



NEAMB Monthly Bulletin

March 2026

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?
- 2026 Webinars
- Great resource with education for mortgage professionals and affiliates
- Keep people connected.
- Want to see past newsletters? Go to [click here](#) to view!



The 2026 Broker Playbook: Protecting Pipeline & Growing Market Share

In today's market, the brokers winning business aren't chasing the lowest rate — they're leading with strategy.

Start with your database. Clients from 2021–2023 may now qualify to drop PMI, consolidate debt, or restructure payments. A simple “mortgage check-up” email or call can reopen conversations and create warm opportunities.

Next, help your referral partners shine. Provide updated pre-approval letters within hours, quick buydown scenarios, and simple payment comparison graphics they can share with buyers. In tighter markets across Nebraska and Iowa, speed and clarity are often the difference between an accepted offer and a lost deal.

Also, don't overlook smaller loan amounts. These borrowers often become repeat clients and strong referral sources when you deliver a smooth experience.

Finally, review lender overlays regularly. Condo rules, self-employed income documentation, and appraisal challenges are still derailing deals — and brokers who anticipate issues protect their pipelines.

The message for 2026 is simple: your value is expertise. Educate clients, support partners, and structure smart solutions.

Our members



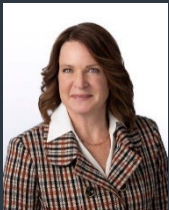
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Chuck Sederstrom
Vice President



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Secretary



Holly Schneidewind
Treasurer

Board Members

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Eric Petersen

NAMB on the Hill: ROAD Act

NAMB received word the ROAD to Housing Act may be coming to a full Senate floor vote in late February. This is one of the most comprehensive, bipartisan housing affordability bills in recent memory and it's packed with provisions that directly benefit mortgage brokers and clients.

[Click here](#) to read more!



Making yourself visible to your clientele helps keep you in the forefront of their mind when it comes time to refinance or purchase a home. You don't need to go viral – just visible. Creating new videos at least 2 times a week to post on social media outlets will create a database to get your customers attention. Try keeping them to 30 – 60 seconds. The average human's attention span on a single screen task is only around 40-47 seconds, so going over 60 seconds, you're going to lose your viewer. The topics don't have to be silly or informative every time or even mortgage related! Variety is the spice of life, so mixing it up with keep them coming back for more!

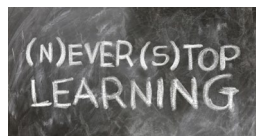


What is the housing market doing in Omaha? Are housing sales going up? Down? Staying neutral? We are here to keep you up to date with what is going on, it's good to Knomaha! [Click here](#) to find out more!



Eppley Airfield has passed the halfway point on their billion dollar terminal expansion. While the construction only adds 3 more gates to the airport, it does increase the total square footage from \$375,000 to 646,000 allowing for more room at the gates, food choices, bigger bathrooms and more!

[Click here](#) to read more!



Looking to keep on top of today's mortgage market? NAMB, has you covered! NAMB offers a variety of webinars on a wide range of topics. [Click here](#) to check out which one suits you!



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www.neamb.net