



NEAMB Monthly Bulletin

JULY 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!



Current Real Estate Market in Nebraska and Iowa

The housing markets in Nebraska and Iowa are experiencing a mix of trends in 2025. While Iowa is seeing a strong start with increased inventory and sales, Nebraska's market is stabilizing with moderate price growth and a predicted increase in inventory. Both states are experiencing a slowdown in appreciation compared to recent years, which is leading to more balanced market conditions.

Nebraska:

- **Stabilizing Market:** Nebraska's housing market is expected to stabilize in 2025, with moderate price growth and increased inventory.
- **Inventory Increase:** The inventory of homes for sale in Nebraska is projected to increase, which could help balance the current low supply.
- **Omaha:** The Omaha housing market is seeing a rise in inventory and a slight decrease in median listing prices, with a median price around \$325,140 in May 2025, [according to Rocket Homes](#).
- **Price Growth:** Nebraska's median home price in May 2025 was up 4.2% compared to last year, [according to Redfin](#).
- **Days on Market:** Homes in Omaha are selling faster, with a median of 6 days to pending, [according to Zillow](#).
- **Affordability:** Nebraska is considered one of the more affordable states for buyers due to its median household income and home prices.

Iowa:

- **Increased Inventory:** Iowa is experiencing a surge in active listings, with a nearly 25% year-over-year increase in April 2025.
- **Price Growth:** Median home prices in Iowa continue to rise, though at a slower pace than in previous years.
- **Sales:** Iowa is seeing a strong start to the year with increased sales, indicating a steady demand.
- **Balanced Market:** Iowa's market is considered balanced, with a slight edge for sellers but buyers gaining more options, [according to Southern Iowa Real Estate](#).
- **Affordability:** In March 2025, an Iowan needed to work 39 hours per month to afford a new mortgage payment on a typical single-family home, which is below the national average, [according to the Common Sense Institute](#).

Overall Trends:

- **Slowing Appreciation:** Both Nebraska and Iowa are experiencing a slowdown in home price appreciation, which is a sign of a more balanced market.
- **Interest Rates:** While mortgage rates have fluctuated, they have stabilized and are impacting buyer behavior, with some buyers adjusting their expectations, [according to KMTV 3 News Now Omaha](#).
- **Buyer Confidence:** Buyers are becoming more active, with some indicators showing increased mortgage applications and a renewed sense of optimism in the market.

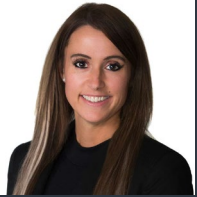
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NAMB on the Hill: 2024 Homebuyer Report

NAMB keeps track of a variety of information on the housing market trends. From housing prices to who is purchasing homes. Where the gap is and what inventory is looking at. Looking at these statistics can help you to understand not only what the trend was but where it is potentially going. [Click here](#) to view the 2024 Homebuyer Report!

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



Keeping your name in front of your borrower, whether past customer or potential future customer, should be a top priority when marketing yourself. Meeting someone once and hoping they call you back will not get business knocking down your door. In fact, most people's attention span these days is less 9 seconds! If you're wanting to figure out how to keep in front of people, track the results of any marketing you are currently during. Website traffic, lead sources and marketing campaigns will give you a promising idea of not only what are your customers looking for, but HOW should you stay connected with them to develop a marketing plan centered around having your customers remember your name!



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!

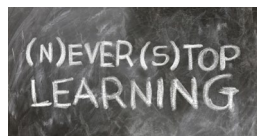


Saro Cider is partnering with Heirloom Fine Foods to host a series of cocktail parties and dinners for Omaha's gluten free population. These casual cocktail parties start on Friday, August 1 at Sara Event Lounge on 1012 S 10th St. You can purchase tickets at heirloomfff.com.

[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!



SAVE THE DATE!! We officially have a date for our continuing education class for 2025! Our CE class will be held at Randall School of Real Estate on October 29.



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