



# HOUSING NOW

October 2021

## OCTOBER 27-28, 2021: ANNUAL CONVENTION & TRADE EXPO

We hope you will join us for the 71st Annual Convention & Trade Expo scheduled to be held October 27-28, 2021 at the Turning Stone Resort in Verona, NY. This year, we'll kick the Convention off with a **Welcome Reception & Banquet on Wednesday, October 27<sup>th</sup> beginning at 6:00 pm.** Plan to join us for networking with fellow industry members from around the state and enjoy a relaxed evening with a great meal.

**Nancy Geer** will be joining us at the Welcome Reception & Banquet this year! Plan to join us on the evening of October 27<sup>th</sup> to visit with Nancy - she has made a remarkable recovery and this will provide a wonderful opportunity for you all to see her again. We've got a special surprise lined up to honor Nancy and thank her for all of her years of dedicated service with NYHA. Make sure you stop by and say hello!

**Beginning at 9:00 am on Thursday, October 28<sup>th</sup>,** we will have informative seminars from dynamic speakers, including: Elliott Eisenberg, Ph.D., the Bow Tie Economist; David Finney from BildMedia; Mark Glaser, Esq., Greenberg Traurig; and William Sherman from the NYS Department of State Division of Building Standards & Codes & Mike Perri from Champion Homes, Titan Division. **New to the schedule:** Dominick Sageer & Donna Kramer from LPL Financial will be discussing some Investment Opportunities for NYHA members.

**Dr. Elliott Eisenberg will discuss economic issues such as:** how the economy will bounce back as Covid-19 continues to recede; predictions on how fast the GDP growth will be in 2022 and beyond; when the labor shortage may end; what the chances of a 1970's-type inflation returning; what the Fed's

game plan regarding tapering; and will the housing boom and affordability crisis continue or worsen. This informative session will be one you do not want to miss - especially if you own or operate a Manufactured Housing Community!

**David Finney from BildMedia will discuss marketing and sales issues,** such as: new technologies and improved digital experiences in the housing market; the current state of the housing market; and some ways you can improve your digital marketing and sales to sell more homes for the remainder of 2021 and beyond. David is a fantastic speaker, with very innovation ideas – you won't want to miss this, especially if you sell manufactured and modular homes!

**Mr. Michael Perri, Service Manager, Champion Home Builders, Titan Division, and the Hon. William Sherman, Administrator - Manufactured Housing, NY Division of Building Standards and Codes** will present on various **installation and service issues** and review recent changes to the HUD Code.

**New on the Schedule:** Dominick Sageer & Donna Kramer from Community Investment Services will discuss some **Investment Opportunities** for NYHA members. In the past few years, many employers have been turning to Multiple Employer Plans (MEPs) and Multiple Employer Trusts (METs) to reduce the administrative burden of offering qualified retirement plans. The Secure Act took it a step further by allowing employers of all sizes and industries to join forces and offer Pooled Employer Plans (PEPs), which began in 2021. BPAS offers a turnkey retirement program that allows small businesses to offer an attractive retirement benefit

*CONVENTION, cont. on Page 11*



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## FROM THE NYHA PRESIDENT



**JOE BUSHEY**

### KEEP RAISING THE BAR!

It's hard to believe that we have already finished 3 quarters of 2021 and we only have 3 months to go before we say goodbye to 2021. It certainly has been a roller coaster ride, but the good news is, demand for quality housing is as strong as ever, and our industry is well positioned for continued growth. Yes, we continue to face challenges, but as long as we keep planning for success and take great care of the homebuyers that invest in our product, the only limit to what we can grow into is our own expectations of what we can accomplish.

Now is the time to push yourself a little harder to hit the goals that you set back in January, or if you have already hit those milestones, to do a little bit more. Whether it is to sell a couple more homes, rent a few more spaces, or even lose a few extra pounds, you can make it happen if you are committed to it and stay focused on making whatever is important to you a reality.

At NYHA, our goal is to continue to assist our members and increase participation amongst our Association. Our biggest and most important event of the year is our Annual Convention, which will take place at the end of this month. I urge you, if you have not signed up already to do so and to plan on spending the evening of October 27<sup>th</sup> and all day October 28<sup>th</sup> at the Turning Stone Resort in Verona with the rest of the New York state factory built housing industry. The goal this year is to host more people than we did prior to the pandemic in 2019. Registrations have been going very well so far, so we are well on our way to reaching that goal and look forward to seeing **everyone** there!

