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December 2022

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FROM THE NYHA PRESIDENT



JOE BUSHEY

TIS THE SEASON

As we come to the end of another year, the annual process of looking back at what we accomplished this past year begins. I certainly hope that 2022 turned out to be more than what you had hoped for and that you are looking forward to even bigger and better things in 2023. We are all very fortunate to be a small part of a truly unique and challenging industry with a great future ahead of it.

Never forget: no matter what you are focusing on, it is imperative to grow. Whether it is our personal relationships, career, physical fitness, spirituality or family life, we must grow or we will die or sometimes, even worse yet, get left behind. In my opinion, no matter what you are hoping to accomplish, the more time and or money you invest in it, the more you will get out of it.

I hope as you look back at 2022 and begin to look forward to 2023, you will think of how much you supported NYHA, with both your time and money, that you will commit to doing a little more next year. I cannot thank all of you enough that bought ads in our monthly newsletter, sponsored our various events and, just as importantly, showed up and participated to spearhead the growth that NYHA enjoyed in 2022!

On behalf of the NYHA Board of Directors, I would like to wish everyone a safe and blessed holiday season. Please take advantage of the season to make some memories with your loved ones and to commit to making each day a little better than the day before. Remember you will only get out of it what you are willing to put into it. I look forward to the opportunities that 2023 will bring and wish all of you peace and prosperity in the New Year!

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*Newsletter advertisers can submit one article about your company for one *Housing Now* issue per year.



Website- www.nyhousing.org

We are continuing our marketing efforts to drive more and more traffic to our new website. The continued development of our comprehensive website offers more value to our members. One of those benefits is the ability to send leads to member websites, and that effort is continuing to gain momentum. By purchasing a web banner ad on our website, www.NYHousing.org makes it SUPER EASY for potential customers to contact you!

Advertising opportunities for our website are listed below for your consideration:

Website Advertising

Website Banner Ad - Monthly Subscription

Member Price: \$50/mo

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Member Price: \$125

Website Banner Ad - Yearly Subscription

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Questions?? Call NYHA at 800-721-HOME or email Kathy@nyhousing.org

Payment – you can now pay for advertising with a credit card directly from our website, or an invoice can be generated for payment by check/money order. More info for advertising and to pay with a credit card can be found here: <https://www.nyhousing.org/advertising>

WHAT DO YOUNGER GENERATIONS THINK OF MH?

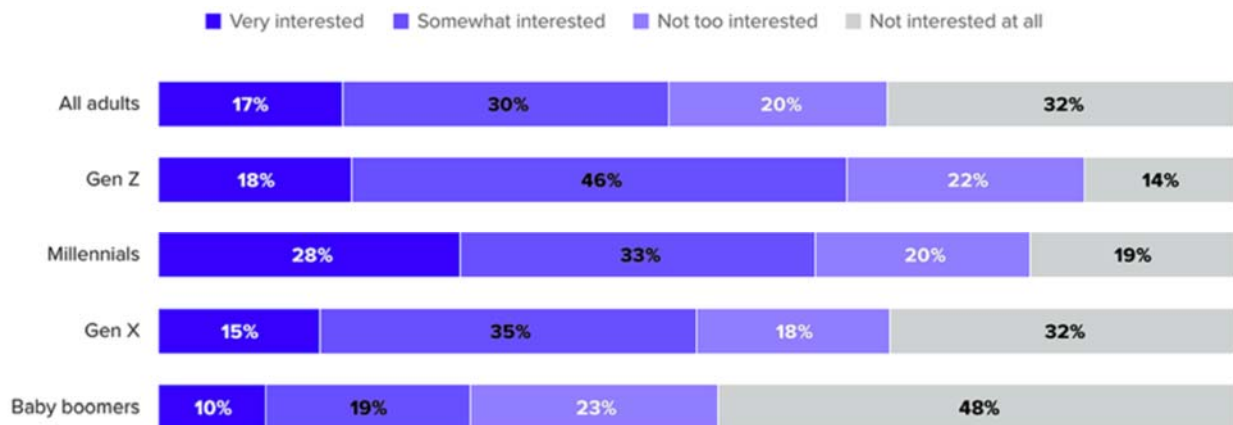
Are you tired of hearing about millennials and Gen Z? I hope not, because I've got some more data for you. And it's all about everyone's favorite two generations. :)

I stumbled across this survey while doing research for a client, and it's got some great information in it.

Check out the chart below:

About 3 in 5 Gen Z, Millennial Adults Are Interested in Buying Manufactured Housing

Respondents were asked how interested they would be in purchasing a mobile home, backyard flat or other manufactured housing unit in the future:



There's plenty more data in the survey, but the info above is the most striking. About half of baby boomers are not interested in buying a manufactured home, while only 14% of Gen Z are not interested. That means that **86% of Gen are at least somewhat interested in buying a manufactured home.**

If you sell manufactured homes, you need to focus your marketing on millennials and Gen Z. They're out there, they're in their prime buying years, and they're interested in your product.

