AUGUST 2018

NEWS BRIEF

Residential Sector

Five Reasons You Should Call Instead of Text

Five reasons why sales professionals shouldn't give up on voice calls as a tool for communicating to clients and prospects.

By: Marc Gordon, contributor, REALTOR® Magazine, July 28, 2018
Read more: *www.magazine.realtor/daily-news/2018/07/27/5-reasons-you-should-call-instead-of-text*

While Cyber Criminals Continue to Target Real Estate Transactions, Take These Protective Measures

John Dillinger, Jesse James, Bonnie and Clyde -- these were some of the most notorious thieves in U.S. history. But for as much as these gangsters stole, they don't hold a candle to the amount of money that can be lost due to acts of faceless online criminals targeting real estate transactions.

By: Amy Niesen, Forbes Real Estate Council, July 11, 2018
Read more: *www.forbes.com/sites/forbesrealestatecouncil/2018/07/11/while-cyber-criminals-continue-to-target-real-estate-transactions-take-these-protective-measures*

PACE Financing Risks – A Fresh Look

First introduced in California in 2014, Property Assessed Clean Energy financing has since allowed more than 220,000 homeowners to make "green" improvements to their properties.

By: David Wharton, DS News, July 5, 2018
Read more: *www.dsnews.com/daily-dose/07-05-2018/keeping-pace-pace-risks*

Can Millennials Confront the Looming Threat of Aging Baby Boomers?

The Silent Generation and Baby Boomers are sitting on a whopping $13.5 trillion worth of home inventory.

By: Alcynna Lloyd, HousingWire, July 11, 2018
Read more: *www.housingwire.com/articles/46039*

Affordability Perceptions: Consumers Weigh in on Rent vs. Own

Housing inventory shortages, lack of new construction, and the not-unrelated issues of rising prices and falling measures of affordability have been major topics of discussion and analysis for several years.

By: Jann Swanson, Mortgage News Daily, June 29, 2018
Read more: *www.mortgagenewsdaily.com/06292018_housing_affordability.asp*

Commercial Sector

Commercial Real Estate Implications of the Steel and Aluminum Tariffs

The most important thing developers and contractors can do to minimize risk is to include clear contractual roadmaps for addressing eventualities such as price increases on raw materials.

By: Michael R. Hogue, National Real Estate Investor, July 12, 2018
Read more: *www.nreionline.com/development/commercial-real-estate-implications-steel-and-aluminum-tariffs*

Here's How to Avoid Cyber Attacks When Considering a Merger

During the process of a merger or acquisition, companies are exposed to a heightened risk for security breaches.

By: Marc D. Leone, Philadelphia Business Journal, July 10, 2018
Read more: *www.bizjournals.com/philadelphia/news/2018/07/10/heres-how-to-avoid-cyber-attacks-when-considering.html*

Rents of Transit Accessible Office Space 65 Percent Higher Than Market Average Rents

According to a new report, the national average rent in transit-accessible office buildings was 65 percent higher than the average market rent in early 2018.

By: Michael Gerrity, World Property Journal, July 18, 2018
Read more: *www.worldpropertyjournal.com/real-estate-news/united-states/houston-real-estate-news/brian-landes-transwestern-transit-accessible-office-rents-commercial-real-estate-news-central-business-district-office-rents-in-2018-10967.php*

The Death of Rollout: Reframing Retail Expansion

As the planned store closures by Starbucks and Chipotle makes clear, the pendulum certainly seems to have swung away from the growth of store counts simply for growth's sake.

By: Robert Ausdenmoore, Chain Store Age, July 17, 2018
Read more: *www.chainstoreage.com/store-spaces/the-death-of-rollout-reframing-retail-expansion*

Construction Spending Remains Strong Despite Headwinds

Construction spending was less robust than April's 1.8 percent gain, but the May numbers came in about where the experts expected them.

By: Jann Swanson, Mortgage News Daily, July 2, 2018
Read more: *www.mortgagenewsdaily.com/07022018_construction_spending.asp*

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