## NYHA: MANY MEMBERS, ONE STRONG VOICE!

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# NYHA 71<sup>st</sup> ANNUAL CONVENTION

## October 27 & 28, 2021

### Tentative Schedule of Events

#### October 27<sup>th</sup>

- 2:00 pm NYHA Board of Directors Meeting (Willow Meeting Room)  
*All NYHA Members Welcome!*
- 6:00 pm Welcome & Networking Reception (Appalachian/Adirondack Clubhouse)

#### October 28<sup>th</sup>

- 8:00 am Registration & Continental Breakfast (Cyprus Ballroom Foyer)
- 9:00 am Welcome & Introduction (Cypress Ballroom)
- 9:15 am David Finney, Bild Media: **Marketing & Sales**
- 10:15 am Break with Exhibitors
- 10:30 am Hon. William Sherman, NYS DOS DBSC & Mike Perri, Titan Homes: **Installations**
- 12:00 pm Luncheon
- 1:00 pm Elliott Eisenberg, Ph.D., The Bow Tie Economist: **Economic Issues**
- 2:45 pm Break with Exhibitors
- 3:00 pm NYHA 71<sup>st</sup> Annual Meeting
- 3:30 pm Dominick Sageer & Donna Kramer, LPL Financial - Investment Opportunities
- 4:00 pm Mark Glaser, Esq., Greenberg Traurig: **Legislative Update**
- 5:00 pm Closing Remarks

#### October 29<sup>th</sup>

- 8:30 am Registration for 3-hour Continuing Education Course (Willow Meeting Room)  
(separate registration/fees apply)

Travel home safely!



## ANNUAL CONVENTION & TRADE EXPO EXHIBITORS & SPONSORS WANTED!

### EXHIBITOR & SPONSORSHIP OPPORTUNITIES STILL AVAILABLE!

There are exhibit spaces & sponsorships available for the 2021 Annual Convention & Trade Expo. All sponsorships include recognition on-site, in meeting materials and in the NYHA *Housing Now* newsletter. Additional benefits as listed.

#### **Table Top Exhibitor: \$400 Member / \$650 Non-Member**

Includes one meeting registration

**TAKEN!** \*Lanyard Sponsor w/Table Top Exhibit: \$300 Members only

Includes one meeting registration

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**Beverage Sponsor: \$300 NYHA Members only**

**Program Sponsor: \$300 NYHA Members only**

*\*Only 1 available. Please call to check availability*

### EXHIBITOR INFORMATION

You have a fantastic opportunity to boost your business during the Convention!

Twenty-five table top displays will be available on a first come, first served basis. The exhibit area will be located next to the meeting room, giving you a great opportunity to mingle with industry peers as you promote your business. Each table top display includes one 6-foot skirted table, two chairs, electricity and one full meeting registration (including all sessions and meals). Each additional employee from your company will pay a separate fee to attend. As in 2019, we will be having a "Poker Run" to help encourage our attendees to visit as many exhibitors as possible.

#### **EXHIBITOR SCHEDULE**

(subject to change)

##### **Wednesday, October 27, 2021**

Exhibitor Set-up: 6:00 pm - 10:00 pm

##### **Thursday, October 28, 2021**

Continental Breakfast: 8:00 am - 9:00 am

Break with Exhibitors: 10:15-10:30 am

Luncheon: 12:00 pm - 1:00 pm

Break with Exhibitors: 2:45 pm - 3:00 pm

Exhibitor Teardown: after 3:00 pm



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## ARE YOU READY TO USE A CRM TO SELL MORE HOMES?

*By David Finney*

Before we dive into how amazing a CRM is (and they are), let's quickly go over what it actually is. CRM stands for *Customer Relationship Management*. And it does exactly what it sounds like - it helps you manage your customer relationships. Think of it like a digital rolodex that can also do small tasks for you...almost like a digital assistant that stores A LOT of information.

And **everyone** should have them. There's no sales team in any industry that wouldn't benefit from having some sort of CRM.

If you'd like to use one but don't know where to start, reach out to David at [david@bildmedia.io](mailto:david@bildmedia.io) and let us know you're looking for some ideas. We can help point you in the right direction.

Now, let's look at 5 ways a CRM can help you sell more homes:

### **1. Get the Sales Pipeline Organized**

Wouldn't it be nice to know when to call leads, who's hot/cold, which prospect is ready to buy, etc., at a moments notice? A CRM can do that. You can organize all your contacts into different segments, and schedule tasks based on those segments. You can even automate reports to be sent out so that every morning you know the status of every deal, **WITHOUT** having to look at a whiteboard or ask the salesperson.

Getting organized saves time - time that can be used to sell more homes.

### **2. Transparency**

How many calls/messages/texts do you get from customers asking about the status of their home? We're guessing a lot, especially now. A CRM can fix this problem by adding transparency to your sales process via automated updates to the customer.

