



HOUSING NOW

August 2022

30th ANNUAL SUMMER OUTING – A HUGE SUCCESS!

Our traditional day of fun in the sun was a huge success! A large number of members gathered for a summer picnic on August 3rd at Drumlin's Country Club in Syracuse, NY. It was a day of lively conversation, laughter and camaraderie.

The day started off with our Annual Golf Tournament at the prestigious East Course. Novice and ace golfers alike played a full 18 holes. 2022 golf outing winners were: 1st Place Team – Team Rochester Commercial Real Estate; 2nd Place Team – Team Titan Homes #1; and the 3rd Place Team – Team Champion Homes Atlantic. Closest to the Pin winners for Men and Women were Dan Shedon and Jess Coon. Longest Drive winners for Men and Women were Pam Hallak and Mike Cure. We had 19 golf teams in total. Thanks to all who participated!

Many association members joined with the golfers in the afternoon for a fantastic clam bake and luncheon at the NYHA Networking Reception. Other fun afternoon activities included a Silent

Auction offering a fantastic list of great escapes at various hotels and other venues throughout New York, a 50/50 raffle and numerous door prizes. Congratulations to Joe Sitts, winner of the 50/50 drawing!

We'd like to thank all of the 2022 Summer Outing sponsors who helped make this day possible: 21st Mortgage Corp; Approved Credit Services; Blevins; Bluestone Construction; Champion Homes – Atlantic; Champion Homes – Redman; Champion Modular; Greenberg Traurig; Haylor, Freyer & Coon; Highland Holdings; Hoffman Homes; John A. Alvarez & Sons; Manorwood Homes; Marlette Homes; MHC Consultants; MHD Empire Service Corp.; National Latham Group; PennWest Homes; Powderhorn Agency / ProGuard; RHP Properties; Rochester Commercial Real Estate; Titan Homes; Triad Financial Services; and UMH Properties.

Thanks for a great 2022 Summer Outing!

COMING SOON - 72nd ANNUAL CONVENTION & TRADE EXPO!



CHECK OUT PAGE 9 FOR MORE DETAILS!
Watch your mail & email for further details.

Tickets go on sale September 1, 2022

OCTOBER 19-20, 2022

Turning Stone Resort, Verona NY

Housing Now serves as a medium of exchange of ideas and information on the factory-built housing industry to our members. No responsibility is assumed by the publisher for its accuracy or completeness. The views expressed and the data presented by contributors and advertisers are not to be construed as having the endorsement of the New York Housing Association, unless specifically stated.



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FROM THE NYHA PRESIDENT



JOE BUSHEY

FULL STEAM AHEAD

It was a pleasure seeing so many members turn out for our annual summer outing on Wednesday August 3rd. A sincere thank you to Bob Capenos and Kathy Pratt for all the time and effort that goes into planning such an event. Thanks to Julie Harper and Denise Price for helping out at the registration table and of course John Copeletti and Neil Bandel for the great job selling tickets to the 50/50 drawing. Congratulations to Joe Sitts of Titan Homes who walked away with over \$600 from this year's drawing! I also would like to thank all of our sponsors, we obviously could not do this every year without your continued support.

Now it is on to planning our Annual Meeting and Convention. The world class Turning Stone Resort has again been reserved for October 19 & 20, 2022. Please mark your calendars and be sure to bring along a friend this year. Our goal, as always, is to have as much participation as possible, and we strive to provide as much material as we can to help grow your business. Be watching for the emails and mail for this year's agenda and how to register. We hope some of you will also consider sponsor this year's event.

I wish I could tell all of you what the future holds, but unfortunately that is a little bit above my paygrade. I have no idea where pricing of materials and services will eventually end up, nor where the next crisis will come from. What I do know is those who stay focused on being competitive in the market place, and provide a service that is worth what they are charging for it, will always find a way to grow their business and have more work ahead of them then they know what to do with. Best of luck to all of you to a successful 2022, we are already almost 2/3 of the way to this year's finish line!

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Senate Committee Directs HUD to Focus on Program Updates for Manufactured Housing

The Senate Appropriations Committee has released its Fiscal Year 2023 spending bill for HUD and included in its accompanying Committee Report directives to HUD on top priorities for MHI. The Report directs HUD to review and modernize its financing guidelines for all of its manufactured housing mortgage programs and calls on HUD to publish the fourth and fifth sets of updates to the HUD Code. These directives align closely with some of the Committee Report language that accompanied the recently passed House Fiscal Year 2023 HUD spending bill. The proposed fourth and fifth sets of updates to the HUD Code have been published in the Federal Register and are now open for public review and comment.

MHI will continue working with the Senate appropriators to ensure they support the House language directing HUD to ensure that energy efficiency standards incorporated into the HUD Code are cost-effective with respect to housing affordability. In addition, MHI will work to support the creation of a \$500 million program at HUD for the preservation of manufactured housing communities, which was included in the House bill.

