



# HOUSING NOW

December 2023

## THANKS FOR A FANTASTIC 2023!

2023 is coming to end and we're thankful for so many things that happened this year. We had a great year, and sincerely thank all of our members for coming along with us.

We were able to meet in person again, and had some informative and productive Area Meetings in the spring. Turn-out was great, and we are glad members took the time to join us. We had a record turnout at our Summer Outing in August – it was a fun day filled with camaraderie and laughter. Thanks to all who were able to attend! Our Convention in October was jam packed with speakers who covered important topics, and we were able to have a relaxed evening and delicious BBQ at the Tin Rooster. We are sorry if you missed any of these events, they were all great.

On the legislative front, Mark Glaser, Esq. and his staff at Greenberg Traurig fought some good battles on our behalf. Unfortunately, Governor Hochul signed the Right of First Refusal legislation into law. Mark and other attorneys presented an informative webinar with more details on this new law, and members were able to ask some important questions. Stay tuned for more information on this law, and learn more about how it could affect your business going forward.

We always have a large number of advertisers in our newsletter and on our website, plus sponsors at events that we host throughout the year. Many

thanks to: 21st Mortgage Corp.; Atlantic Champion Homes; Blevins, Inc.; Bluestone Construction; Clayton Lewistown; Colony Homes; Commodore Homes; Cook Properties; Credit Human FCU; Dura-Bilt; Eagle River Homes; First Credit Corp. of NY; Glenwood Village; Greenberg Traurig; Haylor, Freyer & Coon; Hoffman Homes; Manage America; MHC Consultants; MHD Empire Service Corp.; MHWC; Pleasant Valley Homes; The Powderhorn Agency / ProGuard Program; Priority Funding; Redman Homes; RHP Properties; Ritz-Craft Corp of PA; Rochester Commercial Real Estate; Skyline Champion Homes; Statistical Surveys; StyleCrest; Tammac Corp; Titan Homes; Triad Financial Services; UMH Properties; and Walker Sales & Distribution. Thank you to all for your support!

There will be some changes to certification training requirements in 2024. They are still being finalized, but as soon as everything is completed, we will get the word out. Stay tuned for more info!

If you ever have suggestions for events, comments or concerns about topics affecting the industry, or anything else to bring to our attention, please be sure to reach out to the NYHA office.

We have some changes coming to our website in 2024. Stay tuned for more details, and be sure to check out our 2024 Calendar of Events (coming soon).

***We wish everyone a prosperous 2024!***

**Happy New Year!**

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.



# THE 5 MOST COMMON MARKETING MISTAKES IN THE MANUFACTURED HOUSING INDUSTRY - AND HOW TO FIX THEM

Selling manufactured homes is a complex business. If you sell manufactured homes, you're expected to wear a lot of hats. Sometimes you feel like a loan officer, sometimes you're a general contractor, sometimes you're a family therapist, sometimes you're a bookkeeper, sometimes you're a salesperson, and yes, sometimes you're a marketer.

I can't help you with most of that, but I can give you some tips to help on the marketing side.

Here are the 5 most common marketing mistakes I see in our industry, and how you can fix them if they're an issue in your business.

## 1. Lower Prices

"I just price my homes less than the [insert corporate name] store down the road. When people see how low my prices are, I get them every time."

In theory this sounds good, right? Price your homes \$5,000 under everyone else, cut out all marketing/advertising expenses, and watch the business roll in. Why waste money marketing when your prices do the marketing for you?

Here's the thing though. If you're pricing \$5,000 under the competition, that means you're spending \$5,000 to market every single house. And if you sell 100 homes per year, that means you're spending half a million dollars per year marketing. It's a loss in revenue instead of a cost, but the effect on the bottom line is the same.

It also means you'll never get first shot at a prospective home buyer. Prospective buyers will see an ad from the advertising store and go there first. If they decide to shop around, they might come see you. If they do like the first store, you get no chance. That means the best case scenario is you get the other store's seconds, and the worst case is you don't get a chance at all.

