



HOUSING NOW

March 2025

IMPLEMENTATION OF HUD CODE UPDATES DELAYED

Released from MHI on Feb 24th: MHI is pleased to announce a significant victory for the industry: the U.S. Department of Housing and Urban Development's (HUD) decision to delay the implementation of the Manufactured Home Construction and Safety Standards (MHCSS) 4th and 5th Sets final rule until September 15, 2025.

This extension is the result of MHI's direct engagement and lobbying efforts: MHI consistently emphasized the need for additional time to ensure a smooth and cost-effective transition for manufacturers, suppliers, retailers and community operators. By securing this delay, MHI has successfully eased the burden of what would have been an unrealistic timeline for compliance, allowing businesses to properly adjust designs, modify supply chains and ensure regulatory compliance without unnecessary disruption.

The postponement of implementation reflects MHI's continued leadership in advocating for a balanced approach to regulation, ensuring that industry stakeholders have the necessary time and resources to comply with evolving standards. Since the rule was finalized in September 2024, MHI has elevated industry concerns, highlighting the complexity of implementing new engineering specifications, electrical codes and construction requirements within the original six-month timeframe.

MHI's efforts, combined with strong engagement from manufacturers and key stakeholders, resulted in a unified industry voice that resulted in this necessary extension, ensuring a more practical and achievable transition period.

MHI extends its congratulations to HUD Secretary Scott Turner and Teresa Payne, Deputy Assistant Secretary—Administrator for the Office of Manufactured Housing Programs, for their leadership and responsiveness to industry needs. Their commitment to fostering a collaborative environment has been instrumental in achieving this extension. MHI looks forward to continued partnership with HUD under their guidance to promote policies that support the growth and sustainability of the manufactured housing sector.

MHI remains committed to protecting the affordability and accessibility of manufactured housing while ensuring that regulatory changes support—rather than hinder—industry growth and innovation. We will continue working closely with policymakers to advocate for reasonable, well-structured regulations that uphold safety and quality without imposing undue burdens on manufacturers and consumers. As we move forward, MHI encourages all members to stay engaged and proactive in the regulatory process, and we will provide ongoing updates and guidance to help you navigate the extended compliance timeline successfully.



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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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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.

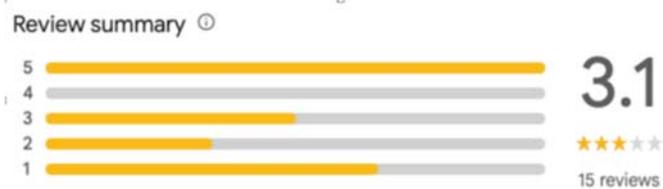
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HOW TO GET MORE 5 STAR REVIEWS

I've got some short and sweet advice for your business this time, but it's some advice that will make an immediate impact.

How do your Google reviews look? Are they full of 5 star reviews, or do you have some work to do like the retailers below?



If so, you need to get that fixed. **Those bad reviews are costing you A LOT of business.** How much? Here are some statistics from [Upfirst.ai](#) that might surprise you.

- 1) 95% of consumers say that positive reviews influence their willingness to pay more.
- 2) 60% of consumers check reviews before visiting a business
- 3) 77% of consumers say that negative reviews are 'extremely' or 'very' influential.

The good news? According to [Wordstream](#), **over 70% of consumers will leave a 5 star review when asked.**

All you have to do is ask! And here's how to do it. Simply copy and past your info, and your [Google review link](#), into the script below. Text/email it to every customer you've ever had, and then watch the reviews roll in.

Hi <customer name>, this is <salesperson name> from <dealership name>. I hope you're

loving your new home. I have a quick favor to ask. Would you mind leaving us a review about the great experience you had? We're a local business, and the 5 star reviews really help us compete with the corporate stores.

If you didn't have a 5 star experience, please give me a call at <dealership number>, and I'll do my best to make it right.

