



HOUSING NOW

April 2025

THE VALUE OF ACCREDITED COMMUNITY MANAGER TRAINING

By Chrissy Jackson, Ph.D.

In order to support manufactured community operations, or to do business with a community, it is valuable to understand how a community operates from within the office. The Accredited Community Manager program was created by the Manufactured Housing Educational Institute to expand knowledge and skills about managing manufactured housing communities.

This two-part program is designed for everyone involved in the manufactured housing industry: retailers, attorneys, maintenance staff, vendors, and community managers. Whether you manage or work with communities, by expanding your grasp of the community manager's day-to-day duties, it is easier to provide services that support their goals.

The ACM® program is offered in two parts and delivered both online and in-person. The online course can be completed at an individual's pace and is ideal for self-directed learners. The in-person ACM® 1 is three days of classroom interaction followed by a written exam on the fourth day.

ACM® 1 is open to anyone currently in the manufactured housing industry, or anyone who is thinking about buying a community, starting a service company for the manufactured housing industry, or is an attorney or retailer who wants to work with communities. It includes 10 chapters.

What is in ACM Training? In the in-person class, an overview of property management is followed by a discussion on setting community management policies. Both of these areas have time for class interaction as students learn that there may be distinctive right answers for policies that address the same situations in different communities. Then the class delves into

understanding market issues and the leasing of homes and homesites. This covers both rental homes and resident-owned homes for marketing and leasing. Next is a look at resident relations programs and creating resident policies. Resident relations programs are not only social gatherings, it takes a broader approach to creating working relationships with residents and homeowner associations for the benefit of the entire community. Time is spent on understanding different communication styles and when to use each for maximum benefit, as well as the financial areas of rent: payments, collections, and increases. Maintenance insights are covered with sections on scheduling and helpful tips followed by personnel policies and procedures. ACM® 1 closes with a look at the major federal laws that impact our industry.

The course begins by helping participants learn how to create a budget with the use of accounting tools and processes. Next, time is spent learning how to analyze a community financially reviewing not only financial statements, but other performance measures. A segment on insurance coverages and another on taxes and assessment are next. Understanding the physical asset is broken down into steps with discussion, and that is followed by a discussion centered around the contents for an operation manual, and how to create one. Finally, the ACM® 2 in-person course concludes with a project from the attendees' choice of nine potential topics covering issues faced by communities, which concludes with a brief oral presentation to the class.

NYHA will be hosting the ACM Course #1 in our office from April 21-24, 2025. Registration ends at noon on April 14, 2025. ***We hope you will register TODAY!***



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Sources

¹ https://www.energy.gov/sites/default/files/2022-11/ZERH%20Name%20and%20Logo%20Use%20Guidelines_0.pdf

² Energy savings are based on electrical and gas energy consumption using NREL® BEopt™ to estimate annual electrical and gas energy consumption of a home built to DOE Zero Energy Ready Home™ guidelines compared to the same home built only to industry and HUD standards in the cities listed. Estimates are based on calculations for multi-section Tempo Let It Be and Shout models.

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22 MANUFACTURED HOME MARKETING IDEAS

The Industry is Moving Up!!

The manufactured housing industry has come a long way since the housing recession over a decade ago. Just take a look at the numbers—shipments have surged from around 40,000 in 2010 to over 100,000 last year. That's more than double in just ten years!

But...We've done even better before. Back in the '60s, '70s, and throughout the '90s, our industry wasn't just growing—it was booming, at nearly **triple** the rate we've seen in the past decade. Imagine what that was like. Now, the big question is: **how do we get back there?**

I know what you're thinking: *"The '90s had financing so loose you could drive a Mack truck through it."* And you're absolutely right. That kind of financing isn't coming back—but the buyers never left.

The U.S. population hasn't shrunk since the '90s. People aren't suddenly making so much more money that affordable housing isn't needed. In fact, there are *more* people looking for homes, and *more* demand for affordable options.

So what's holding us back?

The answer is *awareness*. Outside of the industry, manufactured housing is relatively unknown. The average 28 year old looking to buy their first home knows ZERO about manufactured homes.

