

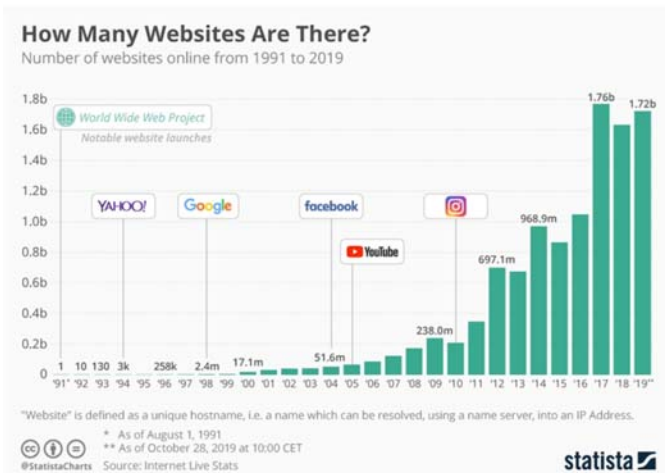


HOUSING NOW

December 2021

9 MARKETING STATISTICS FOR MANUFACTURED HOME RETAILERS

1. 1,700,000,000 Websites



There are 1.7 billion websites on the internet, according to [Statista](#). That's a WHOLE lot. And all those sites mean that there is a lot of competition for digital real estate. **This means your site needs to look good, and it needs to function well.**

And remember, your website is a tool to sell homes (more on that [here](#)), so it needs to function in that capacity.

2. We Trust Online Reviews

Online reviews are vital to your success, according to [Bright Local](#). Did you know that 97% of consumers that shop online will read the online reviews for a business or product before they purchase it? What do

Marketing, cont. on Page 4

WINTER ENERGY SAVINGS & TIPS, PLUS FINANCIAL ASSISTANCE AVAILABLE

As the winter season approaches, many New Yorkers will face a difficult time managing their energy costs. This situation may be particularly hard on the elderly and those with fixed or low incomes. It is important that consumers are made aware of steps they can take, and the programs they can participate in, to reduce their energy use and help control energy bills this winter.

The NYS Department of Public Service's (NYS DPS) annual winter outreach and education campaign is intended to help consumer manage their energy bills while staying warm and safe during the cold weather months. They encourage consumers to take simple, low-cost energy savings measures to reduce energy use and to consider bill payment options and financial assistance programs to help manage their winter heating costs.

NYS DPS launched a webpage dedicated to winter preparedness: www.dps.ny.gov/winter. This

page has information for consumers about controlling heating costs, including links to state and utility financial assistance programs, consumer protections, energy efficiency and winter safety.

The webpage has digital versions of the publications that are available. Publications available include: Consumer Assistance; Energy Affordability; Guide to Filing Complaints About Your Regulated Utility Service; Household Electricity Use and Energy Saving Tips; New York's Energy Supply Outlook for Winter 2021-2022; Take the Chill Out of Your Winter Energy Bills; Utility Service Interruptions; and Your Rights & Protections. We encourage you to distribute any or all of these publications to your tenants.

Any questions, or for further assistance, please contact Sangeetha Kailas at the Office of Consumer Services by phone at 212-837-7258.

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 so specifically stated.



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FROM THE NYHA PRESIDENT



JOE BUSHEY

SEASONS GREETINGS

On behalf of the NYHA Board of Directors, I would like to take this opportunity to wish all of our members and their families and friends the very best this holiday season. It is a pleasure working with all of you and sharing in your success and challenges. We take great pride not only in the work we do for one another, but most importantly, the assistance we all provide to our customers in helping them achieve homeownership.

2021 has been an extremely successful year for our industry in New York. Shipments of new homes continue to rise. More and more new investors see the value of our land lease communities and are entering the industry. Demand for our products is as strong as it has ever been and we are all learning how to adapt to the reality of unthinkable backlogs for all our factories! Local and national leaders are seeing that factory-built housing has and will continue to play an important role in providing home ownership in the country.

Back in January, I stressed to all of you the importance of taking responsibility for your success and being willing to adapt to changes in order for growth to occur. As the year comes to a close, I urge all of you to take the time to reflect on what you accomplished in 2021 and to measure how much you and your business have grown this past year. Please take the time this holiday season to be grateful for all your blessings and to spend quality time with your loved ones. Most importantly, look ahead to 2022 with faith and optimism that things will continue to improve and get better as long as we all do our part to insure a great future.

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your reviews say about you? Do you have 5 lukewarm Google reviews, or do you have 50+ glowing reviews singing praise of the manufactured home buying process?

