



HOUSING NOW

March 2026

ADVANCED COMMUNITY MANAGER TRAINING: MARCH 12, 2026

The New York Housing Association is proud to announce we are hosting an Advanced Community Manager Training course on Thursday, March 12, 2026 at the Hilton Garden Inn, 6004 Fair Lakes Road, East Syracuse NY 13057 from 9:30 am until 4:00 pm. The course will be presented by Chris Nicely from ManufacturedHomes.com and will offer the S.C.O.P.E. Process to Effective Community Management.

Why would this S.C.O.P.E. training be good for your Community Managers and Owner Operators? It focuses on the following:

SALES: Marketing, CRM, Driving Leads, Follow-Up, Building Trust, Financing, Closing Skills/Requirements, and Post Sales skills.

COMMUNICATION: Know Your Residents, Online Channels, Communication Frequency, Rent and Collections.

OCCUPANCY: Setting Goals, Identifying Home Sites, Spec or Build, and Referrals for Residents.

PEOPLE: Needs Assessment, Associate Networking, Resident Focus, and Rewarding Behavior.

EXPENSE CONTROL: Setting a Budget, Planning for Maintenance, and Reporting Requirements.

The course is just \$99 per person and will be chock-full of important information. Watch your mail, check out the full details and register TODAY by visiting: www.nyhousing.org/events/advanced-community-manager-training

REGISTRATION ENDS 03/11/26 @ NOON!

About the Presenter:

CHRIS NICELY



President of ManufacturedHomes.com & ModularHomes.com, brings nearly 30 years of expertise in factory-built housing and management. With a proven track record, he has collaborated with industry leaders, non-profits, developers, and municipalities to leverage factory-built housing for positive community development in cities such as San Bernardino, CA; Phoenix, AZ; LaGrange, TX; Danville, VA; Jackson, MS; and Detroit, MI.

Chris recently contributed to three published studies by the Joint Center for Housing Studies at Harvard, comparing the cost of site-built housing to manufactured housing, and overcoming obstacles in siting factory-built housing. A respected consultant in the factory-built housing sector, he has worked with major entities like Fannie Mae and Freddie Mac. Formerly, he served as Clayton Homes' VP of Marketing and as VP & General Manager for the Clayton Communities Group, overseeing 80 communities, 22,000 home sites, and sales exceeding 100 homes monthly.

Holder of a BA in Economics from the College of Wooster and an MBA from Case Western Reserve University, Chris is a graduate of Harvard's Achieving Excellence in Community Development.

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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Estimated Annual Savings:
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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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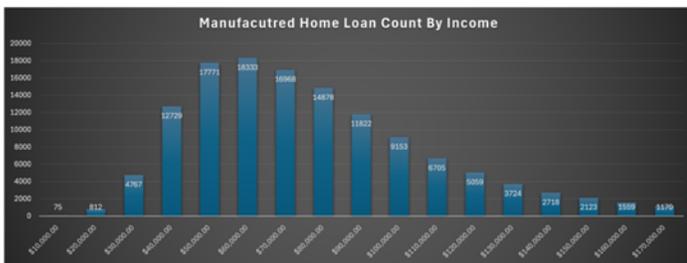
BETTER EXPERIENCE = MORE MANUFACTURED HOME SALES

“We’re not competitor obsessed, we’re customer obsessed. We start with what the customer needs and we work backwards.”

Have you ever heard that quote? If you haven’t, it was Jeff Bezos. Whether you love or hate Amazon, we all have to admit that they completely revolutionized the digital purchase experience. And they did that not by trying to beat the competition - they did it by trying to create the best experience for their customer.

