



# HOUSING NOW

January 2024

## WHAT'S HAPPENING IN 2024?

**Monthly Meet-Up:** Beginning in January, we will be hosting a remote Monthly Meet-Up for members. Topics will vary each month, and we will send out more information as each date approaches. The meet-ups will be held on the 2<sup>nd</sup> Tuesday of each month and will last for approximately one hour.

On January 9, Bob Capenos presented "Winter Considerations." It was very informative and he shared useful information for everyone in the industry here in NY. Remember the importance of maintaining your property in the winter months, especially during bad weather. If anyone would like a sample snow plow log, please contact the Association office.

The next meet-up date is February 13. Steve Hoffman, NYHA Board Secretary, will present on "In Search of Excellence." He has made some innovative displays in many of his communities – making them a destination to be proud to live in. Steve will share what he has done - maybe you will be inspired to make some changes to your property.

Future dates for the Monthly Meet-Up include: Mar 12, Apr 9, May 14, Jul 9, Aug 13, Sep 10, Nov 12 and Dec 10. We hope you will consider joining us each month! If you have any topic suggestions, please contact the Association office.

**Training Courses:** There will be some changes to the certification and recertification training process in 2024. Right now, we have remote courses scheduled for April 23 & 24. Remember that you are required to take one 3-hour recertification training course every two years, and the course can be taken at any time during that period, so plan ahead.

**Area Meetings:** We will be hosting two in-person Area Meetings this year. The first will be on June 12 in New Windsor and the second will be on June 26 in Pittsford. In-person training courses will also be held in those locations. Stay tuned for more details! Again, if you have topic suggestions, please contact the Association office.

**32<sup>nd</sup> Annual Summer Outing:** Our annual golf outing will be held on August 7, 2024 at Drumlin's Country Club in Syracuse. We had a tremendous turn-out last year and hope to do even better this year. We hope you all will consider joining us for our traditional day of fun in the sun!

**74<sup>th</sup> Annual Convention & Trade Show:** will be held at Turning Stone Resort on October 16 & 17, 2024. Our 2023 Convention was well attended, and we hope to increase our numbers even further in 2024. If you ever have ideas for topics and/or suggestions for speakers, please be sure to let us know. Remember that this is YOUR Association.

**Board Meetings:** NYHA Board meetings are currently scheduled to be held on Jan 24, Apr 24, Aug 6 and Oct 16. NYHA Members are always welcome to attend and participate. Please contact the Association office if you would like more information.

**Members Only:** We have been hard at work creating a new "Members Only" section to be included on our website and will be releasing the information shortly. There is a lot of very useful information included for all members, no matter what type of business you are involved in in NY. Stay tuned!

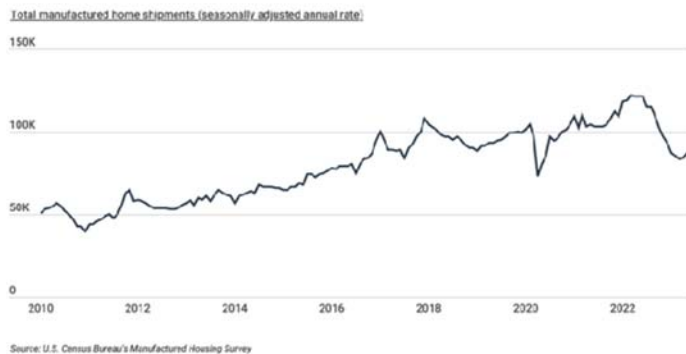
The New York Housing Association wishes you a successful 2024!



## SELLING MANUFACTURED HOMES IN 2024 AND BEYOND

Want to see another manufactured housing graph?

Yes? Great, because I've got one right here. This is a graph of manufactured home shipments nationwide since 2010.



Does anything stand out to you? What I notice first is the long term upward trend in MH shipments nationwide. That's good.