And they won't know anything about it until we tell them. The manufactured housing industry has to advertise more. We cannot simply rely on being the cheapest housing option as our primary method to get buyers in the door. Our industry has an incredible product, is full of amazing people, and is the best chance many Americans have to own their own home. We have the potential to do 10x the business we are now. We just have to advertise in places that the 28 year old spends time, AND in a manner that resonates with that younger buyer.

Worried about the 'stigma' of a manufactured (mobile) home? Don't be. Young people don't care. You have to remember, this is the generation that started the #VanLife movement and will spend \$200k on a van to live in down by the river. :) The problem isn't that they think negatively about manufactured homes...**the problem is that they don't think about them at all.**

A manufactured home is the best housing option for millions of young Americans, yet we're only selling to thousands. We have to get them talking about it, and that happens through advertising.



Marketing: You Get What You Pay For: Marketing has a cost—it's measured in **dollars, time, or energy**. You can't expect big results from minimal effort. The good news? **You always get what you pay for in advertising.**

- Spend \$50? You'll get \$50 worth of exposure.
- Invest \$5,000? You'll get **100x** the reach and impact.
- Put in five minutes of effort? You'll get five minutes' worth of results.
- Spend several hours and real energy? You'll see **real** returns.

That's how advertising works. And that's why I put together **22 marketing ideas** you can use today. Some are free but require time and effort. Others require cash but are low-maintenance. Either way, they'll help get your business in front of more people.

PART 1: "FREE" MARKETING IDEAS

1) Re-engage Old Facebook Leads: Go back through your business page messages. Follow up with every person who inquired about a home. If you have a special offer, tell them. If they don't respond, message again. Keep following up.

2) Ask Past Customers for Google Reviews: Happy customers can bring in new ones. Call every buyer you've ever had and ask for a **5-star Google review**. Send them the link to make it easy.

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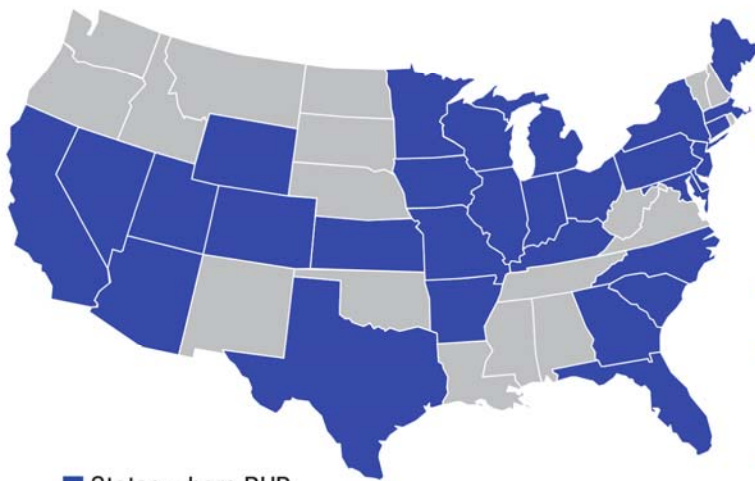
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DOE LITIGATION PAUSED AS RULEMAKING TO DELAY COMPLIANCE MOVES FORWARD

The federal lawsuit challenging the Department of Energy's (DOE) energy conservation standards for manufactured housing is now on hold. On February 21, 2025, the Manufactured Housing Institute (MHI) and the Texas Manufactured Housing Association (TMHA), alongside DOE, filed a joint motion to stay litigation for 60 days, citing DOE's intention to initiate rulemaking to further delay compliance with the rule's energy efficiency standards.

Judge David A. Ezra granted the request on March 14, 2025, pausing the case until April 22, 2025, and extending the briefing schedule for summary judgment into May 2025.

What This Means for the Industry:

- The Final Rule's compliance date for Tier 2 homes remains July 1, 2025, but DOE is now expected to propose an additional delay.
- This move aligns with DOE's prior acknowledgment that enforcement procedures must be in place before compliance can be required.
- If DOE does not publish a Notice of Proposed Rulemaking (NOPR) or otherwise initiate rulemaking to delay compliance within 60 days, MHI and TMHA may seek expedited relief to stay the rule's implementation.

