



HOUSING NOW

May 2024

WHAT ARE THE BENEFITS OF LIVING IN YOUR COMMUNITY?

How can you help increase your sales and rentals? Think about what your community has to offer. Do you have a community center? Do you have a pool? How about a nearby bus stop or local stores and restaurants? Do home sales centers in your area know what you have to offer?

What about your competitors? Think about apartments in your area. Is your rent lower than theirs? That would be a great selling point for you! Do your rental homes include washers and dryers? Another great selling point! Do you host community events? A sense of community is important to some, so make sure you advertise your strengths.

Think about creating a chart that shows what you have to offer vs. what others in your area offer. Some items to include in your chart include: paved driveways, off-street parking, playgrounds, locked mailboxes, walking trails, neighborhood watch, written leases and rules, professional management, 24-hour emergency number, street lights, wonderful neighbors, storage areas, picnic areas, and professional maintenance, just to name a few.

Compare your community to local apartments and condos, not just nearby manufactured home communities. Use the chart in your advertising; give

it to local home sales centers so they can pass it on to potential buyers; give it to prospects when they visit your property; and offer to mail a copy to phone callers. Make sure you follow-up with prospects and find out how their decision-making process is going.

Choose the benefits your community offers that put you ahead of the competition. Give a blank chart to potential customers so they can fill in the blanks themselves. Let them come to their own conclusions about why your community is better than the rest.

Use the chart with your current residents as well. Make sure they know the value of living in your community. Entice them to stay by showing how much better you are than the competition. Post it on your bulletin board and put it in your community newsletter. Create a positive perception of value by reinforcing the benefits they receive as residents of your community. Make sure to include your community logo or photos of your community on the chart – give them a great visual that will convince them that you are better.

Community, cont. on Page 14

MAY 14 - MEMBER MEET-UP

Join us at the NYHA Member's Monthly Meet-Up on May 14th! Representatives from the NYS Division of Housing & Community Renewal will join us to discuss funding opportunities available to manufactured home communities. This webinar will run from 11:00 am until 12:00 pm. Log-in information will be sent to all participants on Monday, May 13th.

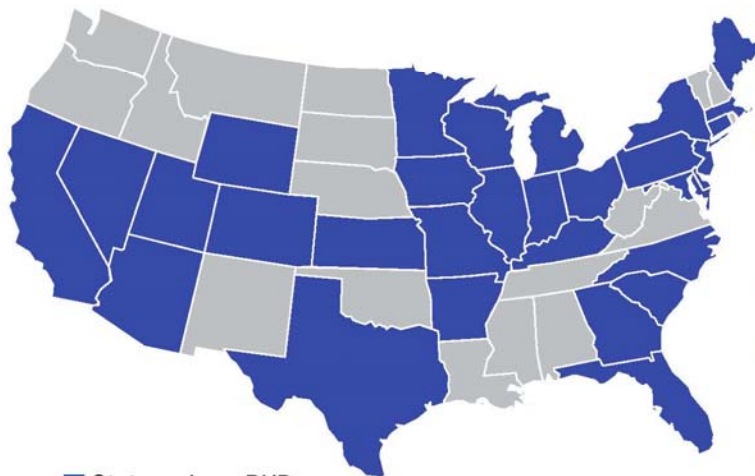
To register, call 518-867-3242 or visit www.nyhousing.org/events

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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IN PERSON AREA MEETINGS: NEW WINDSOR & PITTSFORD

NYHA is hosting two in-person Area Meetings this year. The first will be held on June 12th in New Windsor, and the second will be held on June 26th in Pittsford. These Area Membership Meetings are FREE of charge for NYHA Members and will last for approximately 3 hours.

Topics to be discussed include: 2023 Legislative Summary; 2024 Legislative Outlook; Title Surrender; Right of First Refusal; HCR Manufactured Home Replacement Program; HCR SONYMA Financing; Maximizing NYHA Online Resources; State and National News; Local Concerns and Questions; and NYHA Coming Events.

Want to SPONSOR this meeting? We are looking for a maximum of three sponsors for each of these meetings. For the low price of \$50, Sponsors will get 10-15 minutes to speak to our attendees. Attendee numbers vary for each meeting, but we generally have 40-50 people from the MH industry in NY at each meeting. The majority of attendees are Community Owners/Managers.

To register as an attendee or a sponsor, please use the form below, or
Email: info@nyhousing.org Visit: www.nyhousing.org/events Call 518-867-3242

We hope to see you there!

YES! I want to attend: ☐ June 12 in New Windsor ☐ June 26 in Pittsford

YES! My company wants to be a sponsor for \$50: ☐ June 12 in New Windsor ☐ June 26 in Pittsford

COMPANY: _____

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Burdensome Materials Reqs by HUD May Lead to Housing Construction Delays and Increased Costs

In response to the request for information about housing materials for the Buy America Preference (BAP) segment of the Build America, Buy America (BABA) program, MHI and the housing coalition presented the Department of Housing and Urban Development (HUD) with data about common building products and materials used in new construction of housing, including commonly imported items. The coalition explained concerns about the potential consequences for affordable housing production from applying BABA domestic sourcing requirements to HUD's programs. Among these concerns were issues such as increased supply shortages that create construction delays and higher expenses, the current readiness of suppliers to consistently verify products, and the documentation that will be necessary in the event of a HUD audit. The coalition called on HUD to postpone the implementation of BAP for at least one year and use the time to thoroughly assess the implications the program would have on the affordable housing industry. MHI will continue to track this effort. While this RFI is focused on federal procurement and grants, which are typically not applicable in the manufactured housing context, we are concerned about the broader implications of such a requirement for the construction of manufactured housing since our homes are built to a federal construction code. MHI will continue to highlight the fact that manufactured homes are built here in America – in facilities located around the country – by American workers.

