



# NEAMB Monthly Bulletin

July 2026

## What we do for you!

- Latest Industry News
- New with NAMB
- Building your business!
- Get to Knomaha!
- Grow Omaha – learn about businesses in our neighborhood!
- Great resource with education for mortgage professionals and affiliates
- Keep people connected.
- Want to see past newsletters? Go to [click here](#) to view!



## The Hidden Opportunity in Today's Market: Buyer Fatigue Creates More Serious Clients

After several years of higher interest rates and affordability challenges, many casual home shoppers have stepped to the sidelines. While that may seem like a slowdown, it has created an unexpected opportunity for mortgage professionals.

Today's buyers are more intentional. They're financially prepared, motivated, and looking for trusted guidance. That means mortgage brokers have a greater chance to collaborate with clients who are ready to make decisions rather than simply "testing the market."

For referral partners, this shift means quality is becoming more important than quantity. A smaller pool of buyers doesn't necessarily translate into fewer transactions—it often means more serious conversations and better-qualified prospects.

Mortgage brokers can capitalize on this trend by:

- Staying in regular contact with past clients and referral partners.
- Educating buyers on affordability strategies, including temporary buydowns and down payment assistance programs.
- Providing clear expectations about the local market and current financing options.
- Positioning themselves as advisors rather than rate quote providers.

As inventory slowly improves across many Midwest markets, buyers who have been waiting on the sidelines are beginning to re-enter the market. The brokers who stay visible, educate consistently, and focus on relationships will be the ones who capture the next wave of business.

The market may look different than it did a few years ago, but opportunities still exist for professionals willing to adapt and lead.

## Our members



Liz Gibbs  
President



Chuck Sederstrom  
Vice President



Sarah Stone  
Secretary



Holly Schneidewind  
Treasurer

## Board Members

Dave Welte  
Matt Thiel  
Eric Petersen

## NAMB on the Hill: Appraisal Reform

The National Association of Mortgage Brokers (NAMB) is backing the 21<sup>st</sup> Century ROAD to Housing Act which aims to lower costs and expand homeownership with reforming zoning, streamlining federal regulations, and placing limits on large institutional investors.

This act is looking at not only restricting large investors (companies that own 350+ homes) from buying single family homes as well as making the eligible pool for AMI (area median income) at 100% of the AMI instead of the current 80%.

This bill is also looking at the definitions of manufactured and modular housing to be treated on par with traditional HUD code homes.

For more information on this act, [click here!](#)



The weather has been so nice lately and people are wanting to get outside! If you're looking at doing something different, partner with a local, mid-sized brewery or coffee shop or even a food truck to host a "first time buyer happy hour." This low-pressure event not only gets your name out there in the community but it helps another local small business build their business. A win – win! By offering a free drink or appetizer to those who attend, it gets rid of the stiff seminar feel and makes people feel more comfortable in asking their basic questions!

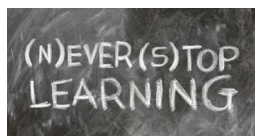


What is the housing market doing in Omaha? Are housing sales going up? Down? Staying neutral? We are here to keep you up to date with what is going on, it's good to Knomaha! [Click here](#) to find out more!



Scooter's Coffee ranked 13<sup>th</sup> in Yelp's 2026 Top 50 Fastest Growing Brands. This is the 3<sup>rd</sup> straight year this brand has received national recognition!

[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!



Interested in becoming a member or affiliate? Visit our website to learn more!  
[www.neamb.net](http://www.neamb.net)