Senate Includes Extension of 45L Energy Tax Credit in Spending Agreement

An extension of the 45L Energy Efficient New Home Tax Credit for manufactured housing is included in the Senate's \$700 billion "Inflation Reduction Act of 2022," which was announced late last week to address climate, tax, and health care priorities of the Administration. As currently written, the legislation would make the tax credit retroactive for 2022 and extend it through 2032. Beginning on January 1, 2023, the 45L tax credit would increase to \$2,500 for homes meeting the requirements of Energy Star and \$5,000 for homes certified under the Department of Energy's zero energy ready home program.

MHI Cautions Congress on Proposals to Further Curtail FannieMae & FreddieMac Support for MHC

Senator Hickenlooper (CO) and Representative Axne (IA-03) have invited their colleagues to sign a letter calling for FHFA Director Thompson to increase tenant protections for those owners and operators receiving financing from Fannie Mae and Freddie Mac. MHI has reached out to all Democratic members of Congress urging them to not sign the letter. The current Fannie Mae and Freddie Mac tenant lease requirements have been in place since last Fall and include requirements to protect against exorbitant rent increases and predatory practices. No evidence has been cited demonstrating that these protections have not worked since they were put into place. MHI cautioned lawmakers that adding more restrictions will only hurt the very homeowners they seek to protect. Federal policies should encourage capital investment into land-lease communities to increase the supply of quality affordable homeownership options, to preserve these communities and protect them from closure.

ICYMI – States Granted Expanded Use of Federal Funds for Affordable Housing

Federal funds provided to states to recover from the pandemic can now be used for affordable housing programs, which could include MH. In a July announcement, the Treasury Dept urged states to use State and Local Fiscal Recovery Funds (SLFRF) for the development, repair, and operation of affordable housing units. Changes are focused in two areas: 1) allows for loans for the construction of affordable housing or to finance a necessary investment in water, sewer or broadband; and 2) expands the list of eligible uses of funds to include federal programs that meet core requirements like HOME, the National Housing Trust Fund, and USDA multifamily preservation program. These programs include the core requirements that relate to resident income restrictions, long-term affordability and related covenant requirements, tenant protections, and housing quality standards. This move comes as much of the \$350 billion funds from the SLFRF remains unspent.



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PENNSYLVANIA MANUFACTURED HOUSING ASSOCIATION ANNOUNCES "IN-PERSON" ACM COURSE 1 & ACM COURSE 2 CLASSES BACK ON THE SCHEDULE!

Accredited Community Manager (ACM®): The ACM® program is a comprehensive study of manufactured home community management topics. This program covers a broad range of manufactured home community management topics to include: management and resident policies, community maintenance, leasing and sales techniques, marketing communities, taxes, insurance, financial management, business planning, physical asset management, federal laws and fair housing law. Community owners, managers and others in key management roles within a community may attend classes.

The in-person ACM® program consists of two courses, the first lasting three and one-half days and the second lasting two and one-half days.

ACM Course 1 – October 18-21, 2022: The focus of this 3 1/2 day course is Professional Community Management and will cover an overview of the varied responsibilities of the community manager.

ACM Course 2 – May 17-19, 2023: The focus of this 2 1/2 day course is Advanced Community Management and will cover Community Operations and Financial Management.

Member pricing extended to members of home state MHA's.

For more info & to register, visit:
<https://pmha.org/educational-events>



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HOW MANY TIMES SHOULD A SALESPERSON FOLLOW UP WITH A WEB LEAD?

By David Finney, BildMedia

Easy. Until the lead asks the salesperson to stop!!

Web leads are any lead that submit their info via the internet. They could come from your website, Google, social media, or some other digital platform.

It's very easy to submit contact info online, as opposed to walking in the store or making a call, so these leads have a lot less time invested in the sales process than calls or walk ins. However, this doesn't mean they're any less valuable - it simply means that you need to invest more time in them to close the sale. They took the first step and sent in their info, now it's the sellers job to get them to the closing table.

On average, it takes up to 8 touch points to make a sale. So if you're not calling/texting/emailing new leads at LEAST 8 times, you're missing out on business!

Here's the most important step in the whole process...respond quickly. If they submit their info at a reasonable time, call them immediately. If that lead sent in their info, that means that they're thinking about buying from you, and there will be no better time to call them. Don't wait until after lunch, or tomorrow, or when you're free. Call immediately.

If that first call doesn't work, keep calling/texting/emailing and until they either 1) buy from you, or 2) ask you to stop. Buyers are getting hit from every angle, and you have to be persistent to rise above the noise. A web lead submitted their info in an attempt to be contacted. There's nothing wrong giving a 10x effort to do what the lead requested and get them on the phone and into your store.

And finally, when you've called, texted, left voicemails, 10, 15, maybe 20 times, and you still have not heard back, what then? Do you give up and never contact the lead again? Of course not. You put their email into a list that you email monthly when you have a sale, new home, promo, or anything else of interest. You've got their contact info, so there's no reason to keep telling them how amazing your business and products are.



david@bildmedia.io
<https://bildmedia.io/>

NYHA WOULD LIKE TO FEATURE YOUR BUSINESS IN AN UPCOMING NEWSLETTER!

