NEAMB Monthly Bulletin

August 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!

Consumer Confidence Is Improving—What It Means for Mortgage Brokers

Housing activity continues to show signs of steady improvement as buyers become more comfortable with today's mortgage rate environment. While affordability remains a challenge in many markets, consumers are increasingly recognizing that waiting for significantly lower rates may not be the best strategy, especially as home prices continue to appreciate in many areas.

For mortgage brokers, this presents an opportunity to shift conversations away from rate alone and toward long-term financial planning. Educating borrowers on financing options such as temporary buydowns, adjustable-rate mortgages for qualified borrowers, down payment assistance programs, and refinance opportunities can help clients move forward with confidence.

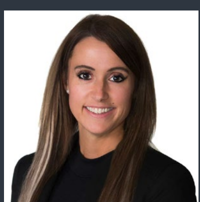
At the same time, maintaining strong relationships with real estate agents is more important than ever. Agents are looking for lending partners who communicate proactively, solve problems quickly, and can confidently navigate a variety of loan programs.

As the market continues to evolve, brokers who position themselves as trusted advisors—not just loan providers—will be best positioned to grow their business. Consistent education, timely communication, and personalized financing strategies remain key differentiators in today's competitive lending environment.

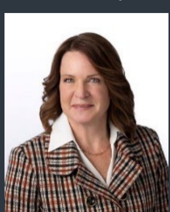
Our members

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:

Big Beautiful Bill Act

Currently, NAMB Is backing the Big Beautiful bill. Using this framework, NAMB is leveraging the bill's momentum to push for comprehensive credit reporting reform as well as advocating for the reductions of the LLPA's (loan level price adjustments), to name a few.

This bill is wanting to reinstate making the permanent mortgage insurance tax deduction that would restore the federal tax deduction for PMI (private mortgage insurance) and extend that deduction to government backed loans.

NAMB is working hard to ensure the items that would benefit the mortgage industry through this bill

For more information on this act, click here!

Have you updated your SEO lately? Your SEO content may need to be tweaked a little to help drive in more business. Look at updating your website to include language that is more inviting and not quite so…uninviting. For example, most people are going to your website to get a feel for the company and what it can offer. If your website just talks about how good the company is, how long you have been in business but doesn't really offer any information on how you can help the person looking at your site, they may just move on to the next website. Buying a house is scary, your site shouldn't be!

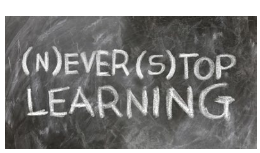
Good to KNOmaha

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!

GROW OMAHA

Culinary Dropout opens to the public on August 12 at Village Pointe in the former Local Beer Patio. Culinary Dropout has 16 restaurants and ensure no two dropout locations are the same.

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!

Join Us

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