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July 2025

NEW VIRTUAL MARKETPLACE FOR FACTORY-BUILT HOUSING IN NEW YORK

www.factorybuiltinnewyork.com

Albany, New York, July 2, 2025 — The New York Housing Association (NYHA) has unveiled a state-of-the-art online virtual marketplace of factory-built homes available in New York. The comprehensive consumer platform allows New York homebuyers the capability to browse, select, tour, and shop for manufactured homes and modular homes for sale statewide.

NYHA's new website, www.FactoryBuiltNewYork.com will allow people shopping for a home to learn more about New York's s manufactured and modular homes, view floorplans, get price quotes, find lenders and communities, and even take 3D tours of new homes available for sale.

"People in the Empire State generally start their home buying experience online," said Kathy Pratt, NYHA's Executive Director. "This unique online experience will allow consumers in New York to focus on what they really want and need while shopping for a new home or community to fit their lifestyle and pocketbook."

About The New York Housing Association: The Voice for Factory-Built Housing New York.

The New York Housing Association serves as the central office for the Modular Builders, Manufacturers, Manufactured Home Communities and Professional Services & Suppliers in New York State.

The purpose of the Association is to promote the general welfare and interest of the factory-constructed residential housing industry and the factory-built homeowner within the State of New York. The Association is comprised of professionals committed to the quality and growth of the factory-built housing industry.

This new site is powered by Manufacturedhomes.com.

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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Home
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Traditional
Off-Site
Home
\$208

Estimated Annual Savings:
\$628

eBuilt™ homes meet the US Department of Energy's ZERO ENERGY READY HOME national requirements.

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.

SCAN TO TAKE
an eBuilt™ home tour!



5 WINNING HABITS OF TOP MANUFACTURED HOME SELLERS

Here at Bild Media, we're very fortunate to partner with some of the best manufactured home businesses in the country. From family-owned retailers to national community operators, our clients represent the full spectrum of the industry.

Through our relationships with these firms, we gain an inside perspective on how the most successful sellers in the country run their sales teams. Below, I've outlined five common traits I've observed among successful retailers and community operators and explained why I believe each trait helps them outperform their competition.

This is certainly not an exhaustive list, and I have no doubt there are successful sellers doing things differently. As they say, "There's more than one way to skin a cat."

Managers Manage, Salespeople Sell

Managing people is challenging. It takes a certain type of person, and even the most skilled managers can become overwhelmed leading their teams. But do you know what's even harder? Trying to manage a team while also selling homes and closing deals. Many managers multitask as both managers and salespeople, resulting in underperformance in both roles.

I understand the inclination—most managers started as salespeople, and jumping back into sales when help seems needed can be tempting.

However, having an employee shift between big-picture management and detailed sales activities disrupts priorities. If a manager is focused on selling, they risk getting bogged down in the minutiae of closing deals instead of effectively running the business.

Comfort is Key

Have you ever heard the phrase, "Time kills deals"? I'm guessing you have. It's a mantra home sellers live by, and it's 100% true. The longer a deal takes, the less likely it is to close.

However, when touring homes, too little time can also kill a deal. The more time a potential buyer spends in a home, the greater the salesperson's

opportunity to help the buyer fall in love with it. But to keep someone in a home, they need to feel physically comfortable.

To maximize your chances of closing deals, your homes must be comfortable—heated, cooled, fully powered, and ideally staged. Buyers should feel instantly at home the moment they step inside your lot model. If your customers are sweating, shivering, or stumbling around in the dark, they're much less likely to purchase from you.

They Provide Training

What does your training program look like for new salespeople? If your answer is, "Great—I update it regularly as lending practices, products, and regulations change," you're in good shape. If your response is, "What training plan?" you've got some work ahead.

Many retailers adopt a "sink or swim" mentality with new hires. If they figure it out on their own, they stay. If not, they move on. This approach might save time upfront by avoiding the creation and implementation of training programs, but it costs businesses significantly in efficiency and growth potential.

Untrained salespeople complicate deals, lose prospects, strain lender relationships, and damage your brand reputation. Skipping training might seem appealing in the short term, but it will cost your business far more in the long run.

Physical Marketing Materials Matter

We may live in an increasingly digital world, but people still appreciate physical items they can hold and take home. Successful sellers leverage this. High-quality brochures, posters, business cards, and other promotional materials can make a lasting impression.

Ensure your materials are of such high quality that prospects feel guilty throwing them away. They'll keep these items, bringing your business to mind every time they see them.

Winning Habits, cont. on Page 12

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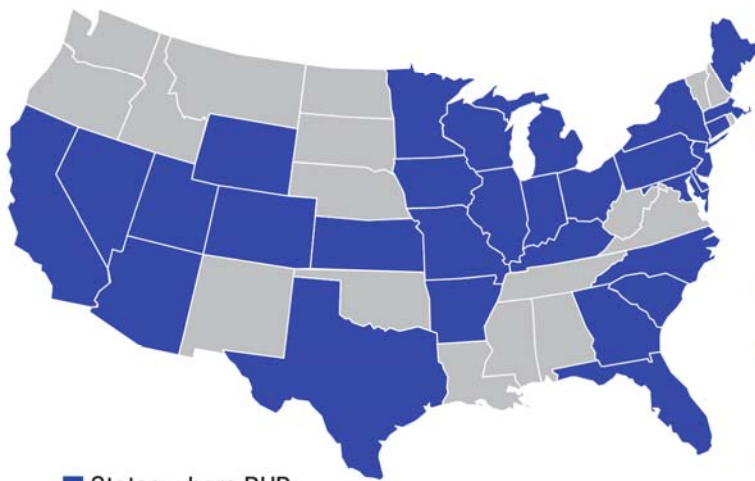
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BREAKING NEWS:

DOE Announces Delay of Compliance Date for Energy Standards

On June 30, 2025, the Department of Energy (DOE) [announced](#) that the Tier 2 compliance date for its manufactured housing energy conservation standards is being delayed. Originally, manufacturers had to comply with these standards on and after July 1, 2025, for Tier 2 homes and 60 days after the issuance of enforcement procedures for Tier 1 homes.