Here's the link for our Google review page:

Send that to as many customers you can, and I promise 5 star reviews will start rolling in.

Note: If you're a community operator, this will work with you too. Just replace the terms with community specific terms, and use the same tactics.

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 manufacture housing is the next step for housing in the US.



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MHI ELEVATES MH AT HOUSING OPPORTUNITY CONFERENCE

MHI participated in the Urban Land Institute's Housing Opportunity Conference, which was focused on overcoming the obstacles that contribute to the housing crisis and exploring emerging cross-sector solutions. Convening housing industry leaders, public officials, regional planners, investors, housing advocates and lenders, the program revolved around the goal of ensuring that people have homes that meet their needs at prices they can afford. On Tuesday, MHI CEO Dr. Lesli Gooch joined a lively panel discussion about housing product types that are emerging to cut costs, design for different needs, and add density without high rises. Dr. Gooch elevated the integral role of manufactured housing during the discussion pointing out the unique capabilities it has for scalability and supply.

WASHINGTON SUPREME COURT CLARIFIES CARES ACT NOTICE REQUIREMENT FOR EVICTIONS

In a significant ruling for land-lease community owners, the Washington Supreme Court held in *The Housing Authority of the County of King v. Knight* that the 30-day eviction notice requirement under the CARES Act applies only to evictions based on nonpayment of rent. This decision resolves a legal dispute over whether federal law overrides state eviction timelines for all lease violations and reinforces the ability of community owners to enforce lease agreements in accordance with state law.

In its decision, the court emphasized that the CARES Act was designed to provide financial relief during the COVID-19 pandemic, not to permanently alter state landlord-tenant laws. ("The context of the CARES Act also demonstrates that it was intended primarily to provide economic support to tenants **during an emergency situation, not to alter the general eviction laws of every state.**") (emphasis added). The court found that the statute's eviction moratorium and notice provisions

specifically apply only to nonpayment of rent and do not extend to other violations such as property damage or nuisance complaints. The court also reinforced state sovereignty over landlord-tenant laws, applying the clear statement rule—a legal principle that requires Congress to clearly state its intent if it intends to override state law.

This ruling is an important victory for land-lease community owners because it ensures that state eviction laws remain intact and that property owners can continue enforcing lease agreements for reasons beyond nonpayment of rent. While the 30-day notice requirement still applies in cases involving rent delinquency in federally-backed properties, community owners can follow their state's laws when dealing with residents who violate lease terms in other ways. This decision provides much-needed clarity and prevents unnecessary federal overreach into eviction proceedings.

HOUSING STARTS ARE DOWN, BUT COMPLETIONS ARE UP

Housing starts were down in January, according to this week's U.S. Census Bureau report. January starts were a seasonally adjusted annual rate of 1,366,000, which is a 9.8% decrease from the revised December estimate of 1,515,000 and a 0.7% decrease from the January 2024 rate of 1,376,000. Single-family housing starts were at a rate of 993,000, representing an 8.4% decline from the revised December figure of 1,084,000.

In contrast, housing completions in January were at a seasonally adjusted annual rate of 1,651,000, which is a 7.6% increase from the revised December estimate of 1,534,000 and a 9.8% increase from the January 2024 rate of 1,504,000. Single-family housing completions were at a rate of 982,000, a 7.1% rise from the revised December rate of 917,000.

Overall, the residential construction data for January 2025 indicates a slowdown in new housing starts, while housing completions are on the rise.

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NEW SCHOLARSHIP PROGRAM FOR TRADE SCHOOL STUDENTS AIMS TO “BUILD THE FUTURE!”

In an exciting development for students seeking careers in the skilled trades, a new scholarship program has been launched to provide financial support to individuals entering trade schools in New York State. This initiative seeks to help alleviate the financial burden of trade school tuition and enable more students to pursue in-demand careers in fields such as electrical work, plumbing, carpentry, welding, and HVAC.

