



HOUSING NOW

March 2024

LET'S GET BACK TO BASICS PROMOTING OUR INDUSTRY!

Following up after last month, here are some more tips for promoting your own business while helping promote the entire industry:

Promote your business on social media: With billions of potential customers using various platforms daily, social media is a powerful business tool. Social media marketing can help you engage with potential customers, build brand awareness, and promote your products. Why wouldn't you want to be seen where your potential customers spend their time? Make sure you include your social media links on your FREE NYHA member profile and then make sure you...

Post and engage on social media: Increasing social media engagement and building a community online is a free way to grow your business while expressing your brand's personality and building trust with your audience. Create business accounts and participate in big social media sites like Facebook, Instagram, LinkedIn, Twitter, YouTube, and more. This is something you can do whenever you have a few minutes to spare. You can: promote your blog posts, which drive traffic to your website; dialogue directly with followers to express your brand voice and garner more engagement; run polls and request feedback; and take excerpts from longer forms of content and create quick and informational posts that are easier to digest.

Whatever your motivation, make sure you are regularly active and proactive on the social media accounts you create. Think: consistency, community, collaboration, and commitment.

Stick to a social media posting schedule: You shouldn't just post to your social media platforms hoping that something will become a viral post. Instead, you must focus on intentional content creation and posting. After you find the social media platform that works best for your business, create a social media content calendar and stick to a regular posting schedule. But, don't just post every day for the sake of posting. 83% of social media marketers say it's better to post at a lower frequency with high-quality content than daily posting. Take the time to create engaging, thoughtful content and schedule it for the appropriate times to stand out from the competition.

Use hashtags! Another free marketing tactic that can broaden your reach is to incorporate hashtags into your social media posts on Instagram, Twitter, and TikTok for sure but also for Facebook and LinkedIn. Broad or trending hashtags can help you reinforce your brand identity, but they should not be the only hashtags you use. More specific hashtags (sort of like long-tail keywords) are good for when you're providing resources or advice. Location-based hashtags are a must if you're a local

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MARCH 12 - MEMBER MEET-UP

Want to know more about how to best use social media to your advantage?

Plan to join us for the Monthly Meet-Up webinar with David Finney of BildMedia beginning at 11 am.

To register, call 518-867-3242 or visit www.nyhousing.org/events

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business. And don't forget custom hashtags! Apply a mix of hashtag types in your posts so they can reach the people for whom they are meant.

Host a social media contest or giveaway: Running a social media contest or giveaway is a smart and effective marketing strategy requiring minimal resources. You may need to cough up some dough for a prize, or offer a product/service at no charge, but the number of participants and new potential leads you get will be well worth the price. Really tight on budget? You don't technically need a super expensive prize to get participants. Even a couple of high-end water bottles or fancy backpacks might be enough of a draw for some users. The main idea is to require registrants to like, follow, or tag your business, or tag someone else on your post, to get your name out there and introduce potential clients to your services.

Connect with other local businesses: Take your business to the local community and connect with other local business owners in your area. Consider partnering with local businesses to create discounts, deals, or coupons for customers. Start a live stream with local business owners during a promotional event or coordinate a giveaway. Connecting with other small businesses is both great for word-of-mouth and collaboration. If you collaborate with other local businesses, advertise the promotion or sale on your social media outlets.

Apply for business awards: Most industries have business awards you can win, providing you with an online badge you can place on your website. Badges like "Best of..." can boost credibility, and as a result, increase sales. If there aren't any awards for your industry, host your own! You'll get attention from other industry businesses who want to apply for your award, which means even more connections and more possible future collaborations!

Turn employees into brand ambassadors: For many businesses, word-of-mouth is one of the best marketing strategies to boost sales. Research shows that customers are more likely to buy a product or service if they get to know about it from strangers; so imagine the effect of friend or family referrals. By treating your employees well and encouraging them to become brand ambassadors, you can tap into the

incredible potential of their networks. Your employees have a genuine interest in your business, so why not leverage their voices and social networks to reach out to a larger audience? Think about hosting an exclusive discount sale like a "friends and family" promotion every now and then. Learn how to use Facebook for your business—create an event, invite employees, and ask your employees to share it with their personal and professional contacts. Encourage them to share the status and tag people to increase the reach of your event. Use the domino effect to your advantage – get your business name recognized.

Understand the power of existing customers: Because your existing customers have already made a purchase, they already know, like, and trust you. If you have provided a good experience, you have given them a reason to do business with you again. Word of mouth is a powerful (and free) promotional tool for your business.

