



# HOUSING NOW

August 2025

## ACCREDITED COMMUNITY MANAGER COURSE #2

*Chrissy Jackson, Ph.D.*

If you have taken the first step toward the professional designation of Accredited Community Manager, ACM®, by successfully completing the ACM 1 coursework offered by the Manufactured Housing Educational Institute, then it's time to complete that work by registering for the ACM 2 course coming up in the NYHA office from Oct 21-23, 2025.

While the ACM 1 course covered the basics of good property management and shared general information that is part of professionally managing a community, ACM 2 is the advanced section of the ACM designation.

A large part of the coursework focuses on the financial aspects of community operation. This includes creating a budget using professional terminology, understanding how to determine cash flow and profitability, learning how to analyze community financials and how to use financial analysis to benchmark and value a community.

Another part of the advanced course is a comprehensive discussion about types of insurance coverages, exposures, and loss prevention strategies. There's also a section on finding the right insurance agent. One section is devoted to taxes and assessments. You will learn about different types of taxes, assessments, tax adjustments, and tax abatements.

Moving outside of the office, ACM 2 takes a deep dive into the physical assets that current and potential residents see and how they perceive the community. You will learn how to identify assets and create a plan for managing physical assets, government requirements, recordkeeping, and maintaining a safe worksite. There is an entire

chapter devoted to the Operations Manual so you will know what it should include and how to use it to train employees in professional property management techniques by ensuring that policies and procedures are consistently and uniformly applied.

Finally, by combining everything taught in both courses, you will select 1 of 9 different areas in your community where improvement is needed, and follow a set format to create a proposal to improve your community.

Out-of-state people who belong to their home state Manufactured Housing Association can use promo code ACM2NYHA before noon on October 10<sup>th</sup> to get NYHA member rates.

### PLEASE NOTE:

- If you have successfully completed both ACM® 101, 201 and 301, but have not completed your business plan, you will need to take Course 2, pass the test and complete the in-class project.
- If you have completed ACM® 101, 201 and 301, but have not completed your business plan, you can still submit your business plan to MHEI and then apply for the ACM® designation, if you prefer not to take an additional class.

### TO REGISTER:

[www.nyhousing.org/events/  
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course-2](http://www.nyhousing.org/events/accredited-community-manager-course-2)



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### Sources

<sup>1</sup> [https://www.energy.gov/sites/default/files/2022-11/ZERH%20Name%20and%20Logo%20Use%20Guidelines\\_0.pdf](https://www.energy.gov/sites/default/files/2022-11/ZERH%20Name%20and%20Logo%20Use%20Guidelines_0.pdf)

<sup>2</sup> 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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# ATAHC™: AN INNOVATIVE SOLUTION FOR CONTROLLING BED BUGS AND STRUCTURAL PUBLIC HEALTH NUISANCE PESTS IN AFFORDABLE HOUSING

In the ongoing battle against pests in affordable housing, a revolutionary program is turning the tide. Allergy Technologies' ATAHC™ programs drastically reduce bed bugs, rodents, roaches, and other pests using a property-wide, prevention-based method that is both cost-effective and sustainable.

The original ATAHC™ Program focuses solely on bed bugs. ATAHC Plus targets other common public health nuisance pests, while ATAHC Complete addresses both classes of pests...all structural public health nuisance pests. At the Philadelphia Housing Authority—ATAHC Complete's first site—mice and roach populations dropped by more than 95%, and bed bug reintroductions fell by over 98%.

## The ATAHC™ Approach

Traditional pest control methods often rely on reactive treatments that fail to solve root causes. ATAHC's proactive strategy delivers sustainable results using advanced technologies, various product applications, and strong partnerships with management and residents.

A key differentiator is its emphasis on trust-building and resident buy-in. Gaining access to units is a frequent challenge—forced entry rates can reach 35%. ATAHC's collaborative and empathetic model has reduced that rate to just 2%. The program relies upon employing residents as liaisons to help facilitate information distribution, resident scheduling, pest screening, remediation, and maintenance.



“Lack of receptivity is a major obstacle,” says Allergy Technologies President Joseph Latino. “You can’t provide pest control services if the resident doesn’t open the door. Cooperation and open communication are the foundation of ATAHC.”

## How ATAHC Works

The first step is a facility-wide assessment. ATAHC professionals visit every apartment, remediate pests, and install electronic detection devices and unique preventive tools. For bed bugs, units are screened by specially trained canines, and units requiring remediation are thermally treated. However, all units, regardless of bed bug status, receive preventive measure installation, including *ActiveGuard* Mattress Liners. Regular technician inspections and on-call support ensure ongoing protection.

## Cost-Effective and Efficient

Because it's property-wide, ATAHC eliminates the need for piecemeal “whack-a-mole” type treatment strategies that only shift pests around the building. These partial, unsystematic approaches simply have proven not to work! Once infestations are controlled, property managers can achieve more than 40% in operational savings through focused prevention.

## Improving Resident Well-Being

Pests in affordable housing pose serious health risks, especially for children. By drastically reducing pest populations, ATAHC helps foster healthier, more dignified living environments.