The New York Housing Association (NYHA) Scholarship is designed to support aspiring professionals who wish to gain the hands-on skills necessary to succeed in the workforce. Through this fund, qualified students can receive financial assistance covering tuition, books, and other necessary supplies for trade school programs.

The scholarship is part of a broader commitment to strengthen the NYS workforce by promoting the value of skilled trades and ensuring that a diverse range of students have access to career opportunities in these critical sectors. This program is especially focused on making trade school education more accessible to individuals from all backgrounds, including underrepresented communities.

“We believe that skilled trades are essential to the fabric of our economy and society,” said Kathy Pratt, Executive Director of the New York Housing Association. “By offering this scholarship, we are

helping students pursue careers that not only offer stability and growth potential but also contribute to strengthening our state’s infrastructure and overall well-being. We want to ensure that talent, not financial barriers, determines success in the trades.”

Applications for the scholarship are now open and will be accepted until May 9, 2025. Interested students can find the application online at www.nyhousing.org/nyha-scholarship where they will find information on eligibility requirements and the application process. The scholarship will be awarded based on academic merit, financial need, and a demonstrated commitment to pursuing a career in the trades.

In addition to financial support, recipients of the NYHA scholarship will also have access to career development resources, mentorship opportunities, and a network of industry professionals to help guide them throughout their education and early careers.

The NYHA Scholarship hopes to inspire a new generation of skilled workers who will play a vital role in shaping the future of industries such as construction, manufacturing, and technical services.

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 518-867-3242.

PLEASE HELP US SPREAD THE WORD BY SHARING A COPY OF THE SCHOLARSHIP REQUIREMENTS AND APPLICATION WITH YOUR TENANTS, FRIENDS, FAMILY AND LOCAL SCHOOL DISTRICTS!



Help make the
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Political Action Committee
TODAY by contacting:
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2025 COMING EVENTS

(Tentative – dates & times subject to change)

Mar 11	Monthly Meet-Up	Remote	11 am—12:15 pm
Mar 13	21B & Mechanics	Remote	9 am—4 pm
Mar 27	Retailers Only Meet-Up	Remote	11 am—12:30 pm
Apr 8	Monthly Meet-Up	Remote	11am – 12pm
Apr 9	Sales Training Course	Syracuse	9am - 4pm
Apr 21-24	ACM Course #1	NYHA Office	8am – 4:30pm
May 5-7	MHI Congress & Expo	Orlando, FL	
May 7	Area Meeting	Homewood Suites, Newburgh	9am – 12pm
May 7	Continuing Ed	Homewood Suites, Newburgh	1pm – 4pm
May 14	Area Meeting	Holiday Inn, Batavia	9am – 12pm
May 14	Continuing Ed	Holiday Inn, Batavia	1pm – 4pm
May 15	21B & Mechanics	Holiday Inn, Batavia	9am – 4pm
Jun 11	Area Meeting	Hampton Inn, Saratoga	9am – 12pm
Jun 11	Continuing Ed	Hampton Inn, Saratoga	1pm – 4pm
Jun 18	Area Meeting	Syracuse	9am – 12pm
Jun 18	Continuing Ed	Syracuse	1pm – 4pm
Jun 19	21B & Mechanics	Syracuse	9am – 4pm
Jul 8	Monthly Meet-Up	Remote	11am – 12pm
Aug 5	Board Meeting	Syracuse	
Aug 6	Summer Outing	Drumlin's	Syracuse, NY
Aug 12	Monthly Meet-Up	Remote	11am – 12pm
Sep 9	Monthly Meet-Up	Remote	11am – 12pm
Sep 29-Oct 1	MHI Annual Meeting	Carlsbad, CA	
Oct 15-16	75 th Annual Convention	Del Lago Resort	Waterloo, NY
Nov 11	Monthly Meet-Up	Remote	11am – 12pm
Dec 9	Monthly Meet-Up	Remote	11am – 12pm

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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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