



HOUSING NOW

August 2026

76th Annual CONVENTION & TRADE SHOW

OCTOBER 14 & 15, 2026
DEL LAGO RESORT
1133 Route 414
Waterloo, NY 13165

REGISTRATION IS OPEN!
[www.nyhousing.org/
events/76th-annual-
convention-and-trade-
show](http://www.nyhousing.org/events/76th-annual-convention-and-trade-show)



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The way homes are built is changing. The way homes are sold is evolving.

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WATCH YOUR MAIL & MORE INFO ON PAGES 3 & 7

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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you can save

40-50%

on annual utility costs¹

SAVE MONEY on Energy Bills

Average monthly energy cost comparison² between a multi-section Tempo® home built to eBuilt™ standards and a traditional off-site built home:

Albany, NY

Electric Utilities

**eBuilt.
Home**
\$238

**Traditional
Off-Site
Home**
\$396

Estimated Annual Savings:
\$1,896

Gas Utilities

**eBuilt.
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\$155

**Traditional
Off-Site
Home**
\$208

Estimated Annual Savings:
\$628

eBuilt™ homes meet the US Department of Energy's ZERO ENERGY READY HOME national requirements.

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.

SCAN TO TAKE
an eBuilt™ home tour!



NYHA 76th ANNUAL CONVENTION

October 14 & 15, 2026 - Del Lago Resort, Waterloo NY

Tentative Schedule of Events

October 14th

- 12:30 pm Board Meeting – all current NYHA members welcome!
- 4:00 pm Vendor Set-Up
- 5:30 pm Registration Opens
- 6:00 pm Welcome Reception & Banquet, Hall of fame and President's Award Presentations
- 8:00 pm Slot Machine Tournament – be sure to get a Player's Card to participate!

October 15th

- 8:00 am Registration & Continental Breakfast
- 9:00 am Welcoming Remarks & Introductions
- 9:10 am NYHA 76th Annual Meeting
- 9:30 am Keynote Speaker: César Mascorro, Jr.
- 11:30 am Break with Exhibitors
- 12:00 pm Luncheon
- 1:00 pm Maura McGuire, Esq. and Joel Harper
- 2:00 pm Break with Exhibitors
- 2:30 pm Remaining Relevant in a Changing Market - Scott Stroud
- 3:30 pm Ask the Attorneys - Jared Hirt, Esq. and Jane McLaughlin, Esq.
- 4:30 pm Closing Remarks & "What's the Issue?"



October 16th

- 8:30 am Registration for 3-hour Continuing Education Course - *Separate registration/fees apply*
- 9:00 am 3-hour Continuing Ed Course

SPEAKER INFORMATION ON PAGE 7

Featured accommodations at Del Lago Resort are King or Queen rooms at \$119+/night. The special rates are good for the nights of October 14 & 15, 2026 for Convention guests. To obtain the group rate, call the hotel at: 315-946-1777 and ask for the New York Housing Association room block for reduced rates.

Cutoff date for discounted rates: September 14, 2026!

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WHAT TOPICS INTEREST YOU?

**Contact the NYHA Office with YOUR
topic suggestions!**

**We will plan accordingly for
monthly meet-ups and the
76th Annual Convention.**

Email: kathy@nyhousing.org

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David Finney, BildMedia

Pepsi learned this the hard way. They ran blind taste tests for years and beat Coke almost every time. People genuinely liked their product better. Coke still owned the market, because a buyer standing at the cooler doesn't reach for the one that tastes better. They reach for the one they know.



Business B has a similar product at higher prices, and the budget to advertise aggressively.

SELL MORE, cont. on Page 15

76th ANNUAL CONVENTION SPEAKERS



Joel Harper started working full time in the manufactured housing industry in 1993. Joel is a registered Property Housing Consultant and a Manufactured Housing Manager. He presently does consulting for manufactured housing communities, as well as presenting training for the 21-B Certification program. Joel has also served on the NYHA Board and has served as the President.



Jared Hirt, Esq. is a Partner at Evans Fox LLP and a graduate of Fredonia State University and Albany Law School. Jared is actively involved in the community serving on the Board of Directors for DePaul Community Services, Inc., the DePaul Audit Committee and serves as a member of the Zoning Board of Appeal (ZBA) for the Town of Ogden. Jared is an NYHA Board member.