On the flip side, I also see that we've had a larger drop in the past 6 months than we did during the peak Covid craziness. That's not so good. We need to be selling more homes. Fortunately, we can - the US is in an affordable housing crisis, and we sell affordable housing. Like I said earlier, it's like we're selling water in the desert, and everyone's thirsty. **Our industry is the solution to the affordable housing problem.** We just need to a better job telling people about that solution.

I know I promised more about demand generation in my last email (and that's coming, don't worry), but I recently did some secret shopping on several retailer/community operator websites, and I need to share the results. Based on what I found, the sales systems in our industry have room to improve. Demand doesn't matter if a sales system isn't working like it should.

For my secret shopping experiment, I picked a region in a top 10 manufactured housing state and submitted lead forms (example below) to all the retailers in that region - both corporate stores and independents. There were 5 corporate stores, and 15 independents.

To get some relevant data outside the industry, I also submitted lead forms to some realtors and car dealerships in that same region.

### Send us a Message!

Name \*

First

Last

Email \*

Phone \*

Message

SUBMIT

The response from the automotive and real estate industry was immediate. I received multiple calls, emails, and texts from each. They were *hungry*. In fact, I nearly bought a 4Runner from 1000 miles away because the woman from the Toyota lot seemed to know EXACTLY what I needed. She was good.

On the manufactured housing side, I received 4 emails, 2 phone calls, and a text message...in total. That's 20 web lead forms submitted to sales centers, and 7 attempts to reach me. More than half of the lots that I contacted didn't even reach out at all.

This industry cannot grow if it doesn't engage with prospective home buyers. And to engage with prospective home buyers, **we have to follow up with leads.** And follow up again. And follow up some more. And when we're really tired of following up, we follow up again. Then one more time just to be sure. Then one last time because 'what do you have to lose anyway'?



*Selling, cont. on Page 7*



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Need some help with a follow up plan? No problem - here are some basic guidelines to get started.

**1. At first, let the lead choose the communication method:** Start the process with the communication method the lead used. If they call you, call them back. If they emailed you, email them back. Same with text, Facebook messenger, etc. However, if they sent you multiple methods (on a lead form, for example), start with a phone call.

**2. Then, try all methods:** If that first method doesn't work, try all others methods you have available. Call, text, email, FB messenger, IG direct messages, etc. are all great ways to communicate with leads. Don't assume that because they chose a certain method that they are unwilling to use others. The lead may have been sitting in a waiting room so they sent an email, when in fact they prefer phone calls but couldn't make a call in that moment.

**3. Be persistent:** We're all busy, and we are all constantly bombarded with attempts to contact us. You have to stand out in the noise if you want to get a lead's attention. **To get a decent shot at actually engaging with a lead, you need to try and reach them at least 6 times.** That's two emails, two phone calls, and two text messages. Remember, they asked you to call them. Don't feel bad for *really* trying to do what they asked you to do.

**4. Keep communicating:** If after endless attempts at contact, you still have nothing, save their contact info for future marketing communication. Every time you have a promo, sale, or some good looking new inventory, reach out to that person and let them know what you've got.

Even if they don't buy, they may know someone who will and the constant communication will get you some referrals.

Finally, if all the follow up feels overwhelming, try to simplify it for your sales staff. Create some templates for emails and text messages that they can use to send to new leads. When a new lead comes in, just copy, paste, change the name, and fire it off. In terms of lead follow up, something is always better than nothing, so don't worry if your responses aren't perfect. They'll get better as you do more.

*Written by David Finney, the founder and owner of Bild Media, a digital marketing agency for the manufacture housing industry. He's spent time on the finance side of the industry, as well as marketing, and believes that manufacture housing is the next step for housing in the US.*

David Finney, Bild Media

2943 Parkway Blvd #30, Salt Lake City, UT 84119

## 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>



## NEED ASSISTANCE? CONTACT US AT:

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**E-mail:** bob@nyhousing.org or kathy@nyhousing.org

**Website:** [www.nyhousing.org](http://www.nyhousing.org)

## **MH FEATURES PROMINENTLY DURING HOUSE OVERSIGHT HEARING**

On Jan 11, 2024, the House Financial Services Committee held a hearing titled, “Oversight of the HUD and the FHA” with HUD Sec. Fudge as the sole witness. While the hearing covered a range of issues from housing affordability to housing supply, manufactured housing played a key role throughout the hearing. MHI briefed committee members prior to today's hearing to keep them updated on our key legislative concerns.