Still want to be the cheapest in town? This means your buyers are going to be folks that shop at the cheapest spot in town. Working with those always looking for a 'deal' can be a challenge in itself.

Instead, try this. Figure out a ballpark number for the price difference between you and that

corporate store. Cut that difference in half and increase your prices by that amount. Then, cut it in half again, and increase your marketing budget per house by that amount. For example, if you're \$5,000 under the corporate store, raise your average home price by \$2,500. Then, increase your marketing budget by \$1,250 per house, and spend that money promoting your business. You'll make more money per sale, you'll get the first shot at plenty of buyers, and you'll likely find you get a higher quality buyer as well.

## 2. No Budget

"What's your marketing budget?"

"As little as possible."

The best way to set a marketing budget is to set it before you know the price of any marketing services. Instead, base your budget off of a percent of desired revenue or a dollar amount per unit sold. For example, you could set your marketing budget at 3% of your target revenue, or \$1500 for every home you want to sell.

If you go into a new marketing plan without knowing a budget, you'll question every single line item trying to dial back the cost. If you're comfortable with the budget BEFORE looking at marketing ideas, you can better figure out the best plan for your business because you're not as stressed about the number.

It's the same way customers should buy a house. First they figure out a budget, then they go find a home that fits within that budget.

## 3. Blurring Sales and Marketing

"I just have my salespeople do all the marketing."

This strategy can be somewhat effective, but never ideal. Selling and marketing are two different tasks with two different skillsets, that also have two very different timelines.

For most commissioned salespeople, the pressure is always on. They're always working towards the next deal. They're not interested in what happens 6 months from now, they're

*Marketing, cont. on Page 7*



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interested in what happens tomorrow. They will deal with what happens 6 months from now in 5 months, 3 weeks, and 6 days.

Great marketing, however, takes time. It can be weeks, months, and sometimes years before great brand establishes itself within its' marketplace. You're building a reputation within your community, and that does not happen overnight. Great sales people are great because they want to move fast, get the job done, and close the deal. 'Time kills deals', right?

Great marketers rarely move fast because they have the patience to build a great reputation for their brand.

If you have a sales team, try re-assigning one of those people to a role that is strictly marketing, and take the marketing off of the rest of the team completely. Let the marketers market, and the sellers sell. Henry Ford sold a lot of cars because he created an assembly line of experts working one task, not because he had everyone wearing a bunch of different hats doing a wide variety of tasks. Try to do the same in your business.

#### **4. All marketing is lead generation**

"I don't run any ads that don't get me leads."

Business need leads to sell homes, so shouldn't all marketing generate leads? Sort of.

Marketing generates leads, but marketing also creates an environment in which leads are likely to be created. Not all marketing is pure lead generation. In fact, most large, successful brands spend more of their marketing dollars creating environments in which consumers are more likely to become leads.

Here's an analogy: If a man is interested in dating a woman, that man will spend a lot of time and energy getting that woman's attention before they ask them out. They might learn about what they like, talk to them, drop some subtle hints, consult with her friends, and probably show off a little here and there. Once the guy has gone through all that, THEN he asks her out. Marketing is the same way. You have to earn the consumers trust and get them to like you BEFORE you ask for their information.

If all your marketing capital is used solely for lead generation, you're going to get fewer, and lower quality, leads.

To get better leads, make sure some of your ad dollars and energy go towards creating a better reputation in your market.

#### **5. No Measurement**

"Is your marketing working?"

"I don't know."

If you're going to spend money on something, you need to know if you're getting anything from that money. The same principal applies to marketing - you have to be able measure how well it's working. If you spend \$5,000 advertising, what are you getting back in sales?

This is where a CRM comes in, as it can track KPIs (Key Performance Indicators) for all your marketing campaigns. Some common KPIs include cost per lead, conversion rates, cost per impression, cost per engagement, and several others.

To start out, simply ask every buyer where they heard about you, and write it down. At the end of the quarter, look back and see where most of your deposits for that quarter came from. Then, look how much you marketing dollars you spent on those different platforms.