Regulatory Shift Under the Trump Administration:

The decision to stay litigation and initiate rulemaking reflects a broader shift in federal regulatory priorities under the Trump Administration. President Trump's Executive Orders on regulatory reform have emphasized reducing unnecessary burdens on industries, particularly where compliance costs outweigh the benefits. Additionally, the Secretary of Energy has signaled a commitment to reevaluating regulations that impose excessive economic burdens without clear consumer benefits.

Given the significant compliance costs associated with DOE's original rule—costs that

disproportionately impact affordability in manufactured housing—it is expected that the agency's new rulemaking will alter or scale back the Final Rule to align with the administration's broader deregulatory approach. This would be consistent with DOE's previous acknowledgment that further clarity is needed before manufacturers can be expected to comply.

Next Steps: MHI will continue to monitor developments and advocate for a fair regulatory process that ensures clarity and feasibility for manufacturers, retailers and consumers.

GOVERNMENT TASK FORCE TO USE FEDERAL LANDS FOR AFFORDABLE HOUSING

In March, the U.S. Department of Housing and Urban Development (HUD) Secretary Scott Turner and U.S. Department of the Interior (DOI) Secretary Doug Burgum announced the creation of a Joint Task Force on Federal Land for Housing. This task force aims to increase housing supply and decrease costs by identifying underutilized federal lands suitable for residential development, streamlining the regulatory process of land transfers and leases, and uphold affordability goals and policies. With a focus on rural and tribal communities, the task force will balance responsible resource usage and preservation to bring affordable housing to those in need across the country.

MHI will engage with the task force to convey the benefits of including manufactured housing to address the housing shortage at an attainable cost.



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Some Towns and Villages have outdated zoning that prohibits Manufactured Homes on private land. In 2015, Legislation was signed in to law that prohibits discrimination against an “aesthetically similar” home, manufactured homes included.

If you need a copy of the law to give to your Town or Village Officials, please reach out to:
Kathy@nyhousing.org



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3) Offer a \$1,000 Referral Bonus: Referrals are gold. Tell past customers that for every person they send your way who **buys a home**, they get \$1,000. Yes, it's a lot. That's why it works.

4) Post a "Feature of the Day" on Social Media: Up your posting game—**every day** feature something unique about your homes. Energy-efficient appliances, 2x6 walls, Wind Zone ratings—talk about what makes your homes better.

5) Call Every Lead from the Past Year: Pull up your CRM (if you don't have one, get one), and call every single lead that didn't buy. Mention new inventory, sales, or promotions. If they're not interested, ask if they know someone who is.

6) Send Previous Buyers a 'Happy Birthday' Text: You have their birthdates on file. Shoot them a quick text on their birthday—no sales pitch, just a warm message. It keeps your business top of mind.

7) List Every Home on Facebook Marketplace: Yes, it takes time. But it's **free** and generates leads. Post detailed listings with a link back to your website. And while you're at it, throw them on Craigslist. Why not, right?

8) Get Backlinks from Vendors & Lenders: Call every company you do business with—manufacturers, lenders, suppliers, etc—and ask if they have a directory. Get your business listed with a link to your website. These backlinks help your SEO and get you up in the Google rankings.

Part 2: Low-Cost Marketing Ideas

9) Buy a Giant Key & Take a Photo with Every Buyer: Get a hilariously oversized key made. Every new homeowner gets a photo holding it, captioned: **"This customer got a HUGE deal on their new home!"** It's fun, it's memorable, and it gets shared.

10) Send a \$10 Starbucks Gift Card to Past Buyers
A simple, personal gesture: **"Here's a cup of coffee to enjoy in your new home."** It sparks goodwill and referrals

11) Send Holiday Cards to All Customers: A small investment that keeps your business in people's minds.

12) Boost Every Social Media Post with \$30: Spend **\$30 per post** to target buyers within a 50-

mile radius. Just four posts a week = \$500/month in hyper-local marketing.

13) Branded Winter Jackets for Salespeople: Invest in **nice jackets** (at least \$150 each) with your logo. If they're stylish, your team will wear them all the time—turning them into **walking billboards**.

14) Vinyl Wrap Your Vehicle: Turn your car into a moving advertisement.