Under the new rule, the Tier 2 home compliance date changes from July 1, 2025 to **180 days after DOE's publication of its final enforcement procedures**. The existing compliance date for Tier 1 homes will remain unchanged at 60 days after publication of DOE's final enforcement procedures. MHI has been a leading voice and advocate in favor of this delay, noting the importance of the compliance date coming after the testing, compliance, and enforcement provisions are finalized and for Tier 1 compliance to come before Tier 2.

MHI praises the Trump administration for taking action to delay the compliance date for fundamentally flawed energy conservation standards for manufactured housing which threatened to reduce affordable housing supplies and raise housing costs for American households. Today's action supports both affordable housing and American manufacturing jobs, and buys time to reevaluate the approach taken by the prior administration to energy conservation standards for manufactured housing which were serving neither the interests of energy efficiency, nor affordable housing. We will continue to work with the Trump administration and members of Congress on a bi-partisan basis to address the fundamental flaws in the statute and streamline confusing and duplicative regulations with the goal of reducing the costs of owning and operating a home.

9,270 New HUD Code Homes Shipped in May 2025

Manufactured Housing Report Highlights



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NYHA CAN HELP!

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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33rd Annual Summer Outing

WEDNESDAY, AUGUST 6, 2025

GOLF: at the prestigious Drumlins Country Club, Syracuse NY. Golfers will check-in at 7:45 am with a shotgun start at 8:15 am. Registration includes greens fees, golf cart, buffet, beverages and prizes. Breakfast and lunch are included for all golfers. The clam bake and luncheon will begin when the golfers start coming in from the course, around 1:00 pm.

SPONSORSHIPS AVAILABLE: Tee Hole and Beverage Cart sponsorships are still available We hope you will consider sponsoring!

NEED OVERNIGHT ACCOMODATIONS?

EMBASSY SUITES

6646 Old Collamer Road
East Syracuse, NY 13057

Reserve your room by calling 315-446-3200

Or find the link online at: [www.nyhousing.org/
events/2025-summer-golf-outing](http://www.nyhousing.org/events/2025-summer-golf-outing)

Group Name: NY Housing Association

Special Group Rate is \$159 plus tax

Cutoff Date 07-06-2025

GOLF & LUNCH:

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800 Nottingham Road
Syracuse, NY 13224

Register online at:

www.nyhousing.org/events/2025-summer-golf-outing

Cancellation Policy: In the event we do need to cancel this event, the following refund policy will apply: In certain rare circumstances, it may be necessary for NYHA to cancel this event. If this happens, all pre-paid registrations will be refunded or credited to the member account for a future event, The decision to cancel or postpone this event shall be at NYHA's sole discretion and does not entitle registrants to rights or damages resulting from the cancellation. No refunds shall be made for travel expenses related to the Summer Outing.

New York Housing Association, 634 Watervliet Shaker Road, Latham NY 12110

Tel: 800-721-HOME / 518-867-3242 Fax: 518-867-3245

info@nyhousing.org www.nyhousing.org

Salespeople Stick Around

Some of our most successful clients measure their salespeople’s tenure in decades, not just years. Longevity is a clear sign of a successful team. Employees who stay for a long time tend to be happy, and happy salespeople typically sell more homes.

If you’d like to have a conversation about where your marketing could improve, I’d love to help. Click the button below to schedule a FREE discovery call. This isn’t a sneaky sales call, or a bait and switch maneuver. It’s a simple call to see where you can improve your marketing. I’ll look at the business with you, and let you know how I think you can improve your marketing. There is zero cost.

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

David will be speaking at our upcoming 75th Annual Convention, so if you want to learn about how your businesses can improve it’s marketing and get more sales, make sure you take the time to attend his presentation and start a conversation!



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

SAVE THE DATE!

New York Housing Association

75th Annual Convention & Trade Show

October 5-16, 2025



1133 New York 414
Waterloo, NY 13165
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Website: <https://dellagoresort.com>



2025 COMING EVENTS

Aug 5	Board Meeting	Syracuse, NY	1pm - 4pm
Aug 6	Summer Outing	Drumlin’s	Syracuse, NY
Aug 12	Monthly Meet-Up	Remote	11am – 12pm
Sep 9	Monthly Meet-Up	Remote	11am – 12pm
Oct 15-16	75 th Annual Convention	Del Lago Resort	Waterloo, NY
Oct 17	Continuing Ed	Del Lago Resort	9am - 12pm
Nov 11	Monthly Meet-Up	Remote	11am – 12pm
Dec 9	Monthly Meet-Up	Remote	11am – 12pm

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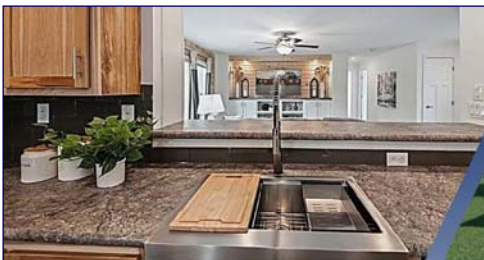
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Program Highlights Through HF&C

- 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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