Gen Z is composed of about 70 million adults. This means that there are 60 million young people in the United States that are interested in a manufactured home. If you're not actively focusing on Gen and Millennials, you're missing out on millions in potential sales.

Younger generations don't have the negative perception of MH that older buyers do. They don't mind living in a small home. They like the idea of a home on a wheels. And they love how energy efficient and green factory built home construction can be.

What's your next step?

Put your brand where the younger generation will see it, and tell them how amazing and what a great value manufactured homes are. You need to get digital.

Don't know where that is or how to do it? No problem. [Click here](#) to head over to the Bild Media blog. There are TONS of articles and step by step tutorials to help you reach younger, more digital buyers.

Good luck!



David Finney
<https://bildmedia.io/>
David@bildmedia.io

NEWS & NOTES FROM MHI

MANUFACTURED HOUSING CONSENSUS COMMITTEE CONVENES SECOND WEEK OF MEETINGS ABOUT DOE ENERGY RULE; VOTES TO ADOPT MHI'S PROPOSED PRESCRIPTIVE THERMAL REQUIREMENTS FOR MH

The Manufactured Housing Consensus Committee (MHCC) began its second week of meetings on Tuesday regarding the incorporation of the Department of Energy's (DOE) manufactured housing energy conservation standards (Energy Rule) into the HUD Code. At the prior meeting in October, the MHCC agreed with MHI's recommendation to reject the incorporation of the DOE energy standards into the HUD Code by reference. Instead, the MHCC began the vital task of drafting specific language into the HUD Code applying energy standards that adhere to the realities of manufactured home construction. MHI is pleased that the MHCC utilized its proposal to help draft the language.

Much of the discussion throughout Tuesday's meeting was informed by MHI's in-depth analysis of the DOE rule and dealt with the potential for increased costs associated with DOE's proposed standards. Specifically, the costs associated with DOE's standards often increase the costs of a new manufactured home to such an extent that the homeowner cannot recoup the frontend expense through energy savings. Further, in order to meet these standards, manufacturers would lose the ability to include features, such as vaulted ceilings and windows, that consumers find desirable in a home. MHI CEO Lesli Gooch spoke at the meeting noting that the MHCC should "encourage HUD to craft its own standard that balances energy efficiency with affordability and encourages homeownership" as is HUD's mandate.

Additionally, in advance of Tuesday's meeting, MHI provided the MHCC with additional analysis of MHI's alternative proposal and highlighted flaws in the DOE's economic analysis about cost effectiveness. MHI's submission clearly demonstrates that MHI's proposed thermal requirements provide better cost savings for consumers with comparable energy efficiency to the DOE rule. Furthermore, MHI shared results of a third-party economic analysis of the DOE rule establishing that DOE failed to consider key cost

inputs in its analysis so its findings cannot be relied upon to show cost effectiveness, as required by law. MHI also provided architectural drawings to show the negative impacts of the DOE rule on the design and aesthetics of manufactured homes.

The Manufactured Housing Consensus Committee agreed with MHI's proof that the DOE did not follow its statutory mandate that the Energy Rule result in energy efficiency requirements that are cost effective. On Wednesday, the MHCC voted to recommend HUD code revisions, consistent with MHI's initial proposal, by a voice vote. Furthermore, the MHCC attached MHI's documentation supporting its proposal to its submission to HUD. [Click here](#) to read MHI's submissions to the MHCC in advance of the November meeting.

Additionally, the MHCC included a series of comments explaining their rationale for the revisions:

- The MHCC agrees that the energy efficiency requirements need to be updated but believes the updates should be done incrementally. The recommended changes shown in this document accomplish this incremental approach.

- HUD, by statute, is the body responsible for the development and enforcement of manufactured housing standards.

- The MHCC has reviewed the DOE Final Rule and has determined DOE circumvented the standards development process prescribed in EISA which requires cost justification and consultation with HUD.

- DOE provided an energy conservation standard which was based on site-built construction and applied it to a performance-based national code. If adopted as written, the final rule would adversely impact the entire Manufactured Housing program and cost increases associated with compliance would reduce prospective purchasers (especially minorities and low-income consumers) from durable, safe, high quality and affordable housing.