New OSHA Rule Allows Third Parties to Accompany Inspectors

On March 29, the Occupational Safety and Health Administration (OSHA) published a Final Rule that expands the permissible third parties who can accompany OSHA inspectors on facility inspections. While OSHA's regulations have long permitted an

employee to accompany the agency's officers on inspections, third parties have only been allowed to accompany an inspector when "good cause has been shown why accompaniment by a third party who is not an employee of the employer (such as an industrial hygienist or a safety engineer) is reasonably necessary to the conduct of an effective and thorough physical inspection of the workplace." In the new Final Rule, OSHA states that a third party may be reasonably necessary because of their relevant knowledge, skills, or experience with hazards or conditions in the workplace or similar workplaces, or language or communication skills. Problems the rule can cause such as slowing down inspections to wait for various representatives to join, inviting third parties into a workplace, privacy rights violations, trade secret threats, and increasing employer liability potential were highlighted in a coalition letter that MHI signed previously. The Final Rule goes into effect on May 31. Following the publication of this Final Rule, the U.S. Chamber of Commerce has announced plans to sue and the coalition, of which MHI is a part, is planning an amicus brief to support the US Chamber of Commerce.

Freddie Mac Releases New Manufactured Housing Opportunities for Growth Toolkit

Freddie Mac released a Manufactured Housing Opportunities for Growth toolkit that provides the latest insights on the potential for manufactured housing to increase the affordable housing supply. According to the report, manufactured homes offer an attractive, energy-efficient, resilient housing option. However, they only make up around 7.5% of existing and 9% of new U.S. homes, which is often due to state and local zoning regulations. Visit [ManufacturedHousing.org](https://www.ManufacturedHousing.org) to learn more about what Freddie Mac has identified as manufactured housing opportunities for growth, as well as Freddie Mac's in-depth research, insights, webinars with subject-matter experts, mortgage solutions and more.

2024 SUMMER OUTING

AUGUST 7, 2024 - DRUMLIN'S COUNTRY CLUB

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Check out our website and watch your mail & email for more info!

<https://www.nyhousing.org/events/2024-summer-golf-outing>

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Traditional
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Home
\$208

Estimated Annual Savings:
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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.

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COMING EVENTS

May 14	Monthly Meet-Up	Remote	11 am – 12 pm
Jun 12	Area Meeting	Newburgh – Homewood Suites	9am – 12pm
Jun 12	CE Course	Newburgh – Homewood Suites	1pm – 4pm
Jun 13	21B & Mechanics	Newburgh – Homewood Suites	9am-4pm
Jun 26	Area Meeting	Pittsford Hilton Garden	9am – 12pm
Jun 26	CE Course	Pittsford Hilton Garden	1pm – 4pm
Jun 27	21B & Mechanics	Pittsford Hilton Garden	9am – 4pm
Jul 9	Monthly Meet-Up	Remote	11 am – 12 pm
Aug 7	Summer Outing	Drumlin's Country Club	Syracuse, NY
Aug 13	Monthly Meet-Up	Remote	11 am – 12 pm
Sep 10	Monthly Meet-Up	Remote	11 am – 12 pm
Oct 16-17	74 th Annual Convention	Turning Stone Resort, Verona, NY	
Nov 12	Monthly Meet-Up	Remote	11 am – 12 pm
Dec 10	Monthly Meet-Up	Remote	11 am – 12 pm



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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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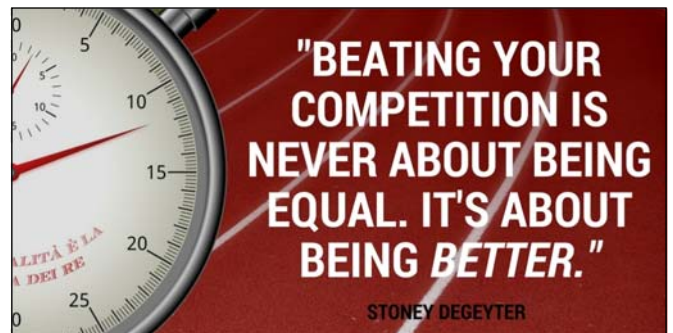
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Community, cont. from Page 1

You can create a chart to compare housing costs as well. Include not only rent, but things like: insurance, taxes, equity, down payments, interest rates and loan amounts. Compare the cost of living in your community to site-built homes, manufactured homes on private property, apartments and condominiums. Remember that "affordable" is subjective, but show off the lower prices available for living in a manufactured home community as compared to other options.

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