César Mascorro, Jr. is the founder and President of MH Sales Mastery and a driving force behind the evolution of manufactured home sales. César spent 14 years gaining front-line experience in Texas retail sales at Manufactured Housing Consultants and Titan Factory Direct, serving as a sales consultant, sales manager, ops manager, and general manager. Since launching MH Sales Mastery 3 years ago, he's been transforming sales organizations across the country. César is on a mission: to re-engineer how our industry sells and who it serves.



Maura C. McGuire, Esq. is a partner at Adams Leclair LLP, where her practice is focused on high-stakes commercial litigation and complex real estate disputes. She represents a broad range of clients - including property owners, developers, managers, and business entities - in matters involving contract disputes, business torts, and property-related litigation.



Jane McLaughlin, Esq., Greenberg Traurig, has wide-ranging governmental and legislative experience. In addition to her energy and environmental practice areas, she also advises her clients on a myriad of other policy areas, including transportation, housing, and procurement issues.



Scott Stroud has been immersed Factory-Built Housing for over 40 years and is currently an instructor with LearnMH, an educational platform offering sales, marketing and business training for the manufactured housing industry. A former VP of Marketing and Sales for a major home producer, Scott's major focus today is the using current technologies to attract, capture and convert more sales.

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2026 SUMMER OUTING – A HUGE SUCCESS!

What can we say, besides “WOW!” Our traditional day of fun in the sun was another huge success! We had 30 golf teams and 140+ members and friends gather for our 34th Annual Summer Outing on August 5th at Drumlin’s Country Club in Syracuse, NY. It was another large turn-out and a sunny day of lively conversation, laughter and camaraderie. Many attendees have stated this was the best Summer Outing they have ever attended, and we appreciate the outstanding turnout and positive feedback.

The day started off with our Annual Golf Tournament at the prestigious East Course. Novice and ace golfers alike played a full 18 holes. The 2026 golf outing winners were: 1st Place Team – Team Hack Swings Once; 2nd Place Team – Team Redman #2; and the 3rd Place Team – Team Walker Sales & Distribution. Team Walker donated their winnings back to NYHA and we greatly appreciate the continued support!

The Closest to the Pin winner for Men was Jay Seidle and the Longest Drive winner for Men was Dave Cappadonia. Meredith Hilton won Closest to the Pin for the Women, and the Longest Drive for the women was Kaylee Belovich. Our youngest golfer was 16-year-old Vaughn Thompson from Burke Manufactured Homes. Happy belated birthday to Vaughn! Thanks to all golfers!

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 throughout New York (this year we had 18 Silent Auction items!), a 50/50 raffle and numerous door prizes. Thanks to everyone who brought a door prize to share with fellow participants; all were extremely generous and appreciated. Congratulations to Matt Bushey, winner of the 50/50 drawing. Matt was generous enough to donate \$100 of his winnings back to NYHA and we greatly appreciate his generosity!

Let’s make this event an even bigger success next year. If you were not able to attend this year, we hope to see you in 2027!

Many thanks for a great 34th Annual Summer Outing!

Thank You Sponsors!



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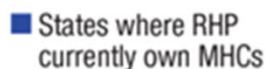


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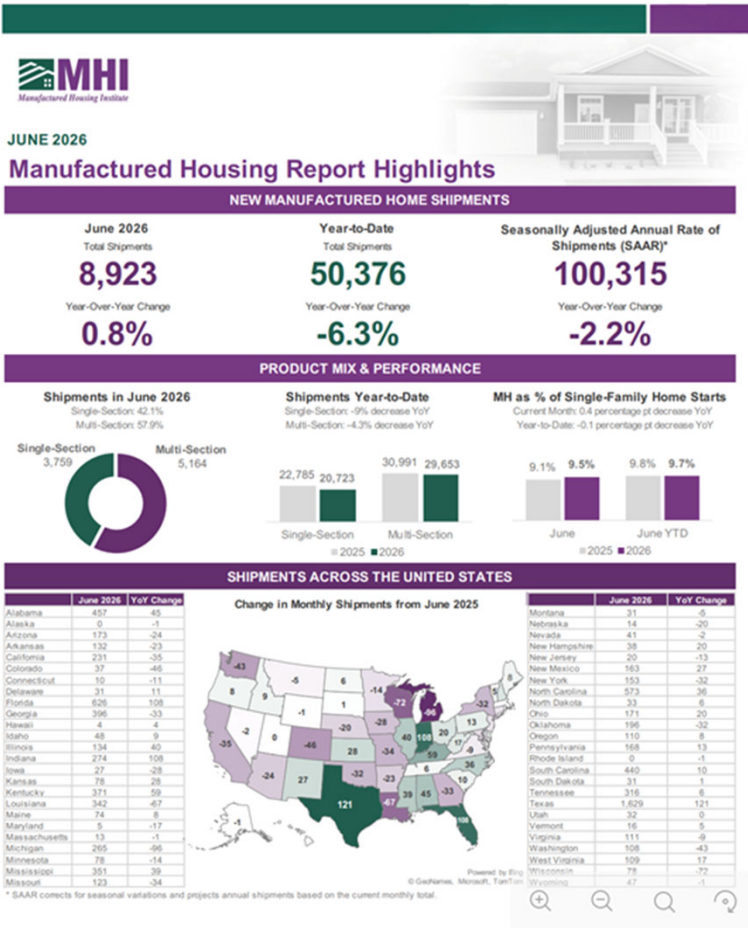
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COMING EVENTS

