



HOUSING NOW

February 2023

2023 AREA MEMBERSHIP MEETINGS ANNOUNCED

FIRST UP: March 23 @ The Woodlands, Lockport, NY

On the Agenda:

- 2022 Legislative Summary
- 2023 Legislative Outlook
- Title Surrender
- DHCR Manufactured Home Replacement Program
- NYS Manufactured Home Certification Program Updates
- State and National News
- Local Concerns and Questions

Next up:

Apr 5: Hilton Garden Inn Pittsford/Rochester

Apr 26: The Desmond, Albany

May 10: Embassy Suites, Syracuse

May 17: Glenwood Community Center, Riverhead

Jun 14: Homewood Suites, New Windsor/Newburgh

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2023 AREA MEETINGS

will be **FREE** for all
NYHA Members!



**Thank you to The Woodlands and
Manager Jennifer Whittington for
hosting this Lockport meeting!**

**WHAT TOPICS WOULD YOU LIKE TO HAVE COVERED?
LET US KNOW!**

Call: 800-721-HOME

Email: bob@nyhousing.org or kathy@nyhousing.org

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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FROM THE NYHA PRESIDENT



JOE BUSHEY

BETTER THAN IT NEEDS TO BE

Whether it's in our professional or personal life, it is important that we are constantly evaluating how we are doing and keeping track of the progress we are making. If you don't already, I strongly encourage each of you to make it a habit to look back briefly at not only where you have been, but more importantly, to spend more time looking forward to where you are going. Try to focus on the things that are most important to you and what will have the greatest impact on accomplishing what you desire most.

No matter what it is you are doing, try not to succumb to the "good enough" thinking that prevents a lot of people and organizations from maximizing what they achieve. Instead of accepting that something is "good enough," push yourself to make it better than it has to be. Always be thinking of how to make it better by planning for your success, and you will be surprised at how much you can accomplish.

I hope 2023 is off to a great start for all of our members. If you have not already, I urge you to schedule time to attend one of the upcoming Area Membership Meetings that NYHA will be holding. Bob Capenos and Kathy Pratt have been preparing for extremely informative sessions and I am confident you will not be disappointed that you attended. Your input as a member of NYHA on what we need to do to be better is always encouraged and appreciated!

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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:

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Website Banner Ad - Yearly Subscription

Member Price: \$50/mo
Member Price: \$125
Member Price: \$500/yr

Website banner ads should be no smaller than 300 x 300 px and should be submitted in .jpeg or .gif format.

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>



MEMBER SPOTLIGHT: JOHN COPELETTI, TITAN HOMES



How long has your company been in business? Champion was started in 1953 in Dryden Michigan, so 70 years. I have been a part of the Manufactured Housing Industry since 1986. I started working for a retailer. My career with Titan Homes began in 1993.

When did you become a member of NYHA? Titan has been a member for as long as I can remember.

What is the most memorable event hosted by NYHA that you have attended? My personal most memorable occasion was when I received the Hall of Fame award. I was overwhelmed that my peers thought so much of me for my contributions and work in the industry.

What has surprised you most about working in this industry? The work ethic of everyone. Starting with the manufacturers, suppliers, finance institutions and, most of all, the retailers.

What do you find most challenging about this industry? The roller coaster of the business cycle, just when you start clicking on all cylinders the downturn starts.

What's the best/worst thing to happen since you started working in this industry? I will start with the worst thing. The morning of January 26, 1999. Our factory burned to the ground. As the Sales Manager, that was not a good start to my morning.

The best thing is that this became my career, what started out as a way to make a few bucks turned into a lifetime.

What do you wish other people knew about this association? That the association is for everyone, not just one segment such as communities. The work that the board and especially Bob and Kathy do behind the scenes many times goes unnoticed. Sometimes the only connection the members make with the association is when they have an issue.

Tell us about some of the people you've met while working in the industry? There have been many

including Jack Hewitt, Jim Dunn and all of the retailers. Everyone that I have encountered all have that entrepreneurial spirit, and they never give up.

Tell us about someone who has influenced your decision to stay in this industry: My first boss at Titan, Jack Hewitt. Jack broke it down to the basics: always treat people with respect and do the right thing. I have always tried to follow his mantra throughout my career.

What might someone be surprised to know about you? This is a good one. I would own a boat except I do not know how to back up a trailer. I am deathly afraid of snakes.

