

**RETAILERS ONLY MEETING
MARCH 27, 2025**

DRAFT AGENDA

1) Installation Training

- Any interest? Would be a “best practices” type training
- Video an installation? Topic-specific categories (survey sent to MHEC group & ManufacturedHomes.com – feedback received to date is attached)
- How to hire/train installers

2) Zoning Issues

- Improving CEO/ZEO relationships and understanding of our product

3) How to Handle Pricing – Accurate & Timely

- The changing landscape of Parks setting up their own in-part retailer arrangements instead of buying through dealers
- Navigating the “buying group” challenges

4) Marketing

- Do we have an identity crisis?
- Manufactured/Modular as Affordable Housing
- Consumer-Facing website – COMING SOON thru NYHA – digital marketing, etc.
- Open discussion – how to improve public image of MH