HOUSING NOW

July 2026

EARLY BIRD REGISTRATION ENDS AT MIDNIGHT ON JULY 3!

www.nyhousing.org/events/2026-summer-golf-outing

Your Clayton *e*Built Home

- Solar - ready
- SmartComfort® by Carrier® HVAC heat pump
- Rheem® hybrid heat pump water heater
- Argon gas low-E windows
- ecobee® smart thermostat
- ENERGY STAR® Frigidaire® appliances
- Pfister® bathroom fixtures
- LED lighting
- Insulated exterior doors
- Additional home insulation
- Sealed duct system
- Whole house ventilation system

ZERO ENERGY READY HOME
U.S. DEPARTMENT OF ENERGY

Clayton Built

Homes so energy efficient, you can save

40-50%

on annual utility costs[1]

SAVE MONEY on Energy Bills

Average monthly energy cost comparison[2] between a multi-section Tempo® home built to eBuilt™ standards and a traditional off-site built home:

Albany, NY

Electric Utilities		Gas Utilities	
*e*Built Home	Traditional Off-Site Home	*e*Built Home	Traditional Off-Site Home
$238	$396	$155	$208
Estimated Annual Savings: $1,896		Estimated Annual Savings: $628	

SCAN TO TAKE an eBuilt™ home tour!

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.

HOW'S YOUR WEBSITE WORKING? IS IT HELPING YOU SELL HOMES?

Do you get 100s of visitors per month? 1000s? Or 10s of thousands even? Do you know?

How about your leads? Is that traffic converting to leads, or is everyone just bouncing off your site and going on their merry way down the internet information super highway?

If you're reading this and you **don't** have a website, you need to fix that—today. Don't even finish reading this. Find an ad agency (like Bild Media 😉), and have them build you a website ASAP. You cannot succeed in business in 2026 without one. It's no longer an investment you can afford to postpone.

Ready to get more leads from your site? Great! Here are seven tips to help you transform your website into a lead generating machine.

AI Powered Website Chat: Want to speak to customers while they're browsing your website? You can do exactly that by adding a live chat feature. This simple addition allows your sales team to instantly interact with visitors as they explore your inventory. Immediate communication keeps potential buyers engaged and reduces the likelihood they'll leave your site to check out competitors, turning casual browsers into qualified leads.

Want to take engagement to the next level? Incorporating an AI-powered chatbot provides even more value. A chatbot can handle routine inquiries, answer frequently asked questions 24/7, and ensure your business is always responsive—even when your sales team isn't available. This continuous support not only improves customer satisfaction but also significantly boosts your chances of turning casual website visitors into committed homebuyers.

Do you think a chat bot would help your website get more leads? Schedule a call with me to go over the chat and AI options we provide for manufactured home websites.

Home Buyer Testimonials: Did you know that 92% of buyers read online testimonials and reviews before deciding which business they will purchase from?

How do your reviews look? If they look good, then you definitely need to get them all over your website. When potential home buyers visit your site, you want them to see how happy other home buyers have been doing business with you. If the reviews aren't so good, now is the time to ask previous customers to give you some good ones. 9 times out of 10 happy customers will leave a good review if they're asked.

Here's a script you can use to solicit some great reviews: *"Hi Mr. Customer. This is David, from Finney's Home Center. I hope you're enjoying your new home! I'd like to ask a favor. Would you please leave us a 5 star review on our Google business page? We're a locally owned business, and 5 star reviews help us compete with the large, corporate stores. If you didn't have a 5 star experience, please give me a call at this number. I want to make things right. Here's the link for that 5 star review. Thanks for the help!"*

Use Exterior Home Images: If someone showed you the image above and asked, "Do you want to buy this?" would you know what they're selling? Of course you would—it's clearly a home. But what if they showed you just a picture of a kitchen? Would you immediately understand what's being sold? If I saw only a kitchen, I certainly wouldn't assume it meant someone was selling a home. Would you?

Website, cont. on Page 7

WHAT TOPICS INTEREST YOU?

Contact the NYHA Office with YOUR topic suggestions!

We will plan accordingly for monthly meet-ups and the 76th Annual Convention.

Email: kathy@nyhousing.org

76th ANNUAL CONVENTION – OCTOBER 14 & 15, 2026
KEYNOTE SPEAKER ANNOUNCED

César Mascorro, Jr. is the founder and President of MH Sales Mastery and a driving force behind the evolution of manufactured home sales. César spent 14 years gaining front-line experience in Texas retail sales at Manufactured Housing Consultants and Titan Factory Direct, serving as a sales consultant, sales manager, ops manager, and general manager. Since launching MH Sales Mastery 3 years ago, he's been transforming sales organizations across the country. César is on a mission: to re-engineer how our industry sells and who it serves.