Do an in-store business card drawing: Put a fishbowl at your place of business with a sign inviting visitors to drop their business cards in for a chance to win something from you. At the end of the month you've collected a ton of business cards, and while you can only have one winner, there's no reason those other business cards have to go to waste. Use the email addresses provided to let users know that while they haven't won this time, they are more than welcome to join your mailing list, which will notify them of future giveaways and special offers.

Set up a customer referral program: Offer existing customers a reward for referring new customers. Remember, word-of-mouth is powerful stuff. Customers referred by other customers are incredibly valuable.

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PROMOTING THE INDUSTRY USING POSITIVE TERMS

How can we ALL help increase positivity and decrease any of the remaining negative stigma in the Manufactured Housing Industry? By using the correct terminology! We can not begin to count the number of times someone calls our office looking for a trailer, or someone calls saying they want to buy a trailer park. Those terms are outdated and need to be replaced. Check your website, check your social media posts, and check your language when speaking to potential customers and others in the industry!

SAY THIS!

- ✓ **Manufactured Housing Community or Land Lease Community**
- ✓ **Manufactured Home**
- ✓ **1,200 sq. ft. Home**
- ✓ **Smith's Home Sales**
- ✓ **Professional Installation**
- ✓ **Right Sizing**
- ✓ **Affordable - Family Home**
- ✓ **Builder or Home Center**
- ✓ **Home Consultant**
- ✓ **Gable End**
- ✓ **Resident**
- ✓ **Monthly Land Lease Expense**
- ✓ **Service Request**

NOT THAT!

-  **Mobile Home Park or Trailer Park**
-  **Trailer or Mobile Home**
-  **Double Wide or Single Wide**
-  **Smith's Trailer Sales**
-  **Block and Level**
-  **Downsizing**
-  **Starter Home**
-  **Dealer or Retailer**
-  **Sales Person**
-  **Hitch End**
-  **Tenants**
-  **Lot Rent**
-  **Work Order**
-  **Avoid talking about "Model Year"**

ACTION NEEDED

The public comment period for the Department of Energy's (DOE) proposed rule on enforcement of its manufactured housing energy efficiency requirements is open through next Monday. MHI is concerned that the DOE proposal yet again demonstrates the complete lack of understanding of our industry and will impose significant problems, costs and uncertainties for our manufacturers. For example, the DOE's proposal states that "the costs of complying with DOE's enforcement mechanisms will be minimal." This shows how out of touch the DOE continues to be. Last week, HUD's Manufactured Housing Consensus Committee (MHCC) met to prepare comments to DOE about the Proposed Rule. The MHCC will be commenting on and expressing concerns about significant problems with the proposed enforcement rule that very much align with MHI's comments.

ACTION NEEDED: Here is the link to make a comment online on the regulations.gov website: <https://www.regulations.gov/document/EERE-2009-BT-BC-0021-2570>.

Thank you so much for your engagement and support. Please contact our team at mhigov@mfgghome.org if you have questions.

HOUSE HEARING HIGHLIGHTS ROLE OF LOCALITIES IN HOUSING POLICY

On Thursday, Feb. 22, the House Financial Services Subcommittee on Housing and Insurance held a field hearing in New City, New York, titled, "Restoring Prosperity in American Communities: Examining the Failures of Status Quo Housing Policy."

The hearing primarily focused on New York's housing issues, but also discussed potential solutions to the affordable housing crisis, including how burdensome regulations, excessive bureaucracy, and a top-down and one size fits all approach in Washington contribute to affordable housing shortages.

Rep. Mike Flood (NE-1) highlighted the benefits of manufactured housing during the hearing and mentioned that Fannie Mae and Freddie Mac have set manufactured housing as a priority. He said manufactured housing could be of great benefit in suburban and rural areas; however, the cost of land in urban areas may be too high to make it an option in more urban areas. Rep. Flood (R-NE) highlighted his bill, H.R.3507, the *Yes In My Backyard Act*, as a solution to burdensome land-use policies for ensuring affordable housing.

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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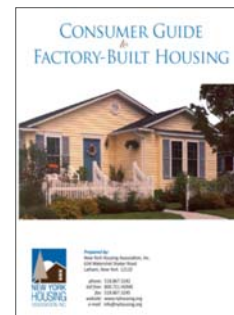


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The **Consumer Guide to Factory-Built Housing** is a fantastic resource to share with prospective tenants and purchasers. Buying a home is a big step! The facts and info included in the Buying Guide help make the process more understandable.

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.

You must make a min purchase of 25 Guides.

For more info, please contact:

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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.

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