Rep. Stephen Lynch (MA-8) asked the Secretary to discuss how zoning impacts first-time homebuyers entering the market. Secretary Fudge said that zoning limits housing accessibility and specifically pointed to manufactured homes as energy efficient and inexpensive to build, and argued that there should be incentives for communities to encourage these types of homes.

Rep. Rose (TN-6) drew attention to the cost savings of MH relative to site-built homes, but said he was concerned by lack of progress in rulemaking for manufactured homes and the slow rollout of new HUD Code revisions. Further, Rep. Rose asked the Secretary how HUD planned to address energy efficiency standards in light of the Department of Energy’s (DOE) proposed standards that the Manufactured Housing Consensus Committee (MHCC) rejected due to their negative impact on home affordability. Secretary Fudge responded that HUD was required to collaborate with other federal agencies leading to the delays in the release of new HUD code revisions as well as ongoing negotiations over proposed energy standards.

Rep. Norman (SC-5) pointed out inconsistencies in DOE’s proposal, specifically that the proposed standards would have no impact on the existing 17 million manufactured homes and suggested that DOE failed to understand how manufactured homes are constructed, and created rules that are not practically feasible. Rep. Norman asked the Secretary if they were required to take DOE’s recommendations, to which Sec. Fudge noted that

while HUD is the primary regulator, they do have to take other Agencies’ perspectives into consideration.

During Rep. Garbarino’s (NY-2) questioning, he asked how HUD can support factory-built homes. Secretary Fudge complimented modular and manufactured housing, because it can go up quickly, is energy efficient, and doesn’t take a lot of manpower to construct. She mentioned FHA and FHFA are now fully engaged and making progress to support financing manufactured homes. She also mentioned the Innovative Housing Showcase and how it displays the possibilities with factory-built homes.

Several Committee members requested that the Secretary report to the committee on an annual basis going forward. MHI will continue to elevate manufactured housing with legislators while working to secure exclusive HUD jurisdiction over all manufactured home construction and safety standards, including energy efficiency standards – as Congress established 50 years ago.

## **CONTINUE TO SUPPORT LEGISLATION TO REMOVE DOE AUTHORITY OVER MANUFACTURED HOUSING ENERGY STANDARDS**

In Dec 2023, the House Energy and Commerce Committee voted to pass the “Affordable HOMES Act” (H.R. 6421). 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 in a way that preserves the availability of affordable manufactured homes for Americans. MHI has



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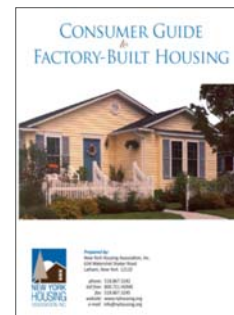
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*MHI, cont. from Page 8*

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 you to show your support by going to the MHI Advocacy Action Center and telling your Representative in Congress to support the passage of the "Affordable HOMES Act" (H.R. 6421). Congress must hear from all sectors of the manufactured housing industry about the urgent need to stop DOE overreach.

Connect with your Representative by following the simple steps on MHI's website. MHI wrote a letter that you can send by simply inserting your home address and clicking submit.



The **Consumer Guide to Factory-Built Housing** is a fantastic resource to share with prospective tenants and purchasers. Buying a home is a big step! The facts and info included in the Buying Guide help make the process more understandable.

Help your tenants make smart and well-informed buying decisions by offering them a copy of this Guide. NYHA Members can purchase the Guide from the Association office for \$1 each.

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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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