

# News Brief

JANUARY 2023

## RESIDENTIAL

### Housing Trends by Generation: Gen Z, Millennials, and Boomers

Just like their varying tastes in clothes and music, each generation of consumers today have unique preferences on where and how they want to live.

By: Courtney Hoff, *National Mortgage News*, December 16, 2022  
[Read More](https://firstam.us/3VwvugQ) <https://firstam.us/3VwvugQ>

### Cost of Mortgage Fraud Is Way Up

For every \$1 lost to fraud at financial institutions, it costs \$4.23 to address it, an increase of 16.2% from 2020.

By: Steve Goode, *National Mortgage Professional Magazine*, December 2022  
[Read More](https://firstam.us/3C6x568) <https://firstam.us/3C6x568>

### Home Flipping Profits Drop at the Fastest Pace in over a Decade

In the third quarter, gross flipping profit dropped to \$62,000.

By: Diana Olick, *CNBC News*, December 15, 2022  
[Read More](https://firstam.us/3FY8LVr) <https://firstam.us/3FY8LVr>

### 2022 Recap: Buzzwords That Sell Homes Faster

Creating an accurate representation of your home is important, but using the right combination of words can sell your home much faster.

By: Kyle G. Horst, *The MReport*, December 16, 2022  
[Read More](https://firstam.us/3YYYllr) <https://firstam.us/3YYYllr>

### What Goes Up Must Come Down: The Pandemic Era's Hottest Markets Are Leading the U.S. in Price Reductions

To close sales, more sellers are dropping asking prices than at any point in the past few years and many have been forced to face the fact that they won't get the price they'd dreamed of receiving anytime soon.

By: Evan Wyloge, *realtor.com*®, December 5, 2022  
[Read More](https://firstam.us/3G1B3OH) <https://firstam.us/3G1B3OH>

## COMMERCIAL

### The Future Landscape of Cities: Live-Work-Play, Science Centers, Medical Offices

A study shows that 512 live-work-play communities were built across the nation between 2012 and 2022, with another 101 in the pipeline for the next two years.

By: Kimberly Hass, *The Mortgage Note*, December 22, 2022  
[Read More](https://firstam.us/3FY8W33) <https://firstam.us/3FY8W33>

### Why a Recession in 2023 Could See Remote Workers Return to the Office

The coming year could determine who ends up having the upper hand in determining what work looks like in the future.

By: Paritosh Bansal and Mark John, *Reuters*, December 7, 2022  
[Read More](https://firstam.us/3VwvugQ) <https://firstam.us/3VwvugQ>

### When a Major BTR Builder Goes It Alone

One of the first major home builders to venture into the single-family BTR is introducing its own Build-to-Rent brand, effectively adding renters to its customer line-up.

By: Lew Sichelman, *Multi-Housing News*, December 1, 2022  
[Read More](https://firstam.us/3G03Nr1) <https://firstam.us/3G03Nr1>

### Buying Ugly: The Inner Beauty of Unattractive Real Estate

When it comes to residential real estate, no one wants to buy ugly. When investing in commercial real estate, the same principles don't necessarily apply.

By: Nikita Zhitov, *Inc.com*, December 22, 2022  
[Read More](https://firstam.us/3WTd4YG) <https://firstam.us/3WTd4YG>

### For US Small Businesses, Interest Rates Are Next Year's Key Issue

Most small businesses in the US will continue to grapple with a slower economy, inflation, supply chain challenges and labor shortages next year; but our biggest problem will be interest rates.

By: Gene Marks, *The Guardian*, December 25, 2022  
[Read More](https://firstam.us/3WDgklk) <https://firstam.us/3WDgklk>

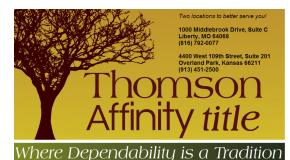
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