## A Scalable National Solution

Following success in Philadelphia, ATAHC, ATAHC Plus, and ATAHC Complete are expanding nationwide. These programs offer property managers across the country a sustainable solution to pest control and resident wellness.

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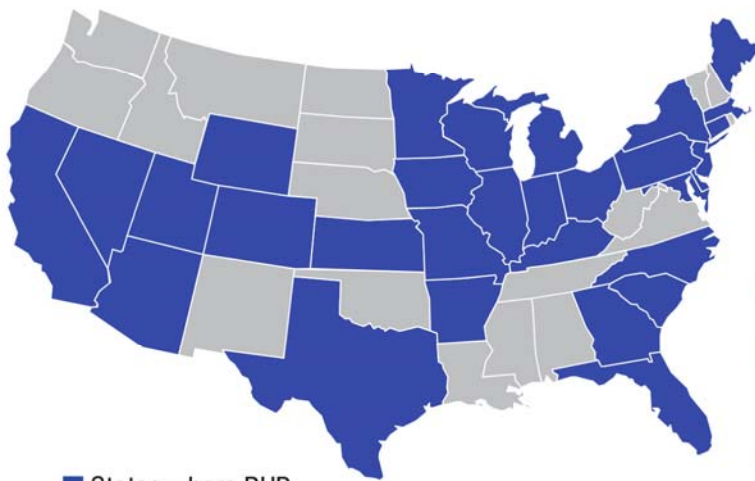
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## **HUD SECRETARY CHAMPIONS MANUFACTURED HOUSING AS KEY TO SOLVING U.S. HOUSING CRISIS**

After delivering the keynote address at MHI's Congress & Expo, HUD Secretary Scott Turner toured two HUD Code single-family manufactured homes and a HUD Code accessory dwelling unit (ADU) that were built by Champion Homes, Inc. and displayed during the event. During the tour, Turner had the opportunity to see the homes' high-quality construction, durable materials and stylish design aesthetics.

After touring the homes, Turner spoke with MHI about the vital role of manufactured housing in addressing the significant housing deficit in the United States. He highlighted the creativity and thoughtful design in today's manufactured homes, noting features like porches, elegant hardware, and efficient layouts that cater to modern homeowner needs.

Turner pointed out that manufactured housing is essential for providing affordable options without sacrificing quality.

"Every community needs housing, and manufactured housing plays a huge role in that," he said. "From the affordability standpoint, from the quality standpoint, from the speed to market standpoint, from a cost saving standpoint, and from an environmental standpoint, manufactured housing is very important— a huge part of the equation." His commitment to this sector underscores the broader goal of ensuring that all Americans have the freedom to choose where and how they live.

Turner said that manufactured housing will be a priority for HUD. "Our job is to work with industry leaders to support and expand the availability of manufactured homes." By collaborating with stakeholders such as MHI, he aims to remove bureaucratic barriers that often hinder housing opportunities. As Turner observed, the expertise

and dedication from those in the manufactured housing sector are crucial for making these options available to the American public, helping them achieve the dream of homeownership.

## **CONSUMER EXPECTATIONS ABOUT FINANCES IMPROVE**

The Federal Reserve Bank of New York released the results of its June Survey of Consumer Expectations. The survey showed that overall, consumer expectations about their financial future have improved.

Inflation expectations declined slightly in June to 3.0% at the one-year-ahead horizon. Expectations remained steady at 3.0% and 2.6% when looking farther ahead to three and five years, respectively.

Households expressed greater optimism about their financial outlook over the next year, with more people anticipating an improvement in their financial situation.

The survey reported that people feel more secure in their employment, with the perceived likelihood of job loss year falling by 0.8 percentage points to 14.0%, marking the lowest level since December 2024.

Households reported that getting credit is easier compared to a year ago and their expectations about future credit availability also brightened. More survey results can be found on MHI's website: [www.manufacturedhousing.org](http://www.manufacturedhousing.org)



**Manufactured Housing Institute**  
1655 Ft Myer Dr., Ste 200, Arlington, VA 22209  
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addressing housing  
discrimination.**

**HAVE YOU TRIED TO SELL A MANUFACTURED HOME TO A CUSTOMER ONLY TO BE TOLD THE TOWN OR VILLAGE WILL NOT ALLOW PLACEMENT ON PRIVATE PROPERTY?**

### **NYHA CAN HELP!**

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](mailto:Kathy@nyhousing.org)



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# CUSTOMER EXPERIENCE STATS TO HELP YOU SELL MORE HOMES

David Finney, BildMedia  
david@bildmedia.io <https://bildmedia.io>

*"We're not competitor obsesses, we're customer obsessed. We start with what the customer needs and we work backwards."*

Do you know who said that?

If you guessed 'David Finney', I appreciate the sentiment, but you'd be wrong. ; ) That was Jeff Bezos. And if we're talking about improving and elevating the customer experience, Amazon is one of the first companies that comes to mind. They've created an experience so good that it rarely requires an Amazon team member to interact with its customers. Customers can find, purchase and return products from Amazon so easily that they never have to speak to a real person.