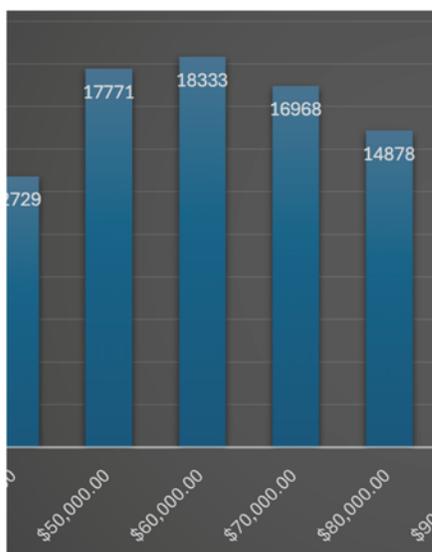
Before I dive into that, let’s talk about why I’m writing about this. Why focus on improving customer experience at all? How many more manufactured home buyers are even out there? As it turns out, there could be a whole lot.

Let’s see if we can quantify a potential manufactured housing market size. To start, take a look at the graph below. This is a graph of the income of manufactured home buyers in 2024.



As you can see, the income ramps up pretty quickly to \$60,000 per year, then tails off to the end. There are of course a lot more income levels to the right, but for the sake of this discussion, we’re going to cut those off.

Let’s zoom in on that peak in the middle:



This tells us that the median income for an MH buyer is right around \$60K, at least in terms of what the lender used to make their loan decision. The bulk of MH buyers fell in the \$40K-\$80k per year range.

If we look nationwide, there are roughly 33-40 million households in that \$40k-\$80K income range. The average home owner keeps their home for approximately 12 years, so assuming this demographic behaves like others, approximately 1.2 -1.8 million homes are sold per year to households earning \$40K-80K per year.

That’s a lot of home buyers, right?

Let’s drill down a little more. Assuming current rates/terms and typical debt loads, home buyers in the income brackets above can afford homes between \$150K-\$250K. 20 years ago, that would have been a nice price point. Today, considering the median home price nationwide is over \$400k, this group is all but priced out of the site built market.

Do you see where I’m going with this ?

There are AT LEAST 33-40 million people out there whose best option for a new home is a manufactured home. And every year, 1.2-1.8 million of them are looking to buy. Logic would argue that our industry should have the lion’s share of that market.

But we don’t.

We’re barely cracking 10% of our key demographic. Why do you think that is?

Yes, regulation and zoning are challenges. Yes, financing is not always ideal. But if you went to suburban Indianapolis, found the average 28 year making \$55K per year, and asked him why he didn’t purchase a manufactured home, what would he say? Would he say, “I was ready to get one, but my county wouldn’t allow it.”? Or would he say, “I was ready to buy one, but no one would lend me any money”? **Or maybe, would he just say, “A what?”**

If it were my money, I’d bet on answer #3. Consumer awareness is a tremendous problem in the manufactured housing industry. We sell a product that solves one of the nation’s largest crises, but no one knows about it.

Better Experience, cont. on Page 12

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

Email: kathy@nyhousing.org

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NYHA SCHOLARSHIP APPLICATIONS AVAILABLE

Applications for the NYHA scholarship are now open and will be accepted until May 8, 2026. NYHA will award up to 4 scholarships that will be awarded based on academic merit, financial need, and a demonstrated commitment to pursuing a career in the trades.

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 by phone at: 518-867-3242.



