HOUSING NOW

February 2026

ADVANCED COMMUNITY MANAGER TRAINING: MARCH 12, 2026

The New York Housing Association is proud to announce we are hosting an Advanced Community Manager Training course on Thursday, March 12, 2026 at the Hilton Garden Inn, 6004 Fair Lakes Road, East Syracuse NY 13057 from 9:30 am until 4:00 pm. The course will be presented by Chris Nicely from ManufacturedHomes.com and will offer the S.C.O.P.E. Process to Effective Community Management.

Why would this S.C.O.P.E. training be good for your Community Managers and Owner Operators? It focuses on the following:

SALES: Marketing, CRM, Driving Leads, Follow-Up, Building Trust, Financing, Closing Skills/ Requirements, and Post Sales skills.

COMMUNICATION: Know Your Residents, Online Channels, Communication Frequency, Rent and Collections.

OCCUPANCY: Setting Goals, Identifying Home Sites, Spec or Build, and Referrals for Residents.

PEOPLE: Needs Assessment, Associate Networking, Resident Focus, and Rewarding Behavior.

EXPENSE CONTROL: Setting a Budget, Planning for Maintenance, and Reporting Requirements.

The course is just $99 per person and will be chock-full of important information. Watch your mail, check out the full details and register TODAY by visiting: www.nyhousing.org/events/advanced-community-manager-training

About the Presenter:

CHRIS NICELY

President of ManufacturedHomes.com & ModularHomes.com, brings nearly 30 years of expertise in factory-built housing and management. With a proven track record, he has collaborated with industry leaders, non-profits, developers, and municipalities to leverage factory-built housing for positive community development in cities such as San Bernardino, CA; Phoenix, AZ; LaGrange, TX; Danville, VA; Jackson, MS; and Detroit, MI.

Chris recently contributed to three published studies by the Joint Center for Housing Studies at Harvard, comparing the cost of site-built housing to manufactured housing, and overcoming obstacles in siting factory-built housing. A respected consultant in the factory-built housing sector, he has worked with major entities like Fannie Mae and Freddie Mac. Formerly, he served as Clayton Homes' VP of Marketing and as VP & General Manager for the Clayton Communities Group, overseeing 80 communities, 22,000 home sites, and sales exceeding 100 homes monthly.

Holder of a BA in Economics from the College of Wooster and an MBA from Case Western Reserve University, Chris is a graduate of Harvard's Achieving Excellence in Community Development.

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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.

MANUFACTURED HOUSING PRICE MYTH

Do you advertise a complete (total project, 'move in ready', etc) price, while other competitors in the area use a 'starting at' or 'home only price'?

Are you worried that it's causing you to lose deals because your buyers see that lower price and go to the sales center down the road?

It might be, but the solution probably isn't what you think it is.

I'm writing this because this question came up in one of the panels at the Louisville Show last week. One of the attendees was worried that he was losing deals because his competitor was only advertising a partial price, and it made his prices seem much higher in comparison. The concern was that potential buyers in the market would see both prices, and go to the lower priced sales center and purchase their home there.

He said that his buyers are very *cost conscious.*

But who isn't cost conscious? Who in their right mind would pay more for the same thing? We all work hard for our money. Why would someone pay more for a product that they could have for less down the road? No one wants to pay more than they should, no matter how much money they have.

The fallacy in this mindset is assuming that if two sales centers are selling the same house, they're selling the same product.

In the question from the Louisville Show above, one is partial price, and one is complete. But what if both prices are complete, the house is the same, and one price is lower than the other? Will the lower priced seller sell 100 homes per year, and the other zero? We know that's never true. How often, in any industry, do you see one seller charging MORE for the same item, and selling more of that item than their lower priced competitor? If we're all cost conscious, why are we paying more for the same product?

The answer is that we're not. We're getting the same item, but we're not getting the same experience. Most consumers will pay more for a better customer experience. In fact, according to a recent study from PWC, 86% of buyers say they'll pay more for a better customer experience.

What's a good customer experience worth? According to PWC, that same buyer who's willing to pay more, will spend 16% more for a great experience. That means that if you're selling a $175,000 home, most buyers would be willing to pay over $200,000 for that same home, as long as it is a great experience. That's over $25,000 in additional revenue for a great experience.

Don't stop there though. Having a superior customer experience is critical, but it does nothing if no one knows about it. The first step is creating the experience, and the second is telling people about it. Broadcasting your inventory across your market does nothing to tell people about the incredible experience you provide - it just tells buyers what you sell, not how well they'll be treated.