Here's something that even surprised us: **91% of 18-34 year olds trust an online review MORE than personal recommendations.** The bottom line is that you have to have a great customer experience to get good reviews. And you also have to ask for the review to get it. Don't be afraid to ask every customer to leave a review. If you took care of them, they'll be glad to do it. And it will help you line up the next customer.

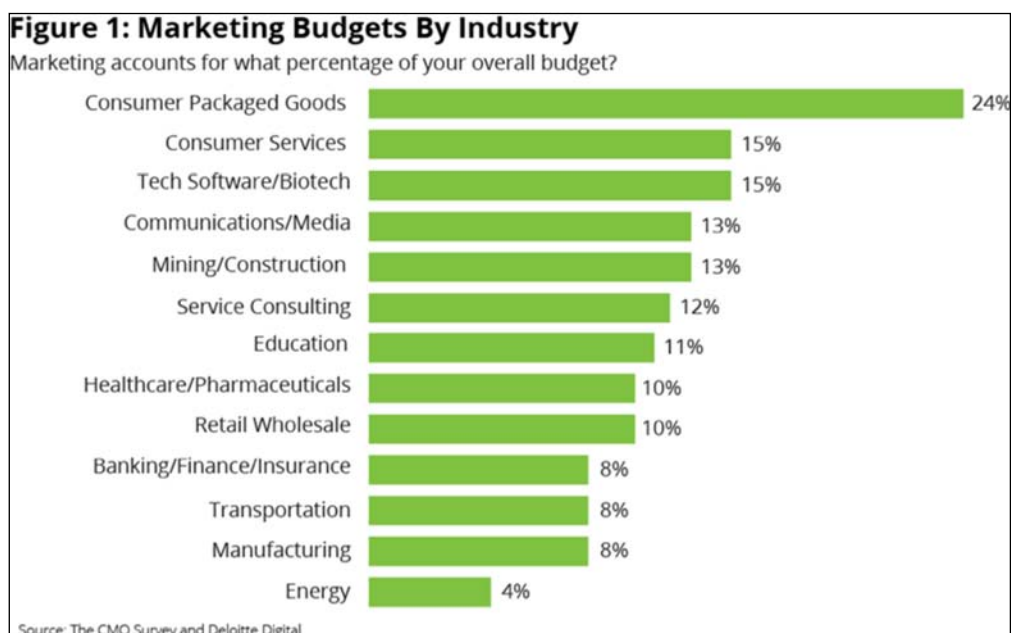
3. Digital Marketing Budget

Do you have a line item in your budget for digital marketing? If the answer is no, you should add

one. There are no successful companies that don't spend money telling people how amazing their product is (aka marketing).

Marketing is especially crucial in an increasingly digital world. There's a limited amount of digital real estate, and everyone is competing for your customers attention. For example, **Ford and Amazon measure their digital marketing budget in the billions, and that number is going up every year.** But the good news is that you can compete. Through keyword research and audience targeting, manufactured home retailers just as effectively as much larger organizations.

And spending money on marketing isn't just limited to retail and e-commerce. Look at the chart below from the [The CMO Survey](#). EVERYONE is spending money on marketing!



4. Digital Marketing ROI

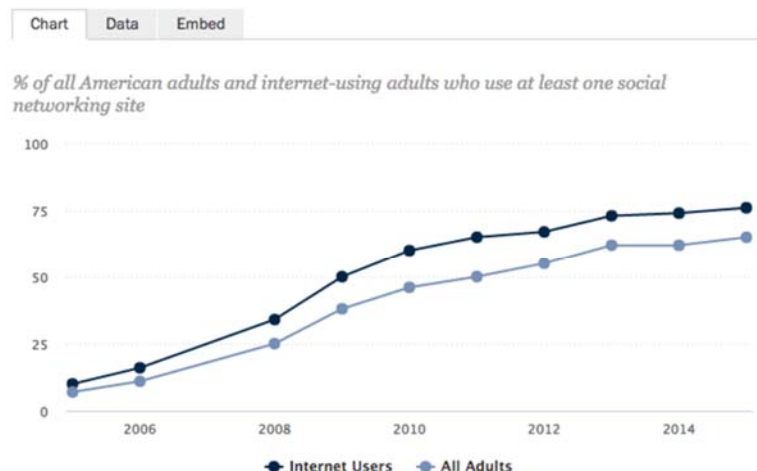
If someone gave you \$2 for every dollar you gave them, would you do it? We're guessing the answer is 'yes'. Well, that's how digital advertising works. Google can track ad spend and revenue, and in study they did of 1000s of businesses, they found that on average, **for every dollar businesses spend in ad spend, they get two dollars in revenue.** So if you spend \$1000 on ads, you should get \$2000 in revenue, assuming your ads are done well.