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COMING EVENTS

Mar 12: Advanced Community Manager Training, Syracuse

Mar 25: 3-Hour Continuing Ed, Remote from 9am-12pm

Mar 26: 21B Training Course, Remote from 9am-12pm

Mar 26: Mechanics Training Course, Remote from 9am-4pm

**REGISTRATION
FOR ALL COURSES:**
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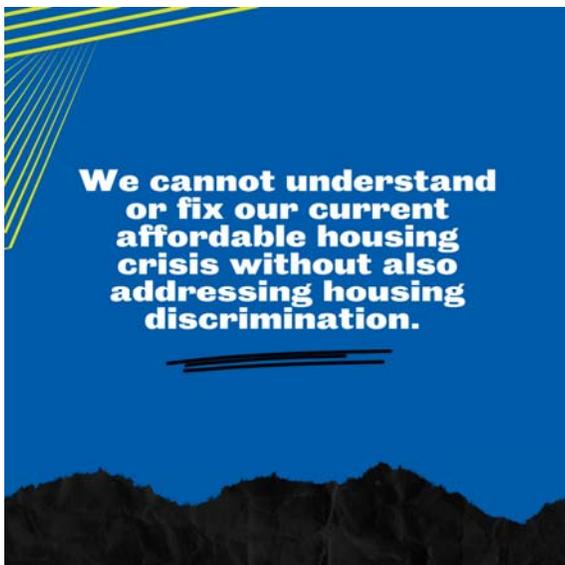
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ATTN: ALL NYHA MEMBERS!



HAVE YOU TRIED TO SELL A MANUFACTURED HOME TO A CUSTOMER ONLY TO BE TOLD THE TOWN OR VILLAGE WILL NOT ALLOW PLACEMENT ON PRIVATE PROPERTY?

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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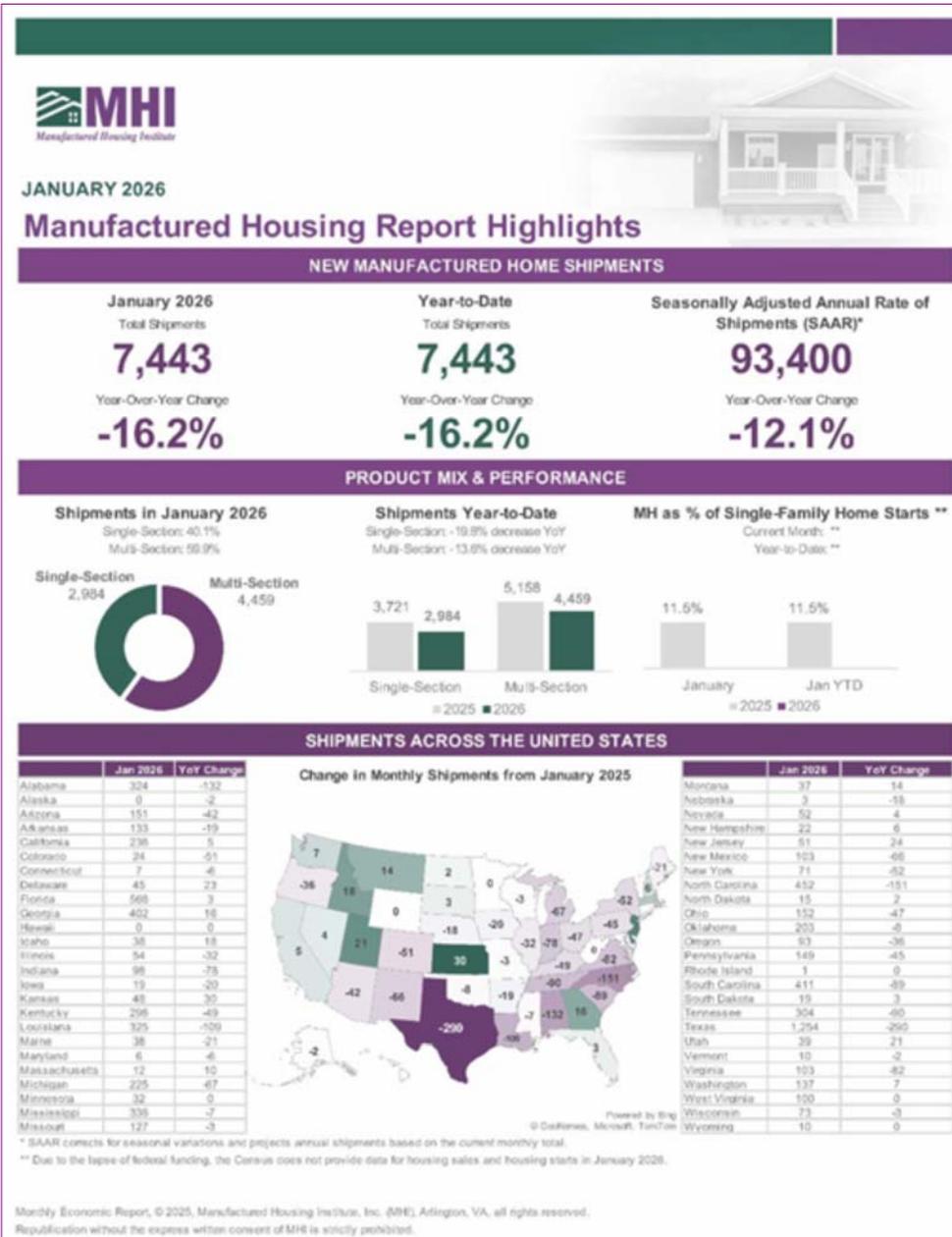
Have TOPIC or SPEAKER Suggestions? Email: kathy@nyhousing.org

