



HOUSING NOW

November 2024

74th ANNUAL CONVENTION & TRADE SHOW SUMMARY

What a fantastic 74th Annual Convention & Trade Show! We had a great turnout this year and hope everyone who was able to attend enjoyed everything, made some new contacts, and learned at least one new thing. We were happy to see some new faces in the crowd and enjoyed visiting with old friends. Turning Stone Resort has been a wonderful venue for our Convention for many years.

On October 16th we held a Welcome & Networking Reception in the Turquoise Tiger and enjoyed a fabulous dinner. This year's Patricia A. Fiederer President's Award went to Bob Capenos. Bob retired on October 31st and we will miss him. Mark Glaser, Esq. received the 2024 Hall of Fame Award. Mark retired from Greenberg Traurig in August after serving as the NYHA Lobbyist and Counsel for close to 30 years. Congratulations to both Bob and Mark for receiving these awards and on their retirement!

On October 17th we held educational seminars and the trade show. This year's speakers included: Joe Bono, Steve Hoffman, Bill Sherman, Joel Harper, Jane McLaughlin, Esq., Dina Levy and Jared Hirt, Esq. They covered important topics, including: a legal and legislative update; legal issues; frost-protected shallow foundations; paperwork is boring; community issues and more. Thanks to all of this year's speakers!

The 74th Annual Trade Show exhibitors and sponsors were: Adams & Leclair, Blevin's, Champion Homes – Atlantic, Champion Homes – Redman, Champion Homes - Skyline, Clayton Lewistown, Commodore Homes of PA, Dura-Bilt Products, First Credit Corp of NY, Haylor, Freyer & Coon, Hoffman Homes, MailFuze, MHD Empire Service Corp.,

National Latham Group, NYS DOS DBSC, RHP Properties, Ritz-Craft Homes, Schechner Lifson Corp, StyleCrest, Tammac Corp, Titan Homes, Triad Financial and UMH Properties. Thanks to Clayton Lewistown and Titan Homes for sponsoring the swag bags. The success of the Convention is attributable to their support, thank you!

Congratulations to the 2024 Scavenger Hunt winner: NYHA member Walter Jutkofsky, from Jutkofsky's Court in Claverack, NY. Walter won a \$100 Amazon gift card. Congratulations, Walter!

Plans are well underway for the 75th NYHA Annual Convention & Trade Show to be held October 15-16, 2025 at the Del Lago Resort & Casino in Waterloo, NY. **Stay Tuned!**

SAVE THE DATE!

**New York Housing Association
75th Annual Convention & Trade Show
October 15-16, 2025**



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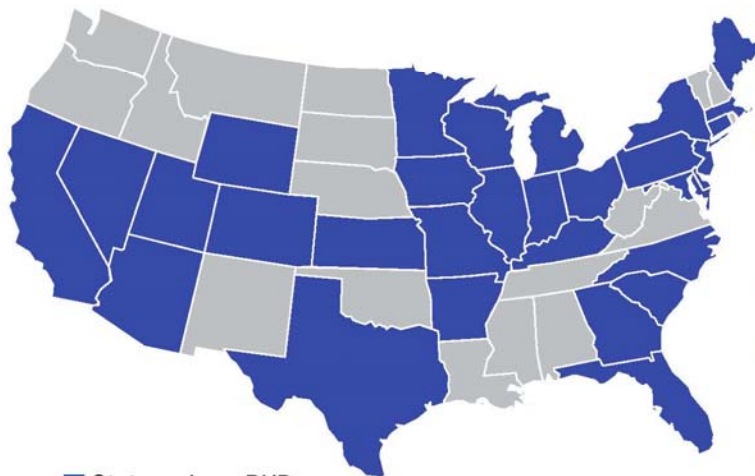
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7 TIPS TO HELP YOUR WEBSITE GENERATE MORE LEADS

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...;o) , and have them build you a website asap. You CANNOT do good business in 2024 without one. It's not an investment that you can put off any longer.

If you're part of the group that does have a website, I've got some tips below that will help you make it perform better in 2025.

1. 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. If a potential home buyers visits your site, you want them to see how happy other home buyers have been doing business with you. If they're not good, now is the time to ask former customers to give you some good reviews. 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!"



2. Use Exterior Home Images: If someone showed you the image above and said, "Do you want to buy this?", would you know what they're selling? Of course you would - it's a home. But what if they showed you a picture of a kitchen? Does that make it clear what's being sold? If I saw a picture of a kitchen, I certainly wouldn't assume that someone is selling a home. Would you?

When you show an image of the homes you're selling, you need to show the home itself before you show anything else. Our minds have been conditioned to look at the exterior of a thing before we look at the interior, and you need to do the same on your website.

3. Avoid Computer Renderings: It's recently become popular for manufacturers to provide their retailers with computer renderings of their homes in lieu of actual photographs. Do not use these renderings in any of your marketing. They don't convert well, and users do not like them. Real photographs are always better than computer renderings.

4. Simple Contact Forms: If you want your website to generate leads, it needs to be EASY for a website user to submit their contact info. All you need to ask for is their name, phone number, and an optional message. Don't try to qualify the lead via the website with questions about home location, loan types, down payment info, etc. The website is there to generate leads, not qualify them. It is a marketing tool, not a sales tool.