Tell us what's happening with your business - brag about what you have going on!

Have you made any major infrastructure changes?

Do you collect items for donation?

Has your community grown?

Has your retail business seen great growth?

Does your company offer any new and interesting products?

Do you have a good story of neighbor helping neighbor?

Tell us something positive that may help a fellow member!

Photos and text can be sent to the Association office via email: kathy@nyhousing.org

SAVE THE DATE - 72nd ANNUAL CONVENTION - OCTOBER 19-20, 2022

Featuring...



Leading with Energy! When you think about what you think about, does it give you energy or take it away? Impactful leaders know they must set the tone for themselves and those around them. How different would your impact be if you were able to create an energized culture that can thrive in times of uncertainty and change? Now's the time to commit to leading with energy. Coach Phil McShan will share from his 20 years of sales and leadership experience. You'll learn to flex the two most powerful brain muscles: how to facilitate growth; and how to sell in times of change.



Manufactured Housing and You: Joel Harper will be presenting an overview of the Housing Stability and Tenant Protection Act, Section 233 of the Real Property Law, and other sections of NY law that directly affect you as a community owner.



Legal / Legislative Review
from Mark Glaser, Esq.
Greenberg Traurig



Rural Housing Coalition
of New York

**Preserving the Affordability of
Manufactured Housing
Communities:** a panel discussion
led by the Rural Housing Coalition
of New York.



TICKETS GO ON SALE SEP 1, 2022!

OVERNIGHT ACCOMMODATIONS



**5218 Patrick Road
Verona, NY 13478**

Featured accommodations at Turning Stone Resort are the Hotel and the Tower at \$169; Junior Suites at \$249; or Lodge Suites at \$279. All room rates are subject to Oneida Indian taxes and surcharges. The rate is good for the nights of October 19 & 20 for Convention guests. To obtain the group rate, call the hotel at 1-800-771-7711 and state "New York Housing Association Convention" for reduced rates.

Cutoff date for discounted rates is Sep 19, 2022!



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for the 31st Annual Summer Outing!



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ATTORNEY RECOMMENDATIONS

The NYHA office gets many requests from members throughout New York looking for names of Attorney's with knowledge and experience on Manufactured Housing issues. Sometimes our Attorney members are too far away or are too busy to take on new clients.

If you have an Attorney to recommend, suggest they contact the Association office via phone (800-721-HOME) or email (info@nyhousing.org) to be added to our list.

The current list can be found at: <https://www.nyhousing.org/news/attorney-recommendations>



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Help your tenants make smart and well-informed buying decisions by offering them a copy of this Guide. NYHA Members can purchase the Guide from the Association office for \$1 each. You must make a minimum purchase of 25 Guides.

For more info, please contact:

Kathy@nyhousing.org or call 800-721-HOME

2022 CALENDAR OF EVENTS

(Tentative – dates & times subject to change)

Aug 17	Continuing Education	Remote Only	9 am - 12 pm
Oct 19	21B & Mechanics	Turning Stone Resort	9 am - 4 pm
Oct 19	Board Meeting	Turning Stone Resort	1 pm - 4 pm
Oct 19	Convention Banquet	Turning Stone Resort	6 pm - 9 pm
Oct 20	72 nd Annual Convention	Turning Stone Resort	9 am - 5 pm
Oct 21	Continuing Education	Turning Stone Resort	9 am - 12 pm

To register for any event, and for more details, please visit:

www.nyhousing.org/events



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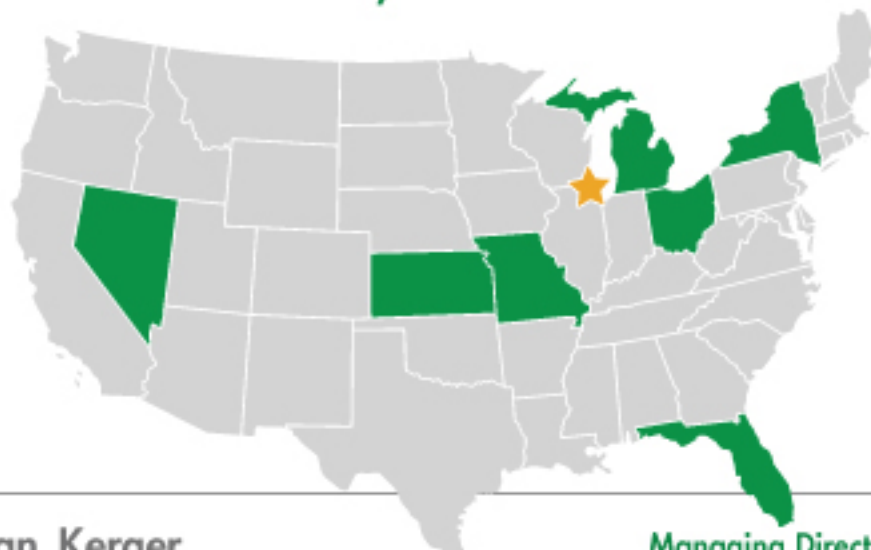


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