doing events, that are way out of your comfort zone, it comes across and can end up backfiring. While you may be nervous, do something you feel comfortable with that you can "sell. Remember, keeping you in their mind is the end goal for generating business!



What is the housing market doing in Omaha? Are housing sales going up? Down? Staying neutral? We are here to keep you up to date with what is going on, it's good to Knomaha! [Click here](#) to find out more!



Tracks Lounge West has opened on 181st and Q St. This location joins the original Tracks located at 60th St and has been in business for 60 years! Not only famous for their fried chicken, Tracks is keeping with their racing theme to bring that feeling of nostalgia to the West side.

[Click here](#) to read more!



Sign up today for our 7th annual golf tournament benefitting the 50 Mile March Foundation. This foundation empowers Veterans facing mental health challenges and homelessness by fostering a community of hope and relentless support. [Click here](#) to sign up as a sponsor or your golf team!



Sign up today for our continuing education class for 2025! Our CE class will be held at Randall School of Real Estate on October 29. [Click here](#) to sign up today!



Interested in becoming a member or affiliate? Visit our website to learn more! www.neamb.net