Sep 15 Monthly Meet-Up with Jaime Cain
 Oct 14-15 76th Annual Convention
 Oct 16 3-Hour Continuing Ed Course
 Oct 20 Monthly Meet-Up with NYS DTF
 Nov 17 3-Hour Continuing Ed Course
 Nov 18 21B & Mechanics Courses

For more info on all events,
 please visit:

www.nyhousing.org/events



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SELL MORE, cont. from Page 6

All else being equal, Business B wins. Not because they're better, but because advertising builds familiarity, and familiarity makes buyers think of them first.

Ad researchers have measured this across hundreds of brands, and the pattern holds every time. Own a bigger share of the advertising in your market than your share of the sales, and you grow. Advertise below that line, and you shrink. It's about as close to a law of physics as marketing gets.

So, what's the takeaway for you, the manufactured home retailer or community operator? More advertising.

Buyers in your market need to see you everywhere. Social media, Google, billboards, radio, Spotify, all of it. If you have more advertising volume than your competition, you'll have more sales volume than your competition. (Assuming your product and service are good, of course 😊)

And in our business, this compounds. Nobody buys a home every month. The buyer walking your lot in 2028 is being influenced right now, by whoever they've been seeing all along.

SAVE THE DATE
August 4, 2027
Drumlin's Country Club
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Summer Outing

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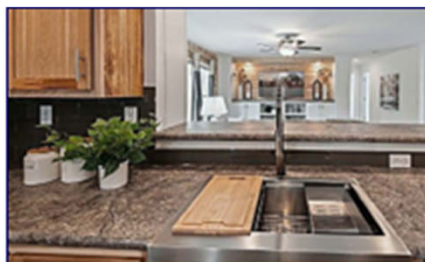
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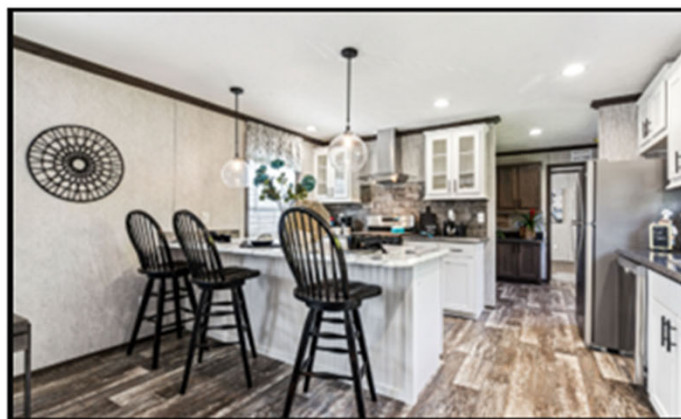
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Program Highlights Through HF&C

- Dealer Physical Damage coverage offers an all-in-one coverage form for inventory, cargo, tools and equipment, labor value, and environmental displays.
- General Liability Rates that apply per home sold for retailers, and per site for community owners.
- Business Income Coverage responds to loss of income resulting from direct damage to NON owned homes in your community.
- Enhanced Property Coverage that includes additional amounts of coverage for monies and securities, and computer equipment.
- General Liability extensions giving aggregate limits per location, and automatic additional insured wording.
- Automobile coverage that includes hire physical damage coverage and rental reimbursement expense.
- Bonding capabilities to satisfy licensing or permit requirements.

Insuring All You Value