5. Lots of CTAs (Calls To Action): At this point in the evolution of manufactured housing, a website is a lead collection tool, not a sales tool. No one is swiping their credit card to pay for a new home. This means that you need to make it VERY clear that you want your website users to submit their contact info. There should be multiple buttons on every

Website Leads, cont. on Page 12

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74th ANNUAL CONVENTION & TRADE SHOW

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AMERICANS BELIEVE HOMEOWNERSHIP IS IMPORTANT, BUT IS GETTING MORE DIFFICULT TO ACHIEVE

The U.S. Mortgage Insurers (USMI) released their 2024 National Homeownership Market Survey. The survey reports that nearly 8 in 10 Americans (78%) believe owning a home is very important, a 6% increase from the 2021 version of the survey. This comes primarily from a belief that owning a home provides stability, followed by it being a good investment. Meanwhile, 58% believe it is getting harder to buy a home, a perception primarily driven by higher home prices and interest rates. The data also showed that the down payment was viewed as the biggest challenge for prospective homeowners. Lack of awareness about qualifying for financing with 3% or 5% down was identified in the research as something that contributes to the perception of down payment being the biggest hurdle. View the full report on the web: <https://www.usmi.org/data/homeownership-survey>

COMPREHENSIVE HOUSING LEGISLATION INCLUDES MHI PRIORITIES

Rep. Mike Lawler (NY-17) introduced the "Revitalizing America's Housing Act," on October 18. The bill, H.R. 10009, combines elements from several previously introduced housing-related bills with additional actions to create a package to increase housing supply, incentivize construction and address housing cost, among other housing solutions. In a press conference with local officials in Hudson Valley, New York, Lawler called for the construction of more single family housing and said, "The issues confronting our housing system are myriad and manifold and they require a comprehensive set of policy prescriptions to address." (A full summary of the extensive legislation can be obtained by contacting kathy@nyhousing.org)

The bill, containing 38 provisions, includes a number of MHI's main legislative priorities,

including language to prevent the Department of Energy from establishing energy conservation standards for manufactured housing and to restore HUD as the sole regulator for the construction of manufactured housing, including with respect to energy efficiency. The bill also removes the requirement in the law that manufactured homes are built on a permanent chassis, an important step toward allowing a broader range of home types to be built under the HUD Code.

The 209-page bill also requires HUD to annually report on significant regulatory barriers to affordable housing and how to reduce or remove them; enhances opportunity zones; bolsters the U.S. transformer supply chain; incentivizes localities to reform their zoning requirements; provides a business-related tax credit for certain development costs for the acquisition, rehabilitation, or remediation of qualified property; among other things.

The bill is cosponsored by Housing Subcommittee Chairman Warren Davidson (OH-8), Rep. Mike Flood (NE-1) and Rep. Andrew Garbarino (NY-2) and is the result of more than two years of work by the Subcommittee on policies to address the housing crisis. MHI has been engaged with the Subcommittee during this process and we are pleased that our priorities are included in Rep. Lawler's comprehensive legislation.

MHI CONGRATULATES BOB CAPENOS ON HIS RETIREMENT

Bob Capenos, the Executive Director of the NY Housing Assn, will retire on Oct 31. Bob has held a number of roles in the manufactured housing industry, which has been extremely beneficial in his position at NYHA. MHI has appreciated his hard work on behalf of the industry across a range of issues and his willingness to share his experiences and expertise with other state executives and the MHI team. Join us in thanking Bob for his dedication to the industry and wishing him well in retirement. Kathy Pratt will assume the role of executive director on November 1.

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Jason Trucano from MailFuze will share modern mailing solutions that can automate and simplify your community's processes, allowing you to send mail directly from your office. MailFuze can print, fold, stuff, and deliver all your mailings for you—making their service a very effective and efficient use of your time and money!

Laura Morales from Rent Manager will explain all the benefits that come from using a powerful property management software to streamline your community's needs—from asset tracking and loan management to metered utilities and billing. Rent Manager's customizable solutions—such as our integration with MailFuze—and robust accounting features are key to an effective and efficient business!

Gain some valuable insight and new solutions to take your MH communities to the next level. Reserve your spot today by visiting our website: www.nyhousing.org/events/member-meeting—November-12-2024



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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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Dec 4	21B & Mechanics	Remote	9 am - 4 pm
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Dec 10	Monthly Meet-Up	Remote	11 am - 12 pm



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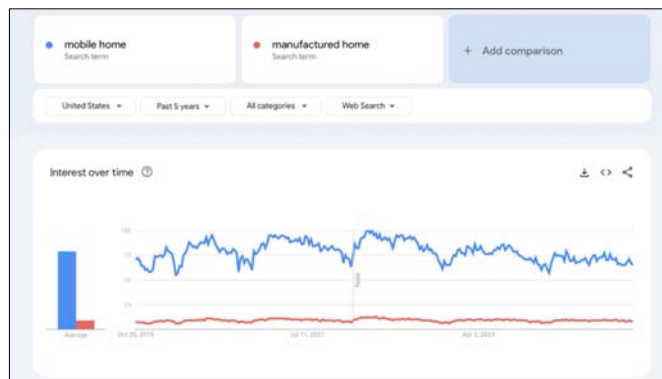
THE NYHA OFFICE WILL BE CLOSED NOV 28-29, 2024 FOR THE THANKSGIVING HOLIDAY

Website Leads, cont. from Page 3

page that website users can click to submit their info to be contact by a salesperson. Don't leave any doubt in your customers mind that you want to hear from them.

6. Mobile vs. Manufactured Home:

Yes, according to the HUD code implemented in 1976, the term 'mobile home' was replaced with 'manufactured home.' However, home buyers are still calling our homes 'mobile homes'. And when they search online, they're looking for 'mobile home' keywords ten times more than they're searching for 'manufactured homes.' To keep your website ranking up, you must use both 'mobile home' AND 'manufactured home' terminology on your website.



7. Mobile Optimization: 50-75% of your website traffic is on a mobile device. Your website needs to be equally as functional on a mobile device as it is on a desktop computer. There is no way around this. Just looking good on mobile won't cut it anymore –

websites must function well on a mobile device too. If photos don't look right, text overlaps, or buttons don't work, you are losing business.



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