Known for his high-energy, no-fluff, tactical delivery, César specializes in helping retail and community operators modernize their sales approach and drastically increase profitability. His work is unapologetically bold, breaking outdated habits, elevating the buyer experience, and turning average teams into elite sales forces.

César takes great pride in helping salespeople become sales consultants, which is why he and his team were the perfect choice to redesign and produce the all-new PHC® Certification course for MHEI.

César and his team have worked with industry leaders like Braustin Homes, Champion Homebuilders, Mobile Home Masters of Tyler, ELS, Cobblestone, Baird Homes, Zia Factory Outlet, Roots Management, Inspire Communities, and many more helping their consultants shatter records and rewrite what success looks like.

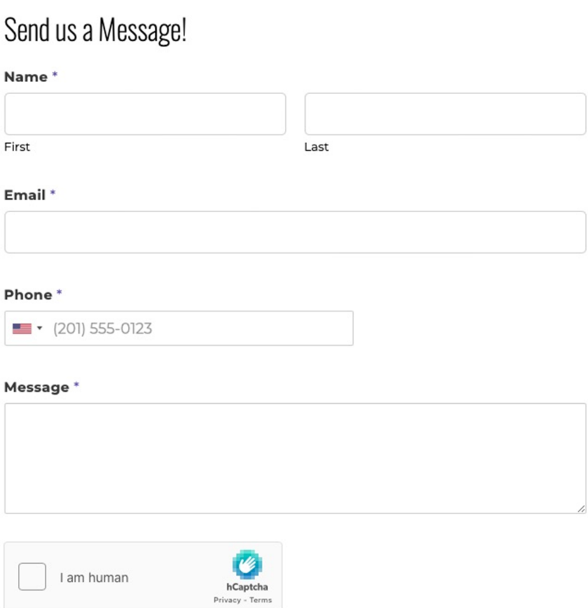
His ultimate goal? To position the manufactured housing industry as *the* solution to the American housing crisis powered by a sales force that knows how to perform, connect, and close in today's market.

STAY TUNED FOR MORE DETAILS!

Website, cont. from Page 3

When showcasing the homes you're selling, always display the exterior first. Our minds naturally expect to see the outside of something before exploring the inside. By following this approach on your website, you ensure visitors instantly understand what you're offering and remain engaged longer.

Simple Contact Forms: If you want your website to generate leads, it must be **easy** for visitors to submit their contact information. All you need to ask for is their name, phone number, and perhaps an optional message. Avoid trying to qualify the lead directly on your website by asking detailed questions about home location, loan types, or down payments. Your website is there to generate leads, not qualify them. It's a **marketing** tool, not a sales tool. Let your sales team handle qualifying leads—your website's job is simply to capture them.



Lots of CTAs (Calls To Action): At this stage in the evolution of manufactured housing, a website serves primarily as a lead-generation tool, not a direct sales platform. People aren't entering their credit card information online to purchase a new home. Because of this, you must make it **very clear** to website visitors that you want them to submit their contact information. Every page on your website should include multiple, clearly visible buttons encouraging visitors to share their details so a salesperson can reach out. Leave no doubt in your customers' minds that you genuinely want to hear from them.

Mobile vs. Manufactured Home: Yes, technically speaking, homes built according to HUD standards after 1976 are correctly termed 'manufactured homes.' However, many home buyers still commonly refer to these homes as 'mobile homes.' In fact, online search data indicates that potential buyers use the term 'mobile home' ten times more frequently than 'manufactured home.'

To ensure your website ranks highly in search engine results and attracts maximum visitors, it's important to include both terms—'mobile home' and 'manufactured home'—strategically in your content. This approach helps capture more searches, connect effectively with your audience, and ultimately drives higher engagement and sales.

Mobile Optimization: Between 50% and 75% of your website traffic comes from users on mobile devices, making mobile functionality critical to your online success. A mobile-friendly website is not just about looking good—it's about ensuring users can easily navigate, view your inventory, and contact you effortlessly. Websites that aren't optimized for mobile can experience bounce rates as high as 40-60%, meaning visitors quickly leave without interacting further.