You can create automated texts and emails that will go out to the buyer whenever a certain point is reached. Loan's pre approved? Text goes out to buyer immediately. Home delivered on site? Text goes out to buyer immediately. Tied down? Text goes out to buyer immediately.

The best part is that you can program this all to happen automatically on every deal. Not having to answer customer update questions saves time - time that can be used to sell more homes.

### **3. Keep Salespeople Engaged**

Do your sales people follow up like you'd like them to? Or are you constantly reminding them to call a lead back or check and see if materials have been delivered? A CRM can remind them for you. You can set up intervals at which you want reminders texted/emailed to your salespeople, and they can act accordingly. Don't spend all your time looking at white boards, spreadsheets, post-it notes, etc. Let the CRM do all that for you and remind your team to follow up.

### **4. Know what works**

Do you know where your best leads are coming from? Is it a google ad? Facebook? Or maybe referrals? A good CRM can help you decide which leads are the highest quality, and which advertising avenues are the best investment of marketing budget.

For example, if a Facebook lead costs \$15 per lead and Google leads cost \$10, you might feel that Google is the better place to run ads. However, if you sell 1 home for every 50 Facebook leads, and 1 home for every 100 Google leads, then Facebook is actually a better investment because your total customer acquisition cost is lower. In the example above, it cost \$750 in ad dollar to sell a home on Facebook, and \$1000 in ad dollars to sell a home on Google. This means you'd want to increase your Facebook ad spend, not Google.

And then we have referrals...these are always money in the bank. The best advertising is word of mouth and referrals, so why not incentivize former customers to send you business? You can use your CRM to do that. For example, send an email or text to every single one of your customers and tell them you'll give them a \$400 Lowes gift card if someone



## ANNUAL CONVENTION & TRADE EXPO

### MEET THE SPEAKERS!



**Elliot Eisenberg, Ph.D.**, is an internationally acclaimed economist and public speaker specializing in making economics fun, relevant and educational. Dr. Eisenberg earned a B.A. in economics with first class honors from McGill University in Montreal, as well as a Master and Ph.D. in public administration from Syracuse University. Eisenberg is the Chief Economist for GraphsandLaughs, LLC, a Miami-based economic consultancy that serves a variety of clients across the United States. He writes a syndicated column and authors a daily 70-word commentary on the economy that is available at [www.econ70.com](http://www.econ70.com).



**David Finney** founded Bild Media in 2019 to help independent dealers and manufacturers tell their market about the incredible quality and value that a manufactured home offers. He believes that factory-built homes are the future of home construction, and he has 'jumped in headfirst' to make manufactured housing a consideration for all Americans. David has over a decade of experience in the manufactured housing industry in Marketing and Business Development at 21<sup>st</sup> Mortgage Corp. in Knoxville, TN. He also owns a small business with his wife, and is very well aware of the struggles and challenges of owning a business, and what it takes to market and advertise in your community.



**Mark Glaser, Esq.**, of Greenberg Traurig, has been NYHA's Counsel for 20+ years. Mark has led many discussions with NYHA members on all matters relating to Legislation and leads the fight lobbying for the manufactured & modular housing industry in Albany. Mark has also served as Counsel to the Majority of the New York State Assembly, acting as legal advisor to five Speakers of the Assembly as well as other members of the Assembly's leadership.



**Dominick Sageer** entered the Financial Services business in 1986. He offers independent and objective wealth planning and pension advice, with the goal to provide guidance that can help his clients understand and better define their goal. He values the long-term relationships that he has developed with his clients and their families over the years and has lived in Central NY his entire life. Dominick works with a team of highly skilled individuals at Community Investment Services to provide services that include: retirement planning; estate planning; college funding; investment planning; and insurance services.



**Donna Kramer** concentrates on new business development in both DB and DC market-place in NY. She works with financial intermediaries to help them foster new retirement plan business with their clients. Donna has developed expertise in a variety of plan types, ranging from 401(k) and 403(b) plans, to various forms of non-qualified and executive compensation plans and has been in the Financial Services business for many years.





## ANNUAL CONVENTION & TRADE EXPO

### MEET THE SPEAKERS!



**William Sherman** joined the NYS Dept of State's Division of Building Standards & Codes in April 2008, as a Code Compliance Specialist for Manufactured Housing. In 2016, he was appointed to a leadership position as the Administrator for Manufactured Housing, assisting with the management of the unit's overall activities. Bill's activities include: training, installations, direct enforcement tasks within numerous local governments, investigations of consumer complaints, handling dispute resolution matters, as well as the overall enforcement of the State Plan for Manufactured Housing, the NYS Uniform Fire Prevention and Building Code and Code of Federal Regulations for Manufactured Housing, and much more.