I'm certainly not proposing that we remove people from the manufactured housing industry. I am, however, proposing that we endeavor to elevate the home-buying experience and remove as much friction from the experience as possible.

If you're not happy with where your sales are now, look at your experience. Where can it be improved? How can you make the customer more comfortable and happy? Where is the friction in your sales process that you can eliminate to make it easier for your buyers to purchase their new home?

As you think about where your experience can improve, here are 5 statistics that illustrate why a superior customer experience is essential.

**80% of customers say the experience a company provides is just as important as its products or services.** Buyers aren't just paying for a product—they're paying for an experience. If you're selling homes, how's the experience your customers are paying for?

**65% of shoppers find a positive experience to be more influential than great advertising.** You can have the best website, TikToks, and billboards in town, but if the experience is lacking, buyers will walk away. If you have great advertising, you have to make sure the experience delivers on the advertising's promise.

**86% of buyers are willing to pay more for a great customer experience.** The most profitable businesses are typically NOT the cheapest ones. Even if you compare businesses selling the same product, the most profitable are rarely the cheapest. Why? Because buyers are willing to pay more to be treated well. Walmart may sell the most groceries, but Publix (renowned for their great experience), has the best margins.

**73% of customers will share a positive experience with six or more people.** If you've ever been in sales, you know that the best leads are referrals, and referrals come from a great customer experience. If someone gets a great deal on product, they *might* tell someone about it. But if a buyer is really treated well, they will absolutely tell people about it. If you're looking for those golden leads, referrals, then you must have a great customer experience.

**85% of consumers won't do business with a company if they're concerned about its security practices.** Data security is more important than ever, especially for home buyers. If you have employees using personal email addresses, customer documents in plain view, sensitive info on personal devices, etc, you have security issues that make prospective customers lose trust in your business. Establishing data security can be time consuming, but it will improve your customer experience and lead to more sales.

If you'd like to have a conversation about where your marketing could improve, I'd love to help. Click the button below to schedule a FREE discovery call. This isn't a sneaky sales call, or a bait and switch maneuver. It's a simple call to see where you can improve your marketing. I'll look at the business with you, and let you know how I think you can improve your marketing. There is zero cost.

David will be speaking at our upcoming 75th Annual Convention, so if you want to learn about how your businesses can improve it's marketing and get more sales, make sure you take the time to attend his presentation and start a conversation!

# 2025 COMING EVENTS

Aug 5	Board Meeting	Syracuse, NY	1pm - 4pm
Aug 6	Summer Outing	Drumlin's	Syracuse, NY
Aug 12	Monthly Meet-Up	Remote	11am – 12pm
Aug 26	Continuing Ed	Remote	9am – 12pm
Sep 9	Monthly Meet-Up	Remote	11am – 12pm
Oct 15-16	75 <sup>th</sup> Annual Convention	Del Lago Resort	Waterloo, NY
Oct 17	Continuing Ed	Del Lago Resort	9am - 12pm
Nov 11	Continuing Ed	Remote	9am - 12pm
Nov 11	Monthly Meet-Up	Remote	11am – 12pm
Nov 12	21B & Mechanics	Remote	9am – 4pm
Dec 9	Monthly Meet-Up	Remote	11am – 12pm



## 75<sup>th</sup> Annual Convention & Trade Show October 5-16, 2025

### MORE INFO COMING SOON!

#### NEW LOCATION!



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#### PLANNED TOPICS:

**HUD Code Updates** - Panel Discussion and Q&A

**Ask the Attorneys**—including a Legislation Update; Dog Bite Court Case Summary, Fair housing; and Q&A.

**Economic Review/Outlook & Trend Analysis** - where are we headed?

**Clarification for Rent Do's & Don'ts** - How is RPL 233 interpreted?

**New Website: [www.factorybuiltnewyork.com](http://www.factorybuiltnewyork.com)** - are you using the site to it's full potential?

**NYS Code Updates and Training Course Update** - what's coming in 2026?

**Installations** - best practices, tip and tricks to smooth the process

**Marketing** - what works best in this day and age?

#### CONFIRMED SPEAKERS:

Neil Bandel, Interstate Homes; Jaime Cain, Esq., Lipsitz Green Scime Cambria, LLP; Phillip Copeland, Titan Homes; David Finney, BildMedia; Joel Harper, MHC Consultants; Jared Hirt, Esq., Duke Properties; Jane McLaughlin, Esq., Greenberg Traurig; Chris Nicely, ManufacturedHomes.com; Rick Robinson, ManufacturedHomes.com; William Sherman, SAA, NYS DOS DBSC; and John Weldy, Clayton Home Building Group.



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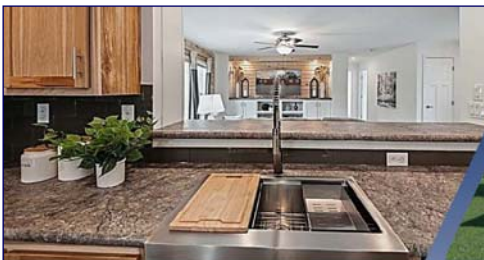
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