Slow loading speeds, difficult navigation, or poorly formatted content on mobile screens can drive potential customers away instantly. To keep visitors engaged, improve conversion rates, and boost overall user satisfaction, your website must deliver a seamless, responsive experience across all mobile devices. If not, you're likely losing valuable business opportunities every day.

BILD MEDIA

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NEWS & NOTES

CELEBRATING 50 YEARS OF THE HUD CODE

June 15 marked the 50th anniversary of the HUD Code going into effect, a defining moment that established a single, national standard for the design, construction, safety and durability of manufactured homes.

For five decades, the HUD Code has provided the foundation for a modern, innovative housing sector by combining the efficiencies of factory-built construction with the benefits of a clear, nationally consistent regulatory framework that supports attainable housing at scale. The industry's partnership with HUD has been essential to ensuring that the Code continues to evolve through a transparent, consensus-driven process that advances quality, affordability, and innovation.

As we celebrate this milestone during National Homeownership Month, we also recognize the strength of this partnership in establishing a federal residential construction code that ensures quality and consistency while enabling modern designs and construction techniques that meet the needs of today's homeowners.

Today, manufactured housing is the nation's most attainable homeownership option, serving more than 16 million Americans and providing a pathway to homeownership, stability and wealth-building.

This anniversary is not only a time to reflect, but to look ahead. The momentum behind manufactured housing continues to grow. Policymakers increasingly recognize the value of a federal construction and safety standard that enables scalable housing solutions. Recent efforts to modernize the HUD Code and expand its flexibility are helping bring manufactured housing to more communities across the country.

MHI remains committed to working alongside HUD, Congress and our partners to build on this strong foundation. We will continue advancing policies that expand housing supply, support innovation and ensure that manufactured housing has a central role in addressing our nation's housing challenges.

Together, we will build on 50 years of progress and create even greater opportunities for the next generation of homeowners.

HOUSE PASSES HOUSING PACKAGE, MANUFACTURED HOUSING PRIORITIES ADVANCE TO PRESIDENT'S DESK

On June 23rd, by a vote of 358-32, the House passed the 21st Century ROAD to Housing Act, sending the comprehensive housing legislation to the President's desk for signature, which will likely happen on Wednesday.

For manufactured housing, the bill marks significant progress, including allowing homes to be constructed without a permanent chassis, improving financing tools for small-dollar loans, and supporting broader placement and adoption nationwide.

Upon passage, MHI's CEO, Dr. Lesli Gooch, said:

"Today's House passage brings this landmark housing package to the brink of enactment and reflects strong bipartisan and bicameral agreement on the need to expand housing supply. With final congressional approval, this legislation affirms that manufactured housing is central to meeting the nation's affordability challenges, including through its dedicated focus on 'Manufactured Housing for America.'

By reinforcing a proven federal framework that enables high-quality homes to be built efficiently and placed in more localities, this bill clears the way for meaningful progress in delivering attainable homeownership. We appreciate the leadership that brought this effort across the finish line in Congress and look forward to working with the Administration on enactment and implementation."

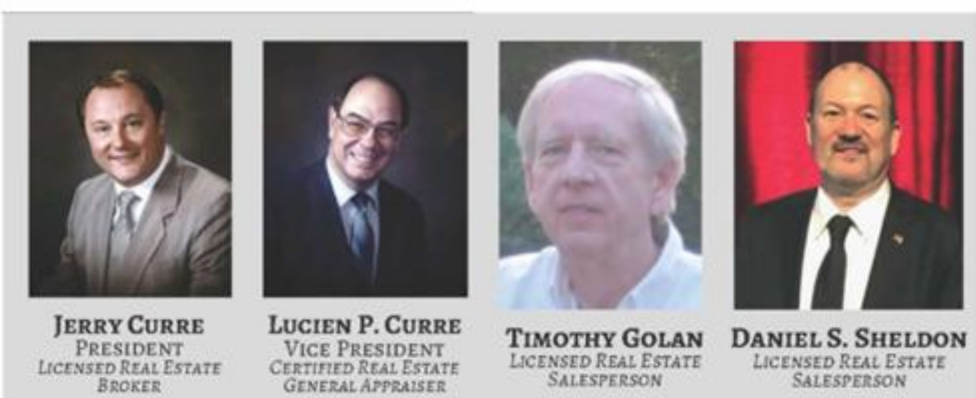
Once signed into law, MHI will move immediately to implementation, working with HUD and other federal partners to ensure these provisions translate into real-world outcomes for manufacturers, lenders, community operators, and homebuyers as expeditiously as possible.

