

March 2016

# NEWS BRIEF

## Residential

### Link Building Lessons from the Real Estate Industry

Are links doing more harm than good? With the rules for link building constantly changing, it can be hard to know what a smart link building strategy is and what will land you in hot water with Google.

By: Brian Hughes, *Small Business Trends*, February 21, 2016

Read more: <http://smallbiztrends.com/2016/02/real-estate-link-building-lessons.html>

### NAHB Study Reveals U.S. Home Purchase Preferences Across Generational Lines

According to a new national survey by the National Association of Home Builders (NAHB), most U.S. home buyers (64%) prefer a single-story home, but there is great variation by generation: Millennials (35%), gen X'ers (49%), boomers (75%) and seniors (88).

By: Miho Favela, *World Property Journal*, February 26, 2016

Read more: <http://www.worldpropertyjournal.com/real-estate-news/united-states/nahb-millennial-home-buyers-gen-x-home-buyers-boomer-home-buyers-senior-home-buyers-national-association-of-home-builders-home-buyer-preferences-2016-9691.php>

### CFPB Pledges Leeway in Early TRID Exams

The Consumer Financial Protection Bureau openly acknowledged that the transition to new mortgage-disclosure requirements presents a major challenge for lenders, saying it will give them some leeway in upcoming exams.

By: Bonnie Sinnock, *National Mortgage News*, February 19, 2016

Read more: <http://www.nationalmortgagenews.com/news/origination/cfbp-pledges-leeway-in-early-trid-exams-1072296-1.htm>

### Buying Beats Renting in Less than Two Years, But Millennials Still Have Reason to Rent

Home buyers in Boston, New York and Washington, D.C. have to stay in a home for at least three years to break even on a home purchase, and buyers in the Bay area would have to stay nearly that long to make buying financially advantageous.

By: RISMedia, February 6, 2016

Read more: <http://rismedia.com/2016-02-06/buying-beats-renting-in-less-than-two-years-but-millennials-still-have-reason-to-rent/>

### Here's Proof Your Cybersecurity Efforts Might Totally Fail

The threat of a security breach is real and growing. Experts on a panel at the Mortgage Bankers Association Mortgage Servicing conference on Thursday outlined the threat trends facing the mortgage industry and what companies could do to make their companies safer from a cyber-attack.

By: Sarah Wheeler, *HousingWire*, February 19, 2016

Read more: <http://www.housingwire.com/articles/36324-heres-proof-your-cybersecurity-efforts-might-totally-fail>

### Pinnacle Title Agency

9211 Forest Hill Avenue, Suite 100  
Richmond, VA 23235  
O: 804-521-2576 | F: 804-320-2200  
[www.pinnacletitleva.com](http://www.pinnacletitleva.com)



## Commercial

### The Long-Term Impact of FIRPTA on CRE Pricing

The deal environment could see a boost this year after a change to the FIRPTA tax rule will likely result in more foreign money flowing into U.S. real estate.

By: Billy Fink, *Seeking Alpha*, February 25, 2016

Read more: <http://seekingalpha.com/article/3930486-long-term-impact-firpta-cre-pricing>

### Strong Cellular Coverage Boosts Building Values

Only about 2 percent of commercial buildings have dedicated technology in place that offers a strong, reliable mobile coverage and capacity indoors, a new study finds.

By: Daily Real Estate News, *REALTOR®Mag*, February 26, 2016

Read more: <http://realtormag.realtor.org/daily-news/2016/02/26/study-strong-wi-fi-boosts-building-values>

### Commercial Real Estate Outlook: 2016.Q1

NAR's latest *Commercial Real Estate Outlook* offers overall projections for four major commercial sectors and analyzes quarterly data in the office, industrial, retail and multifamily markets.

By: National Association of REALTORS®, February 25, 2016

Read more: <http://www.realtor.org/reports/commercial-real-estate-outlook>

### Real Estate Market: How Warehouses Are Born

If you thought financing a 2,000 square foot home was difficult, try coughing up the money for a 2 million square foot warehouse.

By: Jason Malmont, *The Sentinel*, February 26, 2016

Read more: [http://cumberlink.com/cumberland\\_valley\\_business\\_journal/real-estate-market-how-warehouses-are-born/article\\_98089b3c-3a12-5799-a59a-1ecd8c597470.html](http://cumberlink.com/cumberland_valley_business_journal/real-estate-market-how-warehouses-are-born/article_98089b3c-3a12-5799-a59a-1ecd8c597470.html)

### The Reality of the Commercial Real Estate Boom

After months of optimism, commercial real estate (CRE) forecasters have come back down to earth, with Morgan Stanley predicting no growth whatsoever in commercial property prices this year.

By: Neil Howe, *Forbes* contributor, February 24, 2016

Read more: <http://www.forbes.com/sites/neilhowe/2016/02/24/has-the-bubble-burst-in-commercial-real-estate/#7b94290255c7>

### Driverless Cars, Cashless Society Could Help Drive Future of Commercial Real Estate

Technology is changing the world and how businesses conduct transactions on a daily basis, and these changes could impact the commercial real estate industry over the next decade-plus.

By: Bryan Davis, *Alabama News Center*, February 20, 2016

Read more: <http://alabamanewscenter.com/2016/02/20/driverless-cars-cashless-society-help-drive-future-cre-industry/>



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