

April 2018

# News Brief

## Residential

### Social Media In 2018: Time To Grow Up Or Get Out

Social media marketers can learn important lessons from what happened in search engine optimization.

By: Mark Traphagen, contributor, Marketing Land, March 20, 2018

Read more: <https://marketingland.com/social-media-2018-time-grow-get-236162>

### Eleven Common Myths about Blockchain and Cryptocurrency You Shouldn't Believe

Some of the most common misconceptions about these technologies.

By: Forbes Technology Council, Forbes, March 27, 2018

Read more: [www.forbes.com/sites/forbestechcouncil/2018/03/27/11-common-myths-about-blockchain-and-cryptocurrency-you-shouldnt-believe](http://www.forbes.com/sites/forbestechcouncil/2018/03/27/11-common-myths-about-blockchain-and-cryptocurrency-you-shouldnt-believe)

### Could 'Granny Flats' Be the Solution to America's Affordable-Housing Crisis?

In-law suites, granny flats, accessory dwelling units — whatever you call them, developers and housing economists say these units could be a cure to the inventory shortage in real-estate markets nationwide.

By: Jacob Passy, MarketWatch, March 26, 2018

Read more: <https://www.marketwatch.com/story/could-granny-flats-be-the-solution-to-americas-affordable-housing-crisis-2018-03-24>

### Little-Known Factors Affecting Home Values

Location, crime, and neighborhood comps can certainly affect a home's value, but what are some of the more invisible factors that influence sales prices?

By: Daily Real Estate News, REALTOR® Magazine, March 27, 2018

Read more: [www.realtormag.realtor.org/daily-news/2018/03/27/little-known-factors-affecting-home-values](http://www.realtormag.realtor.org/daily-news/2018/03/27/little-known-factors-affecting-home-values)

### U.S. Existing-Home Sales Rebound Even as Inventory Remains Tight

Sales of previously-owned U.S. homes rose more than expected in the first gain in three months, indicating that job gains and tax cuts are supporting demand despite low supply.

By: Katia Dmitrieva, Bloomberg Markets, March 21, 2018

Read more: [www.bloomberg.com/news/articles/2018-03-21/u-s-existing-home-sales-rebound-even-as-inventory-remains-tight](http://www.bloomberg.com/news/articles/2018-03-21/u-s-existing-home-sales-rebound-even-as-inventory-remains-tight)

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## Commercial

### Cracking the Co-Working Code in Commercial Real Estate

Real estate brokers scoff that just a fraction of U.S. office space is occupied by co-working and other flexible workspace options, yet data shows over one-quarter of new leases signed in the past two years came from this burgeoning business.

By: Herbert Lash, Reuters, March 19, 2018

Read more: <https://money.usnews.com/investing/news/articles/2018-03-19/cracking-the-co-working-code-in-commercial-real-estate>

### Texas Topped the Country in Commercial Real Estate Development in 2017

Oil and cattle are the iconic business touchstones for Texas, but it's real estate development where the Lone Star State really leads the country.

By: Steve Brown, Dallas News, March 19, 2018

Read more: [www.dallasnews.com/business/real-estate/2018/03/19/texas-topped-country-commercial-real-estate-development-2017](http://www.dallasnews.com/business/real-estate/2018/03/19/texas-topped-country-commercial-real-estate-development-2017)

### Risks, Benefits of Dog-Friendly Offices

More employers are exploring the benefits of allowing pets at the workplace, but what are the legal, health and safety implications for landlords or property managers?

By: Laura Calugar, Commercial Property Executive, March 9, 2018

Read more: [www.cpexecutive.com/post/risks-benefits-of-dog-friendly-offices](http://www.cpexecutive.com/post/risks-benefits-of-dog-friendly-offices)

### Tax Reform Could Create a Tailwind for Real Estate in These Coastal Markets

Major metro centers could experience an extension of economic growth once the effects of tax reform take hold.

By: Julie Littman, Bisnow, March 26, 2018

Read more: <https://www.bisnow.com/national/news/economic-development/tax-reform-could-create-a-tailwind-for-nyc-and-bay-area-real-estate-86527>

### Ghost Restaurants and the Impact on Commercial Real Estate

A hot, new restaurant concept is taking off in densely populated cities like New York, Los Angeles, Chicago and Washington, D.C., but don't try to make a reservation or stop in to grab a bite to eat.

By: Liz Wolf, Seeking Alpha, March 27, 2018

Read more: [www.seekingalpha.com/article/4159105-ghost-restaurants-impact-commercial-real-estate](http://www.seekingalpha.com/article/4159105-ghost-restaurants-impact-commercial-real-estate)