**Michael Perri** is the Service Manager at Champion Homes, Titan Division, and has close to 40 years experience working on manufactured and modular homes all across NY. Mike previously worked with G & I Homes and American Homes as a foreman and manager and is experienced in all aspects of installing homes. Mike will join Bill Sherman to discuss installations and his knowledge and experience will be insightful to all Certified Installers.

## TRADE SHOW EXHIBITORS & CONVENTION SPONSORS





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they referred buys a home. Spending \$400 to make a few thousand in net profit is something we'd all be able to get behind.

### **5. Be nice : )**

Customers love a business that makes them feel good. CRMs can help with that too. You can set up reminders to reach out to previous customers and prospects just to say something nice. This will keep your business at the front of their mind, and they'll think of you when the subject of home buying comes up.

Need an idea? Send out a happy birthday text to everyone in your CRM. You get birthdays when you close a deal, and we don't know anyone that doesn't like to hear 'happy birthday'. Just set up a reminder in the CRM on each of your previous customers birthday's, and send them something personal that they'll appreciate. It will only take a few seconds, but it might make their day. And if they're happy, they'll mention your business in their daily lives.

Need some help choosing or setting up your CRM? Reach out to David Finney at [david@bildmedia.io](mailto:david@bildmedia.io) and let him know you're interested in a FREE consult call. He'll help you get started and selling more homes in no time.

Not sure what you need? Visit David's blog at <https://bildmedia.io/news/> where we've got a wealth of FREE information to help the manufactured housing industry advertise online.

**PLAN TO JOIN NYHA AT THE  
71<sup>ST</sup> ANNUAL CONVENTION  
ON OCTOBER 28, 2021  
TO HEAR MORE FROM  
DAVID FINNEY!**

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### *CONVENTION, cont. from Page 1*

while delegating administrative and fiduciary burdens to the experts. Come learn more about this exciting new benefit for NYHA members and a great opportunity for your employees!

Coming off of a very successful and well-attended STAR webinar on August 24, 2021, NYHA Counsel Mark Glaser Esq., of Greenberg Traurig, will be providing the latest on the changes to the STAR program. All Community Owners will want to be prepared for the changes to the STAR real property tax exemption program. Make sure you stay for this update and learn about how the transition from STAR exemption to STAR credit will impact your Community and your residents. A more detailed Legislative Update, including Evictions and Legislation to watch for in 2022 will also be provided by Mark. No one should miss this!

The Trade Expo promises to be great! Exhibitors who have already signed up to attend include: Blevins, Inc.; Dura-Bilt Products; First Credit Corp. of NY; Haylor, Freyer & Coon; Marlette Homes; MHD Empire Service Corp.; RHP Properties; Style Crest,

Inc.; Titan Homes; Triad Financial Services; and Walker Sales & Distribution. We will be conducting a "Poker Run" again this year to encourage you to visit with all of our vendors. High hand at the end of the day will win a prize: winners choice of a FREE four-some at next year's golf outing, or two FREE registrations at next year's Annual Convention. Make sure you thank the vendors for supporting YOUR Association!

The day after the Convention, **Friday, October 29th**, we are offering the required 3-hour Continuing Education Course for certified mechanics, retailers, installers and manufacturer's. Separate fees and registration are required. This is the last 3-hour Continuing Education course scheduled in 2021, so plan ahead!

***We hope to see you all soon!***





# THE NYHA OFFICE WILL BE CLOSED MONDAY, OCTOBER 11, 2021 FOR THE COLUMBUS DAY HOLIDAY



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## COMING EVENTS

**Oct 27-28: 71<sup>st</sup> Annual Convention**  
Turning Stone Resort

**Oct 29: Continuing Education**  
Turning Stone Resort

**Nov 4: 21B & Mechanics**  
Holiday Inn Liverpool

To register and pay for any event,  
please visit: [www.nyhousing.org/events](http://www.nyhousing.org/events)



# 2021 NEW YORK STATE MANUFACTURED HOUSING CERTIFICATION COURSES

- |                   |   |
|-------------------|---|
| <b>October 29</b> | <b>3-hour Continuing Education</b><br>Turning Stone Resort, Verona NY         |
| <b>November 4</b> | <b>21B Initial Training Course</b><br>Ramada by Wyndham Liverpool/Syracuse    |
| <b>November 4</b> | <b>21B Installer Training Course</b><br>Ramada by Wyndham Liverpool/Syracuse  |
| <b>November 4</b> | <b>Mechanics Certification Course</b><br>Ramada by Wyndham Liverpool/Syracuse |

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## JOIN OUR EFFORTS TO PUSH BACK ON UNREASONABLE ENERGY STANDARDS FOR MANUFACTURED HOUSING

The Department of Energy (DOE) has published a proposed rulemaking on energy standards for manufactured housing which, if finalized will eliminate manufactured housing as an affordable housing option for hundreds of thousands of potential homebuyers. The current DOE proposal is fundamentally flawed and must be completely rewritten to ensure manufactured homes remain an available option for American families.