Real Estate Agents Matter!

You have seen the news, but in case you have not, the Fed cut rates by .50%!

Mobile home parks are the best possible investment right now!

Federal officials to cut interest rates by half-percent!



Call your trusted adviser today:

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FOR MORE INFORMATION, VISIT: WWW.ROCHCOMREALESTATE.COM
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- Competitive rates
- Flexible down payment options
- Fees can be financed

Start saying YES to your new home. **Call 888-711-7094 or email MLO@tammac.com** to learn more about the application process today.

EQUAL HOUSING LENDER

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SILENT AUCTION AT THE 34th ANNUAL SUMMER OUTING

Hers’s a small sample of items to bid on at the Summer Outing:

- Uncle Sam Boat Tour – 23 Nation Tour, Thousand Islands
- One Night Stay in a Jacuzzi Suite at Vernon Downs Casino & Hotel
- One Night Stay with breakfast for 2 at the DoubleTree Binghamton
- Two night stay with breakfast for 2 at the Holiday Inn, Saratoga Springs
- One night stay with breakfast at the Hampton Inn & Suites, Cazenovia
- Oner night stay at the Courtyard by Marriott, Mohawk Harbor, Schenectady
- One night stay and breakfast for 2 at Aloft, Syracuse
- One night stay and breakfast for 2 at the Courtyard by Marriott, Saratoga Springs
- Overnight bed & breakfast at the RIT Inn, Rochester

www.nyhousing.org/events
/2026-summer-golf-outing


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Ephrata, Pa 17522
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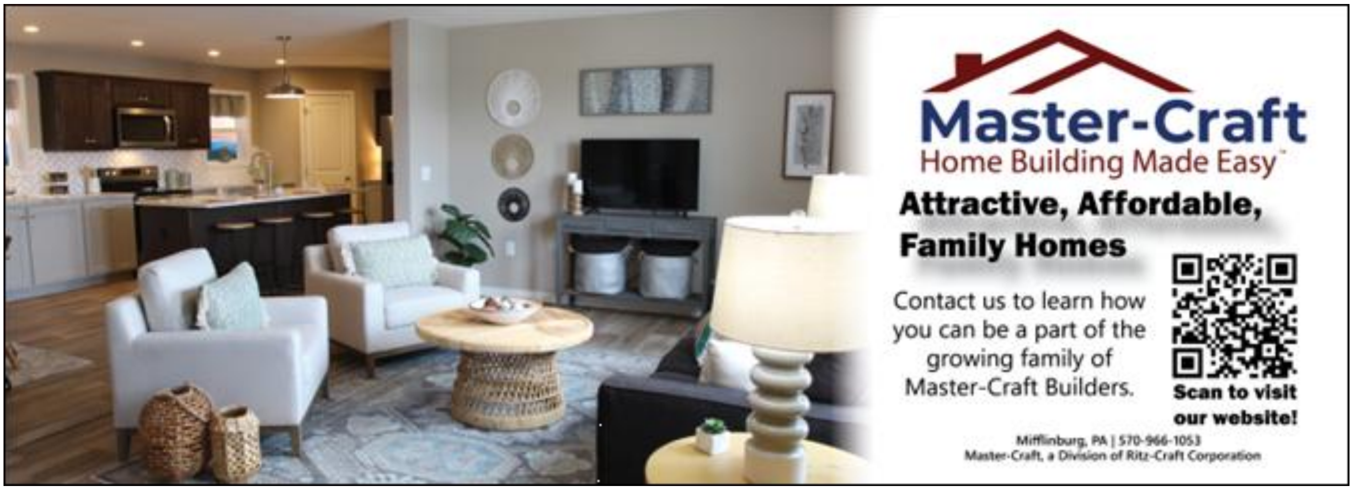
BUILT FOR A BETTER WORLD.
FACTORY BUILT HOUSING
= SELLING FOR THE FUTURE
The way homes are built is changing. The way homes are sold is evolving.
Factory built housing is the future—now.

Do your employees receive emails from NYHA?

Visit our website at: www.nyhousing.org/create-account to sign them up as a staff member of your company so they don't miss important & timely information!



NYHA MEMBERS ONLY PAGE:

www.nyhousing.org/members-only

COAST TO COAST......YOUR INDUSTRY LEADER

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- Rental Homes
- Proud Member of the NY Manufactured Housing Association

Tom Normoyle
800-289-1501
tnormoyle@haylor.com

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.

Insuring All You Value