5. Social Media Use

We talk about social media a lot, and for good reason. 71% of Americans are on social media, and that is fairly evenly spread across all demographics. Old, young, rich, poor, male, female, urban, and rural – they are all on social media. You should be too.

Marketing, cont. on Page 5

Social Networking Use Has Shot Up in Past Decade



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

6. Facebook as news source

In 2018, Facebook overtook the newspaper as the majority's source of [news](#). According to a national poll, 52% of Americans get their news from Facebook, NOT their newspaper. This is a fundamental shift in the way that news content is read, and that percentage will only go up.

What's it mean for the manufactured home retailer? It means you need to be advertising on Facebook. In the 90s, retailers advertised in their local newspaper. And in the 2020s, retailers need to be advertising on Facebook.

7. Worldwide Digital Ad Spend

Digital Marketing is not going anywhere. The ad spend is going up, and the percentage of total media ad spend is going up. This is how companies must communicate with their prospective buyers.

8. Only 7% of users will reach the second page of a search engine search

If you're not on the first page, you're not getting noticed. This is something that you need to test regularly based on keywords that your customer use to find you. And the ultimate goal is to come in at #1, because that's where many users stop.

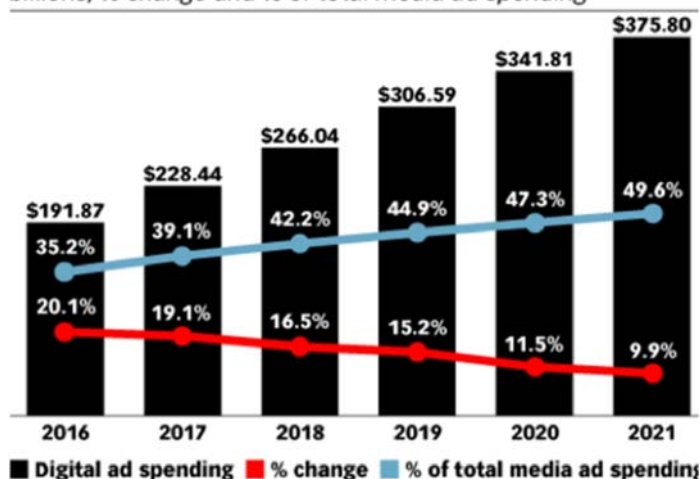
[Click here to learn more about SEO...](#)

9. Millennials Want to Buy a Home

A full 72 percent of millennials (defined as those aged 24 to 41) say owning a home is a top priority, according to [Bank of America's 2018 Homebuyer Insights Report](#). By contrast, only 50 percent list getting married and 44 percent list having children as top priorities.

This is a good one to close out on. 3 out of 4 millennials say that purchasing a home is a priority. How are you speaking to them and showing them the value of the homes you sell? Millennials prefer a digital customer experience, and to market and sell to them, you must have a digital marketing plan in place.

Digital Ad Spending Worldwide, 2016-2021 billions, % change and % of total media ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising
Source: eMarketer, Sep 2017

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www.eMarketer.com



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



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WINTER SAFETY TIPS FOR YOUR RESIDENTS & YOUR COMMUNITY

Be prepared before a winter storm hits by planning ahead!



We all should take responsibility for clearing hydrants in the snow. The Fire Department could be helping YOU in an emergency!



Don't get blindsided by carbon monoxide poisoning in your home. During the winter months, it's important to keep your furnace vents, dryer vents, intake valves and chimneys free of snow. Blocked vents could cause carbon monoxide to build up in your home and cause carbon monoxide poisoning.

**If It's Too Cold For You,
It's Too Cold For Them.**

Bring Your Pets Indoors &
Report Pets You See Left Outside



Do you need someone to install a new home in your community?
Is your tenant looking for someone to do work on their home?

The Dept. of State Division of Building Standards & Codes maintains a list of certified manufacturers, retailers, installers and mechanics of manufactured homes. A reasonable effort is made to ensure that the list is accurate and up-to-date, but it is not guaranteed it is complete.

The list is available on the DBSC website: <https://dos.ny.gov/code/manufactured-homes>

Click on the "for consumers" link then "certified entities"

FREE MEMBER MEETINGS COMING SOON!