The DOE proposal would dramatically increase the costs of manufactured homes, and in some areas of the country, will make the construction and transportation of homes nearly impossible. The proposal uses the 2021 International Energy Conservation Code (IECC), which was developed for commercial and site-built residential buildings and ignores all the construction aspects unique to manufactured housing. Requiring the industry to comply with a building code that was developed outside of the HUD Code makes no sense and will confuse and disrupt manufacturing across the country.

The law requires the DOE to establish energy standards for manufactured housing based on the most recent version of the IECC unless using such a code is found not to be cost effective. We need to tell the DOE that their proposal is absolutely not cost effective. The assumptions made by the DOE in assessing cost are fundamentally flawed. According

to MHI's analysis of their assumptions, only one of the locations cited by DOE would result in minimal cost savings for a customer. All other locations would result in increases in upfront costs with no breakeven point even after ten years of ownership – there is NO payback in energy savings for the customer. Cost is not the only issue with the proposal. Under the DOE's proposal, logistically it would be near impossible to construct and transport homes built with the new requirements.

At a time when the Administration is looking to boost the supply of affordable homes through manufactured housing, this rule cannot stand. Join us to oppose the DOE rule.

### Join MHI's Effort and Take Action Now!

It is critical that DOE hear from all sectors of the manufactured housing industry about how detrimental this proposal would be for homeowners. Please join MHI's effort and tell DOE that their actions will place homeownership out of reach for many Americans.

To participate in the Call to Action, please visit: <https://www.manufacturedhousing.org/mhiactioncenter/>

The letter to DOE has already been composed – all you have to do is insert your home address and click submit.

## MHI CALLS ON FEMA TO ENSURE ITS FLOOD POLICIES SUPPORT MANUFACTURED HOUSING

In response to the Federal Emergency Management Agency (FEMA) seeking input on transforming the Community Rating System (CRS) under the National Flood Insurance Program, MHI submitted formal comments urging FEMA to restore exemptions for older manufactured home communities and to treat manufactured homes the same as site-built homes with respect to measuring base flood elevation. Before a recent change, community owners could replace older homes and elevate the replacement homes to 36" above grade. These communities now have to meet a 1-foot freeboard requirement when replacing units with newer manufactured homes. In its letter, and during a listening session earlier this month, MHI called on FEMA to reinstate the exemption so that older homes can be replaced.



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### **Additional Details**

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- \*Reason for selling: retirement

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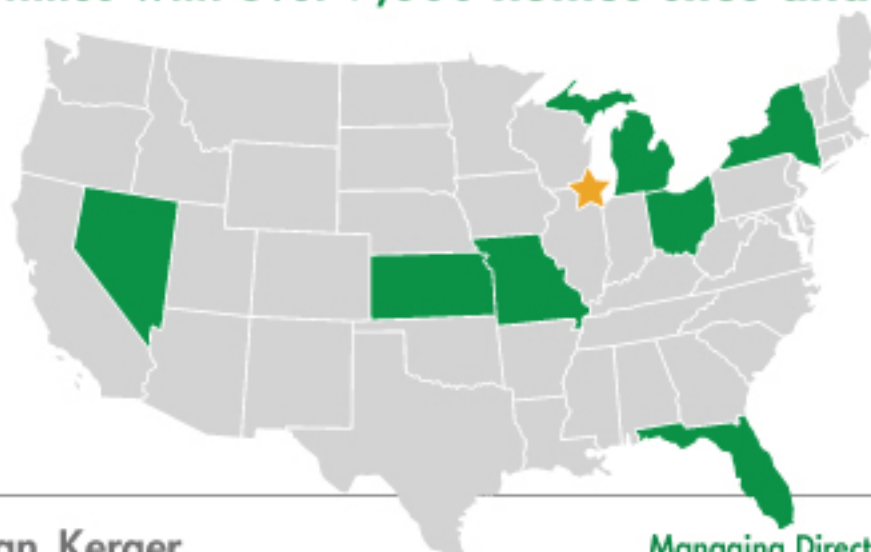


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