15) Hire a Drone Pilot for Lot Flyovers: Professional aerial videos of your lot make for **amazing social media content** and website visuals.

16) Start Posting Reels & TikToks: Short, engaging video content **sells**. Get creative, have fun, and show off your homes.

Part 3: "Shoot for the Moon" Marketing Ideas

17) Manufactured Home Diorama: Slice a double-wide in half, furnish it, and put up plexiglass so people can see inside as they drive by your business. Update it seasonally.

18) Give a Green Egg Grill with Every Purchase: Who doesn't want a free grill? Bulk-buy from a local hardware store and turn it into a promo.

19) Freestyle Motocross Stunt Over a Home: Know someone with dirt bikes? Have them jump over a single wide, film it, and blast it all over social media. **People will watch.**

20) Throw a Free Holiday Concert: Great band. Free food. Local craft beer. Proceeds go to charity. Make it a **memorable** event.

21) Hire a Skydiver to Announce a Price Drop: A skydiver landing in your lot with a banner? **Now that's an ad.**

22) Give Away a Home to Someone in Need: A powerful, feel-good marketing move that **will** get media coverage.

Don't like any of these ideas? No problem—I'm not offended. There are **a million** creative ways to market your business. Just remember: **Be bold. Be consistent. Be seen. Now, go make some noise!**



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APRIL 2025: COMING EVENTS

APR 8 MONTHLY MEET-UP Remote 11am - 12pm

Plan to join us on Tuesday, April 8th from 11:00 am - 12:00 pm for a LEGISLATIVE UPDATE with Jane McLaughlin, Esq. Registration: www.nyhousing.org/events/monthly-meet-up-april-8-2025

APR 9 SALES TRAINING COURSE Syracuse 9am - 4pm

Join us in Syracuse for an all-day SALES TRAINING Course for Manufactured Housing Professionals: Essential Selling Skills for Retailers and Communities with Scott Stroud from LearnMH. This is a great course for experienced Sales Staff and New Hires! Registration: www.nyhousing.org/events/sales-training

PLEASE NOTE: Registration ends at noon on April 8, 2025.

APR 15 CONTINUING ED Remote 9am - 12pm

2025 Manufactured Housing 3-Hour Continuing Education Course: Manufacturers, Retailers, Installers & Mechanics Required Training. Registration: www.nyhousing.org/events/continuing-education---april-15-2025

PLEASE NOTE: Registration closes at noon on April 14, 2025.

APR 16 21B INITIAL Remote 9am - 12pm

The 21B Training Course is for people looking to become certified as Retailers, Manufacturers or Installers of Manufactured Homes in NYS.

Registration: www.nyhousing.org/events/21b-initial-training-course--april-16-2025

PLEASE NOTE: Registration closes at noon on April 15, 2025.

APR 16 21b INSTALLER Remote 9am - 12 pm

The 21B INSTALLER Training Course is for people looking to become certified as Installers. Registration: www.nyhousing.org/events/21b-installer-training-course---april-16-2025

PLEASE NOTE: Registration closes at noon on April 15, 2025.

APR 16 MECHANICS Remote 9am - 4pm

The Mechanics Certification Course is offered to people who would like to become certified to work on Manufactured Homes in NYS.

Registration: www.nyhousing.org/events/mechanics-certification-course---april-16-2025

PLEASE NOTE: Registration closes at noon on April 15, 2025.

APR 21-24 ACM COURSE #1 NYHA Office 8am - 4:30pm

The ACM[®] certification was developed by the Manufactured Housing Educational Institute (MHEI[®]) to raise the standard of training for manufactured housing community managers. Registration and more info:

www.nyhousing.org/events/accredited-community-manager-course

PLEASE NOTE: Registration closes at noon on April 14, 2025.

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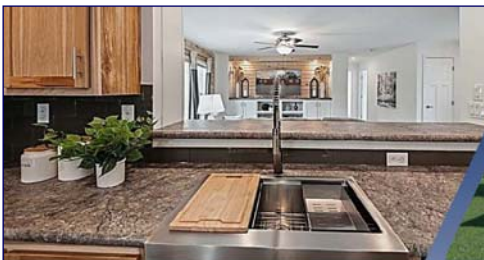
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Program Highlights Through HF&C

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