The New York Housing Association will be hosting remote member meetings on the following dates in 2022:

January 20	February 10
March 3	May 5

Topics to be discussed include:

- Legislative Updates
- Code Updates
- Tax & Finance Updates

Check out
www.nyhousing.org/events
for more details.

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U.S. SENATE PASSES BILL TO OVERTURN VACCINE MANDATE

The U.S. Senate has passed legislation that would overturn the Administration's mandate requiring employers with at least 100 employees to ensure their workforce is fully vaccinated against COVID-19 or require weekly testing of unvaccinated workers. This action by the Senate is largely symbolic as it is unlikely that Democratic leaders in the House will take up the measure, and the White House has said President Biden will veto the legislation if it reaches his desk. As a member of the Coalition for Workplace Safety, MHI is working with a diverse group of associations and businesses calling on OSHA to make immediate changes to aspects of the Emergency Temporary Standard (ETS) including technical challenges with implementing the mandate and extending the compliance deadlines, in case the court lifts the stay currently in place.

Based on the briefing schedule set by the Sixth Circuit Court of Appeals, a ruling on the mandate is expected this week. The Court can determine whether to continue, alter, or lift the Fifth Circuit's order of preliminary stay. Currently, OSHA has suspended enforcement of the vaccine mandate after a federal appeals court reaffirmed an earlier temporary halt to the rule and ordered OSHA to stop enforcing or implementing the regulation.

CONGRESS AVERTS GOVERNMENT SHUTDOWN

Congress has approved, and President Biden signed into law, a stopgap spending bill that prevented an impending government shutdown by funding every federal government agency at current levels through February 18, 2022. Of importance to members, the legislation will keep the National Flood Insurance Program (NFIP) funded through February 18, 2022. MHI continues to work with a coalition of national trade associations with interests ranging from real estate and construction to insurance and banking, to achieve a long-term reauthorization of the NFIP.

MHI MEMBERS COME THROUGH ON DOE RULE

The comment period for the proposed energy efficiency standards for the Department of Energy (DOE) closed on Friday and MHI facilitated the submission of nearly 950 comments about the proposal. This includes letters from members including state associations, individual company letters, and member responses. Since the release of the proposal, MHI has argued during meetings and in comment letters that the proposed changes are not workable for manufactured housing and will hurt the availability of manufactured homes for homebuyers.

In its comprehensive comment letter to the DOE, MHI called for consideration of the cost impact of any potential standards on the affordability of today's manufactured homes. MHI submitted a detailed analysis showing that the DOE's cost-benefit analysis is fundamentally flawed and that the underlying statute allows for an exemption from utilizing the most recent International Energy Conservation Code (IECC) requirements if they are not cost effective. MHI also strongly questioned the use of the 2021 IECC, which is a standard specific to commercial and site-built residential housing and not manufactured homes. The most appropriate Code to utilize to update energy standards for manufactured homes is the HUD Code, which takes into account homes built in a factory and transported to the site. In addition, MHI questioned the lack of finalized testing procedures for any of the components being modified, without which makes it impossible for the DOE to know the true impact of these changes. As part of its letter, MHI also provided technical information in its response to the questions posed by the DOE for comment. MHI will continue to actively engage with the DOE and Administration to ensure any manufactured housing energy efficiency standards do not harm this affordable homeownership option.



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HOUSE PASSES PRESIDENT'S SPENDING PACKAGE

The House of Representatives has passed the "Build Back Better Act" which is the Administration's \$1.75 trillion spending package on domestic priorities. Included in the passage of this legislation are several key provisions MHI worked to secure such as:

- Increasing the Energy Efficient New Home Tax Credit (45L) for manufactured homes to \$2,500 and extending the program for ten years.
- Allocating \$500 million in funds for "manufactured housing infrastructure improvements in eligible manufactured home communities."
- Creating a \$10 billion first generation homebuyer program to pay up to the greater of \$20,000 or 10 percent of a home purchase price for down payments, closing costs, and interest rate reductions.
- Creating a \$1.75 billion planning grant program for communities to reform zoning codes, increase capacity for local inspections and shorten regulatory processes, and other initiatives that reduce barriers to housing supply and affordability.

The House-passed bill is partially offset with new taxes on high-income individuals and businesses and new money for increased IRS enforcement. However, the tax increases most likely to harm real estate investment were excluded. There are no changes to 1031 like-kind exchange limits, capital gains taxes, step-up in basis, unrealized capital gains, estate tax, carried-interest, and no 199A deduction changes.

The bill now moves to the Senate where it is unclear if Senators will pass the legislation "as is" or modify the bill and send it back to the House for another vote.

