



December 2018

# News & Brief

## Residential

### Home Possible Mortgage Program

This week Freddie Mac gave the go-ahead to unlimited sweat equity to count toward the down payment and closing costs through its enhanced Home Possible Mortgage program.

By: Freddie Mac, November 27, 2018

Read more: <http://www.freddie-mac.com/homepossible>

### Fannie Mae Launches Disaster Response Network

Fannie Mae announced the launch of a comprehensive “action plan” to help homeowners who are impacted by natural disasters.

By: Radhika Ojha, The M Report, November 15, 2018

Read more: <https://themreport.com/daily-dose/11-15-2018/fannie-mae-launches-disaster-response-network>

### Plan to Reduce Human Appraisals May Lead to ‘Wildly Inaccurate’ Estimates

Federal agencies have proposed a plan to reduce the number of homes that require an in-person appraisal, hoping to speed up the closing process and save money for home buyers and borrowers looking to refinance.

By: REALTOR® Magazine, Daily News, November 26, 2018

Read more: <https://magazine.realtor/daily-news/2018/11/26/plan-to-reduce-human-appraisals-may-lead-to-wildly-inaccurate-estimates>

### Build a Great Brand: Align What You Think, Do, and Say

Content marketers need to look forward to what’s next. It’s time to figure out what is fundamental to our businesses vs. what is what is just a tactic or technique that has worked in the past but might not in the future.

By: Bethany Johnson, Content Marketing Institute, November 15, 2018

Read more: <https://contentmarketinginstitute.com/2018/11/build-brand-align>

### Why Real Estate Professionals Are Embracing Fintech

Fintech is evolving to be a big name in the real estate industry due to increased demand from homebuyers for better service.

By: Donna Joseph, MReport, November 27, 2018

Read more: <https://themreport.com/daily-dose/11-27-2018/why-real-estate-professionals-are-embracing-fintech>

## Landmark Abstract

131 Centerville Road  
Lancaster, PA 17603  
O: 717-293-9760  
[www.landmarkabstract.com](http://www.landmarkabstract.com)

## Commercial

### The Best Excel Tips for Commercial Real Estate Professionals

As a commercial real estate professional, Microsoft Excel is an important part of your workday and there are tricks and shortcuts you probably don’t know exist.

By: Keith Rudnick, ClientLook, Ltd., November 21, 2018

Read more: <https://blog.thebrokerlist.com/the-best-excel-tips-for-commercial-real-estate-professionals>

### In New York, \$35 Million Will Buy an Apartment. Or Grand Central

For \$39 million, you could buy a mansion in New York’s Upper East Side or if you’re the Metropolitan Transportation Authority, you could buy Grand Central Terminal, one of New York’s greatest icons, and still have \$4 million to spare.

By: Danielle Moran, Bloomberg, November 15, 2018

Read more: <https://www.bloomberg.com/news/articles/2018-11-15/in-new-york-35-million-will-buy-an-apartment-or-grand-central>

### The Impact of IoT on the Commercial Real Estate Industry

This article provides an overview of some major commercial real estate players and discusses how they’ve been adopting IoT today to shape tomorrow’s world.

By: Justin Havre, contributor, IoT For All, November 8, 2018

Read more: <https://www.iotforall.com/iot-impact-commercial-real-estate-industry>

### MBA: Commercial Mortgage Originations Fell in Q3, but Multifamily Bucked the Trend

Multifamily mortgage originations continued trending towards another record-breaking year with another strong quarter, the Mortgage Bankers Association reported Monday.

By: Ben Lane, HousingWire, November 19, 2018

Read more: <https://www.housingwire.com/articles/47438-mba-commercial-mortgage-originations-fell-in-q3-but-multifamily-bucked-the-trend>

### Redefining Property Values

Amazon’s announcement to equally split its second headquarters between Long Island City of Queens (LIC) and Crystal City in Arlington, Virginia, certainly affected the specific neighborhoods as well as surrounding areas.

By: Donna Joseph, DSNews, November 20, 2018

Read more: <https://dsnews.com/daily-dose/11-20-2018/redefining-nyc-property-values>