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NEW YORK HOUSING ASSOCIATION
2023 CALENDAR OF EVENTS: JANUARY-JUNE
(Tentative – dates & times subject to change)

Jan 18	CE Course	Remote	9am – 12pm
Jan 19	21B & Mechanics	Remote	9am – 4pm
Jan 25	Board Meeting	Remote	9am - 12pm
Mar 23	Area Meeting	Buffalo - The Woodlands	9am – 12pm
Mar 23	CE Course	Buffalo - The Woodlands	1pm – 4pm
Mar 24	21B & Mechanics	Buffalo - The Woodlands	9am – 4pm
Apr 5	Area Meeting	Rochester – Hilton Garden Inn	9am – 12pm
Apr 5	Networking Lunch	Rochester - Hilton Garden Inn	12pm - 1pm
Apr 5	CE Course	Rochester – Hilton Garden Inn	1pm – 4pm
Apr 6	21B & Mechanics	Rochester – Hilton Garden Inn	9am – 4pm
Apr 25	Board Meeting	NYHA Office	10am – 2pm
Apr 26	Area Meeting	Saratoga	9am – 12pm
Apr 26	CE Course	Saratoga	1pm – 4pm
April 27	21B & Mechanics	Saratoga	9am – 4pm
May 10	Area Meeting	Syracuse	9am – 12pm
May 10	CE Course	Syracuse	1pm – 4pm
May 11	21B & Mechanics	Syracuse	9am – 4pm
May 17	Area Meeting	Long Island	9am – 12pm
Jun 14	Area Meeting	Homewood Suites, Newburgh	9am – 12pm
Jun 14	Networking Lunch	Newburgh	12pm – 1pm
Jun 14	CE Course	Newburgh	1pm – 4pm
Jun 15	21B & Mechanics	Newburgh	9am – 4pm

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•The MHCC reviewed the DOE Final Rule and is recommending modifications to the MHCSS based largely on the final rule. The recommended changes increase energy efficiency while maintaining affordability and consumer options.

•The MHCC previously recommended that DOE include the substantial cost of testing, enforcement, and regulatory compliance in its costing analysis. The final rule did not consider these costs. The recommended changes implemented into the MHCSS allow for testing, enforcement, and regulatory compliance within HUD's existing framework which help minimize costs to manufacturers and ultimately consumers. However, there still may be a gap in enforcement between HUD's final standards and DOE's final rule, which may need to be resolved.

•The MHCC has a statutory obligation to consider the cost impacts of all recommended changes to the MHCSS and preserve affordability to increase American home ownership and this obligation is reflected in the recommended changes.

•The MHCC expects, in accordance with normal practice, the recommendations contained in this document will be subject, as required in 42 USC 5403, to publication as a proposed rule and full notice and comment rulemaking in accordance with the 1974 Act as amended.

See Appendix A [*referencing materials submitted by MHI*] for information and data supporting recommended changes.



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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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The NYHA Office will be closed on Friday and Monday, December 23 & 26, 2022 for the Christmas Holiday.

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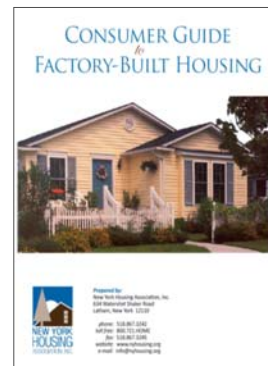


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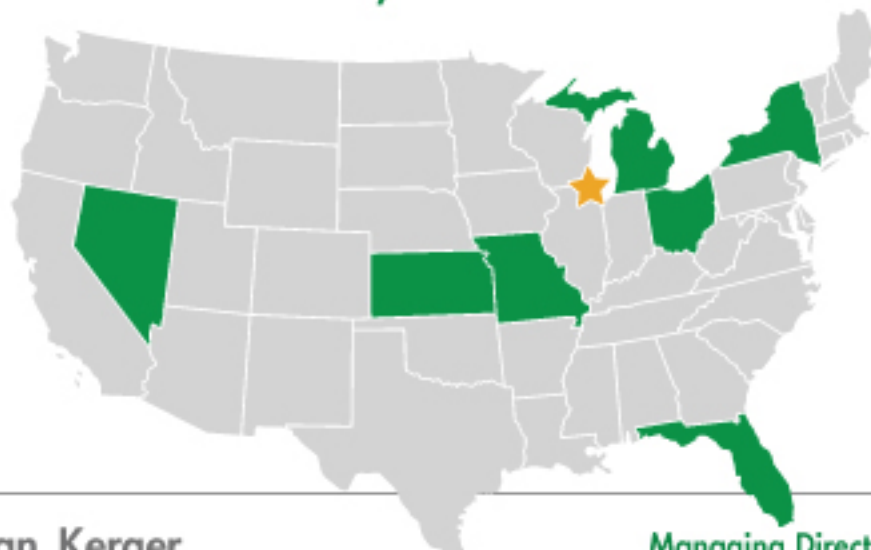


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