ADMINISTRATION CREATES TASK FORCE TO ADDRESS MANUFACTURED HOUSING FINANCING ISSUES

The White House has convened a Manufactured Housing Task Force, focused primarily on federal finance tools, products and programs for the purchase, refinance, and rehabilitation of manufactured homes and communities. This action by the Administration is a direct result of MHI's strong, ongoing advocacy efforts to improve financing for manufactured homes and follows recent changes MHI had long advocated for to FHA's Title I Manufactured Home Loan Program.

The Department of Energy (DOE) and HUD will co-chair the Task Force, with USDA, VA, CFPB, FEMA, and FHFA invited to participate. In its first phase, the Task Force will identify challenges in the current federal financing structure, and develop ideas aimed at improving the availability and affordability of financing for energy efficient manufactured homes. For the second phase, the Task Force plans to reach out to external partners and stakeholders, including lenders, manufacturers and retailers, housing advocates, and others, to gather their insights and feedback. MHI plans to engage with this new Task Force to ensure its members understand the importance of manufactured housing to help address the shortage of affordable housing in the country.

OSHA SUSPENDS ENFORCEMENT OF COVID-19 VACCINE MANDATE FOR BUSINESSES

OSHA is suspending enforcement of the Administration's COVID-19 vaccine mandate for large private businesses pending future developments in ongoing litigation. The agency's decision to stop implementing and enforcing the new rule comes after a federal appeals court reaffirmed an earlier temporary halt to the Administration's vaccine rule and ordered OSHA to stop enforcing or implementing the regulation. However, on its website, OSHA stated it "remains confident in its authority to protect workers in emergencies." OSHA has also filed a motion with the Sixth Circuit Court of Appeals in Cincinnati, Ohio, to dissolve the earlier court's decision to stay the order.

OSHA, cont. on Page 12

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OSHA, cont. from Page 11

The fate of the OSHA order, which was being vigorously challenged in courts all over the United States, will be decided by the Sixth Circuit Court of Appeals which will ultimately determine whether to continue, alter, or lift the Fifth Circuit's order of preliminary stay. MHI continues to monitor these ongoing developments and submitted a letter to the House Committee on Small Business in response to a hearing with SBA Administrator Isabella Casillas Guzman expressing concerns with the vaccine mandate and its impact on the manufactured housing industry.

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2022 CALENDAR OF EVENTS

(Tentative – dates & times subject to change)

Jan 20	Area Meeting	REMOTE	9am – 12pm
Jan 20	Continuing Education	REMOTE	1pm – 4pm
Jan 26	Board Meeting	REMOTE	9am – 12pm
Jan 27	21B & Mechanics	REMOTE	9am – 4pm
Feb 10	Area Meeting	REMOTE	9am – 12pm
Mar 3	Area Meeting	REMOTE	9am – 12pm
Mar 3	Continuing Education	REMOTE	1pm – 4pm
Mar 10	21B & Mechanics	REMOTE	9 am – 4pm

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

www.nyhousing.org/events



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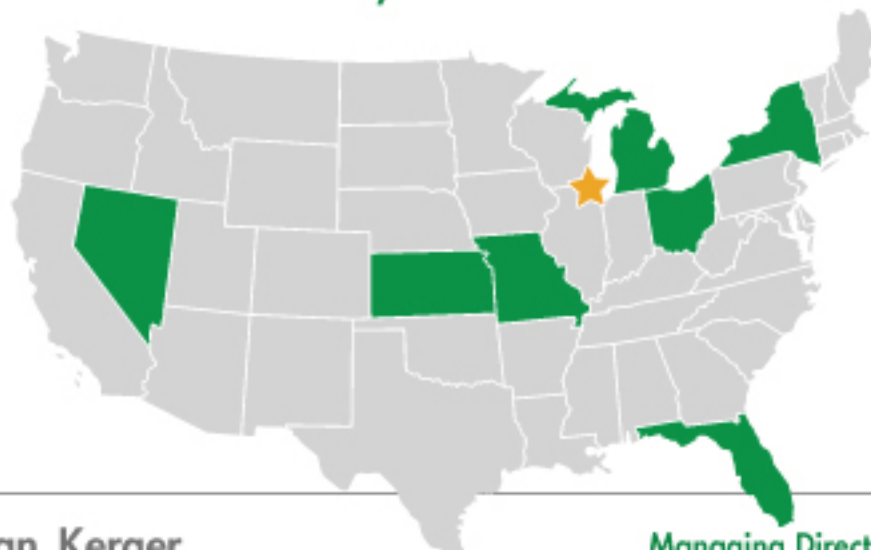


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