Want to know how our clients are improving their customer experience to sell more homes? Stay tuned for next week's email in which I'll give you some real examples from some of the best performing retailers and community operators in the industry.

Price Myth, cont. on Page 5

YOUR LIFESTYLE BUILT BETTER

CONTACT: JIM DAVIS
PHONE: 315.796.0104
WWW.TITANHOMESNY.COM

Price Myth, cont. from Page 3

And don't worry, I'll tell you how to promote that experience too. That will be coming the following week. There will be so much knowledge dropped in the next two weeks you'll have to wear a helmet.

The goal with this series is to help you stop worrying about what your customers charge and how they price their homes. If you have a good product, a good experience, and you promote that product and experience in your market, you'll be too busy slinging homes to even have time to think about what pricing tricks your competitors might be trying in 2026.

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Senior VP of Acquisitions

NYHA SCHOLARSHIP APPLICATIONS AVAILABLE

Applications for the NYHA scholarship are now open and will be accepted until May 8, 2026. NYHA will award up to 4 scholarships that will be awarded based on academic merit, financial need, and a demonstrated commitment to pursuing a career in the trades.

For more information on the scholarship program, including eligibility requirements and how to apply, please visit **www.nyhousing.org/nyha-scholarship** or contact Executive Director, Kathy Pratt at kathy@nyhousing.org or by phone at: 518-867-3242.

NEW YORK HOUSING ASSOCIATION, INC.

COMING EVENTS

Mar 12: Advanced Community Manager Training, Syracuse

Mar 25: 3-Hour Continuing Ed, Remote from 9am-12pm

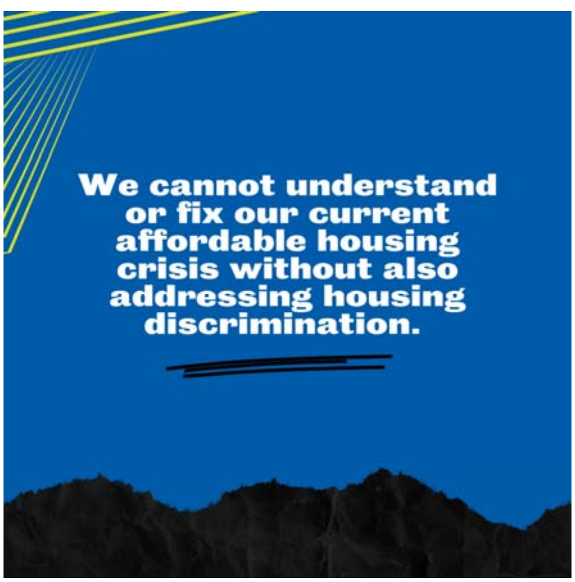
Mar 26: 21B Training Course, Remote from 9am-12pm

Mar 26: Mechanics Training Course, Remote from 9am-4pm

REGISTRATION FOR ALL COURSES:

www.nyhousing.org/events

ATTN: ALL NYHA MEMBERS!



HAVE YOU TRIED TO SELL A MANUFACTURED HOME TO A CUSTOMER ONLY TO BE TOLD THE TOWN OR VILLAGE WILL NOT ALLOW PLACEMENT ON PRIVATE PROPERTY?

<u>NYHA CAN HELP!</u>

Some Towns and Villages have outdated zoning that prohibits Manufactured Homes on private land. In 2015, Legislation was signed in to law that prohibits discrimination against an "aesthetically similar" home, manufactured homes included.

If you need a copy of the law to give to your Town or Village Officials, please reach out to: Kathy@nyhousing.org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Tel: 315-946-1777
Website: https://dellagoresort.com
Have TOPIC or SPEAKER Suggestions? Email: kathy@nyhousing.org

Manufactured Housing Institute

NEWS & NOTES

MHI'S RESPONSE TO THE TRUMP ADMINISTRATION'S EXECUTIVE ORDER ON INSTITUTIONAL INVESTORS

On January 20, the Trump Administration released its Executive Order (EO) on Institutional Investment in Single-Family Rentals, outlining new policy directions aimed at limiting large-scale investor activity in the single-family home market. The EO directs federal agencies to begin crafting definitions and regulatory approaches to operationalize the order.