7,443 New HUD Code Homes Shipped in January 2026

House Passes Key Manufactured Housing Reforms

The U.S. House of Representatives recently passed H.R. 6644, the bipartisan Housing for the 21st Century Act, in a 390–9 vote. The bill expands housing supply, reduces costs, and strengthens homeownership opportunities. A key provision removes the outdated requirement that all manufactured homes be built on a permanent steel chassis—lowering costs, increasing design flexibility, and allowing homes to integrate into more communities. The legislation reaffirms HUD’s role as primary regulator, enhances financing options, and encourages modernization of zoning barriers. With strong bipartisan leadership behind it, the bill now heads to the Senate, where similar provisions are already under consideration.

Visit the MHI website for full details: <https://www.manufacturedhousing.org/news/house-passes-key-manufactured-housing-reforms/>



Manufactured Housing Institute
1655 Ft Myer Dr., Ste 200
Arlington, VA 22209
Phone: 703-558-0400
Email: info@mfghome.org
www.manufacturedhousing.org



Let's follow Jeff's advice above as part of our own awareness solution. Rather than focusing on the retailer or community down the street (your competition), let's look at how manufactured home sales businesses can focus on their customer and improve the experience to get more business.

Here at Bild Media, we are fortunate to work with some of the top manufactured home sellers in the country, both on the retail side, and on the community side. While no business is the same, a lot of these top sellers do have many similarities in their customer experience. I have 5 of those listed below:

- 1) Transparency,
- 2) Long Tenures,
- 3) Nice Sales Center,
- 4) Team Environment,
- 5) Knowledge

Rather than drill down into all of those concepts today (it's Friday, I know...), I'm going to save it for next week's email. I won't be the reason you're staring at a screen longer than you have to on a Friday afternoon. :)

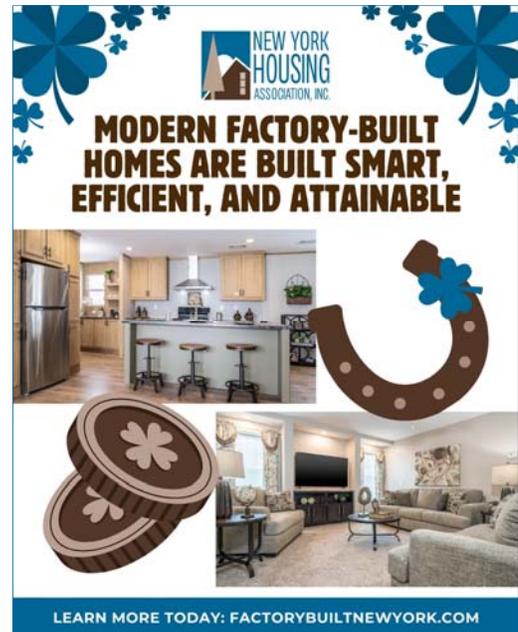
If you made it this far, I appreciate you sticking around. Watch your inbox next week for some concrete examples of how manufactured home sellers are improving their experience to sell them more homes.



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



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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.
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