Keep in mind, however, that tracking lead (deposit) sources doesn't necessarily tell you the BEST marketing platform, it tells you the platform where you're getting the most leads. Many times those are the same, but sometimes they are not. For example, if you spend all your marketing dollars on radio ads, you will get a high percentage of leads from radio. If you're tracking that, it may lead you to believe that radio is your best marketing platform. However, as we all know, leads are much cheaper on social media. But you wouldn't know that unless you spend money there to see the difference.

To figure out the best platform for your marketing, make sure you're spending some on all of them so you can compare them evenly.

I hope this can help you market your business in the last month of 2023.

**David Finney, BildMedia**

**ALERT: HOUSE ENERGY AND COMMERCE  
COMMITTEE SET TO MARK-UP BILL TO REMOVE  
DEPARTMENT OF ENERGY AUTHORITY  
OVER MH THE WEEK OF DEC 6, 2023**

The House Energy and Commerce Committee is expected to mark-up the “Affordable HOMES Act” (H.R. 6421) Tuesday (12/5).

The Affordable HOMES Act repeals Section 413 of the Energy Independence and Security Act (EISA) of 2007 and would ensure that the Department of Energy’s (DOE) final rule on Energy Conservation Standards for Manufactured Housing will have no force or effect. Halting implementation of the EISA’s flawed approach and re-affirming HUD’s long-standing exclusive control over federal manufactured housing standards is the best way to ensure the timely adoption of improved energy efficiency standards for factory-built housing – but also in a way that preserves the availability of affordable manufactured homes for American households. MHI has prepared a series of talking points to support voting “Yes” on the Affordable HOMES Act.

MHI supports the passage of the Affordable HOMES Act and asks state associations to reach out to their Representatives on the Committee to ask them to vote in support of the legislation. MHI has drafted a template letter (attached here). Please reach out if you need contact information for your Representative’s offices.

**HOUSE VOTES TO OVERTURN CFPB LENDING RULE**

On December 1, 2023, the House voted 221-202 to overturn a Consumer Financial Protection Bureau (CFPB) rule requiring personal information, including race and sex, about small-business borrowers from the financial institutions that lend to them. The joint resolution (S.J. Res. 32) nullifies the final rule issued by the Consumer Financial Protection Bureau titled Small Business Lending under the Equal Credit Opportunity Act (Regulation B) and published on May 31, 2023. The rule requires financial institutions to collect and report to the

bureau credit application data for small businesses including personal information, including race and sex, about small-business borrowers. President Biden is expected to veto the legislation.

**NEW SURVEY ON HOUSING TRENDS  
AMONG NEW HOME BUYERS**

Zillow recently released findings from their 2023 Consumer Housing Trends Report focusing on new construction homebuyers. The research found that the largest generational group of new construction buyers (40%) is “millennials,” buyers between 29 and 43 years old. Additionally, roughly one in every five new construction buyers buys their home in Texas (19%), and one in eight buys in Florida (13%). The typical new construction buyer household earns an estimated \$118,054, compared to \$96,375 for existing home buyer households; homebuyers in general earn significantly more than the national median of \$70,784. Among potential homebuyers, 42% indicated they were only interested in newly constructed homes while 13% said they were more interested in existing homes. Further, roughly half of new construction buyers said that they initially wanted to buy a completed home (48%) while a third initially intended to purchase a home they could work with a builder to construct from scratch (33%). Two in five new construction buyers (43%) say that the home being move-in ready, without any need for repairs or updates, was their number one reason for buying a new construction home. Among the features of new homes that consumers believe to be important, about six in seven new construction buyers (86%) considered energy efficiency a very or extremely important home characteristic. Other very or extremely important characteristics include potential for appreciation (82%), off street parking (80%), private outdoor space (79%), and a spare bedroom (79%).



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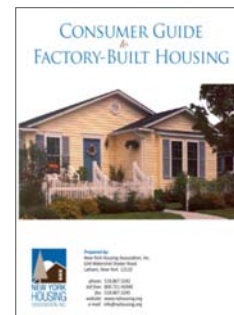
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### Sources

<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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## 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](mailto: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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