What is one positive thing would you tell someone who is thinking about getting in to this industry? That this is an evolving industry. The opportunities are vast in all aspects of our business.

What do you think will change about this industry over the next five years? The public's perception that we are an alternative to stick-built housing. Also, energy codes that the federal government and states are enacting.

What's it like to be a volunteer on this Board of Directors? Over the years, the board has taken a more dynamic pro-active approach. All of the board members are involved in day-to-day activities or sit on committees. It is rewarding to help progress our industry at the state level.

As a long time businessperson in the MH industry, what sorts of trends do you see? The internet is a huge part of our industry; people use it before they buy anything. Someday people will buy their dream home on the internet.

What do you do when you aren't working and/or volunteering? I spend a lot of time on my property clearing trails, working on our garden, this year we planted over 1,100 garlic. In the spring, we will plant our vegetables for the farm stand. I reluctantly help my wife with her antique business.

What is the most important reason to belong to NYHA? You have a voice and you can help shape our industry. Plus, we have fun!

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SURVEY SAYS: YOUNGER ADULTS SEE MANUFACTURED HOUSING AS GOOD INVESTMENT POTENTIAL

By Ben Nelms Posted January 23, 2023 in Manufactured Home News, Manufactured Home Tips, Manufactured Housing News

The majority of Gen Z adults and millennials are interested in housing options such as “mobile homes” and manufactured homes.

As part of its Housing Supply Action Plan, the Biden Administration earlier this year announced programs aimed at making the financing and development of manufactured homes easier. A recent **Morning Consult** survey finds that about half of Americans see alternative housing, such as “mobile homes,” as a good investment, with younger generations more likely to be interested in these types of homes.

Editor’s Note: The questions posed by the following survey inquiries often conflate manufactured homes and “mobile homes,” which are not one in the same. There have been zero “mobile homes” produced since the implementation of the HUD Code in 1976. The results of the survey most likely would have garnered higher positive results if those surveyed were responding singularly to manufactured homes.

It is also interesting to note that in a Manufactured Housing Institute survey of manufactured home owners that 65% refer to their dwelling as a “mobile home.”

Nevertheless, the following questions and inquiry results are positive reactions to America’s high quality affordable manufactured housing:

Roughly Half the Public Views Manufactured Housing as a Good Investment Respondents were asked if they believe that buying a mobile home, backyard flat, or other manufactured housing unit is generally a good long-term investment.

	Agree	Don't Know or No Opinion	Disagree
All Adults	49%	16%	35%
Gen Z	60%	15%	25%
Millennials	61%	12%	27%
Gen X	45%	20%	35%
Baby Boomers	38%	16%	45%

Perceptions about the quality of life in mobile home parks may still drive opinions of manufactured housing, as 45% of those surveyed said these homes are not a good long-term investment.

About 3 in 5 Genz, 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 in the future.

The following are the Gen Z and Millennial survey responses:

	Very interested	Somewhat interested
Gen Z	18%	45%
Millennials	28%	61%

Other revelations from [the Morning Consult survey](#) are:

Younger generations, non-white potential homeowners show a higher interest in manufactured homes:

- When it comes to considering the purchase of a mobile home, backyard flat, or other manufactured housing unit, boomers are least taken with the idea, with 10% saying they are very interested and 19% saying they are somewhat interested.

- Hispanic (25%) and Black adults (19%) are the racial groups most likely to say they are “very interested” in purchasing a backyard flat or manufactured housing, followed by white adults (17%) and other races/ethnicities (16%).

- From a regional perspective, Americans in the west (21%) and South (18%) are most likely to be “very interested” in these types of housing, ahead of those in the Midwest (15%) and Northeast (13%).

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2023 COMING EVENTS

(Tentative – dates & times subject to change)

Feb 24	CE Course	Cassone Leasing, Ronkonkoma	10am - 1pm
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	9am – 12pm
Apr 5	Networking Lunch	Hilton Garden Inn	12pm - 1pm
Apr 5	CE Course	Rochester – Hilton Garden	1pm – 4pm
Apr 6	21B & Mechanics	Rochester – Hilton Garden	9am – 4pm
Apr 25	Board Meeting	NYHA Office	10am – 2pm
Apr 26	Area Meeting	Albany - The Desmond	9am – 12pm
Apr 26	CE Course	Albany - The Desmond	1pm – 4pm
April 27	21B & Mechanics	Albany - The Desmond	9am – 4pm



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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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