Importantly, nothing in the EO appears to apply to land-lease manufactured home communities. The order is explicitly focused on institutional investment in single-family rental (SFR) properties—not communities that are multifamily commercial assets. Moreover, the EO is designed to address investors shrinking the availability of single-family homes—while manufactured home communities expand housing supply. This is a critical distinction, and one we are making clear in our advocacy.

MHI has mobilized across federal agencies, the Administration, and Capitol Hill to ensure that as definitions and implementing guidelines are developed, manufactured housing communities are not inadvertently swept into the scope of the EO. We are concerned that policymakers might hear from consumer groups pushing for our communities to be included, but we are making clear that our assets should not be the target of these policies.

In addition, MHI is emphasizing:

- We are not competing with potential owner-occupants. Manufactured housing communities operate as multifamily commercial enterprises—not as buyers of single-family homes.
- The EO's purpose is to curb large investor purchases of single-family homes. Land-lease communities have a different structural role in the housing ecosystem.
- Improper definitions could create harmful unintended consequences. As agencies craft terms such as "large institutional investor" and "single-family home," MHI is urging that these definitions be drawn narrowly and accurately to avoid mistakenly capturing manufactured housing communities.
- Any legislative or regulatory follow-on must preserve access to financing for communities. Community owners rely on appropriately structured financing channels to preserve affordability and reinvest in communities.
- Manufactured housing is part of the housing-supply solution—not a contributor to displacement. MHI is reinforcing that manufactured home communities provide stable, attainable housing for millions of Americans.

MHI will continue monitoring all developments and advocating to policymakers at every step to preserve and protect the land-lease communities model.

MHCC UNANIMOUSLY ADOPTS RECOMMENDATIONS ON DOE'S MANUFACTURED HOUSING ENERGY STANDARDS

The Manufactured Housing Consensus Committee (MHCC) met January 27–28 to respond to the U.S. Department of Energy's (DOE) effort to reconsider its 2022 Energy Conservation Standards for manufactured housing. DOE issued what it calls a "Request for Information," essentially asking for feedback as the Administration reevaluates the flawed DOE Final Rule and the way DOE conducted its rulemaking and analysis. This review is a significant development for the industry, and the MHCC's work this week will help shape HUD's formal response back to DOE.

Throughout the two-day meeting, MHI's representatives on the MHCC and MHI's Technical Activities Committee (TAC) leaders played a critical role, and MHI staff provided extensive information, technical analysis, and comments to support the Committee's deliberations. Their engagement ensured that the MHCC had the full benefit of the

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MHI, cont. from Page 11

industry's real-world experience with energy standards, construction feasibility, costs, consumer impacts, and HUD Code processes.

Despite changes in MHCC membership since 2022, the Committee's position on DOE's approach remained consistent and firm. In a unanimous vote, the MHCC adopted recommendations to HUD that clearly convey the industry's longstanding concerns about DOE's rule and emphasize HUD's proper role as the nation's manufactured housing regulator.

In its general comments to HUD, the MHCC stressed several core principles:

- Energy standards should be updated—but only through HUD's regulatory process, with full MHCC review, as federal law requires.
- The International Energy Conservation Code (IECC) is not appropriate for manufactured housing, because it is unworkable, unaffordable, and incompatible with the factory-built construction, transportation, and installation processes unique to the industry.
- DOE's 2022 Final Rule still contains major analytical, enforcement, and feasibility deficiencies that fail to account for fundamental aspects of manufactured home design and production—areas where HUD and the MHCC have decades of proven expertise.
- Additional regulatory layers, such as separate DOE standards, unnecessarily increase home costs, directly undermining affordability for the very low-, low-, and moderate-income families the industry serves.
- DOE's process appeared to circumvent or misunderstand the established federal manufactured housing standards system, causing conflicts with the HUD Code and creating requirements that cannot be implemented at scale.

The MHCC's feedback closely aligned with MHI's detailed comments submitted to HUD in advance of the meeting. The MHCC relied heavily on MHI's technical analysis and policy arguments in crafting its responses. Notably—yet again—DOE did not attend the MHCC's public meeting, leaving critical questions about its understanding of manufactured housing and the HUD Code process unresolved.

MHI extends sincere thanks to our industry members serving on the MHCC, to the TAC leadership, and to all members who helped prepare for the meeting. Their expertise and commitment ensured that the industry's voice was clearly, consistently, and unanimously reflected in the MHCC's recommendations. MHI will continue to work with HUD, the MHCC, and policymakers to ensure any future energy standards for manufactured housing are achievable, affordable, and developed through the correct regulatory process.

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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.

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