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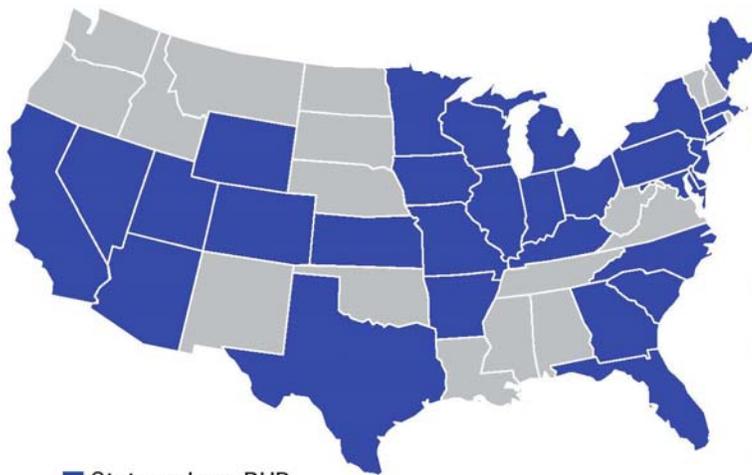
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MONTHLY MEET-UP: NOVEMBER 12, 2024



STREAMLINING SUCCESS: LEVERAGING SOFTWARE FOR EFFICIENT MANAGEMENT OF MANUFACTURED HOUSING COMMUNITIES

Join us on Tuesday, November 12th from 11:00 a.m. to 12:00 p.m. for an informative webinar session to learn about solutions that the partnership between MailFuze and Rent Manager property management software has to offer manufactured housing communities of the New York Housing Association!

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

SAVE THE DATE
August 6, 2025
Drumlin's Country Club
Syracuse, NY

Summer Outing

WATCH FOR DETAILS!

New York Housing Association
info@nyhousing.org
www.nyhousing.org

GOLF * GOOD FOOD * FUN

The poster features the New York Housing Association logo in the top left. A red banner with the text "Summer Outing" in white cursive script is positioned below the logo. Underneath the banner is a stylized illustration of a golf course with a green fairway, a red flag on a green, and a blue sky with a sunburst containing the text "WATCH FOR DETAILS!". At the bottom, the text "New York Housing Association" and contact information are provided, along with the slogan "GOLF * GOOD FOOD * FUN" in green.

WELCOME KRISTEL COLLINS NYHA OFFICE ADMINISTRATOR

Welcome Kristel Collins, the new NYHA Office Administrator! Kristel started working for NYHA on September 30th. She has worked for one of our larger member communities and lives in one of our member communities. Kristel earned her paralegal degree online, and has worked for attorneys and law offices in the greater Capital District. Everyone will have an opportunity to meet Kristel at this year's Convention, so make sure you introduce yourself!

Kristel Collins
Office Administrator
kristel@nyhousing.org

518.867.3242 * Fax 518.867.3245
www.nyhousing.org * 800.721.HOME

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The block contains the New York Housing Association logo on the left. To the right, contact information for Kristel Collins is listed, including her name, title, email, phone numbers, and address.

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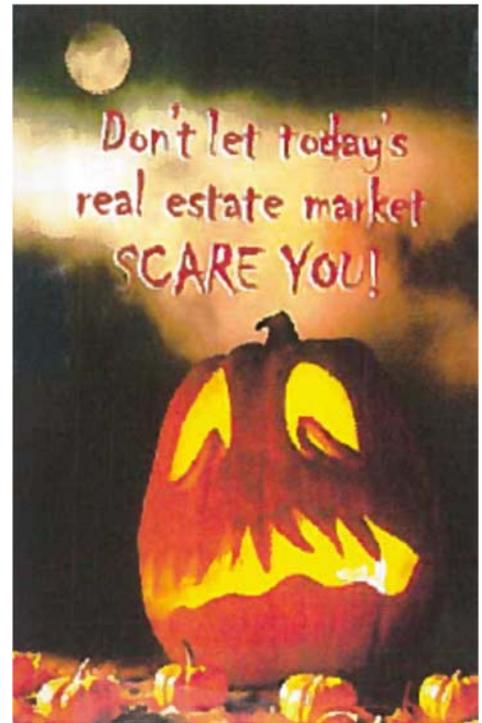
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DOES THE CUSTOMER EXPERIENCE MATCH THE DIGITAL EXPERIENCE FOR YOUR HOME BUYERS?

“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.” – Jeff Bezos

Your website looks great. Ads and posts on your social channels are rocking. You are the king or queen of the mobile home internet.

You've got the right inventory at the right price, and lenders are standing ready to buy some deals. Where is everyone?

Does that sound familiar?

I was looking at a client's marketing data last week, and I couldn't believe what I saw. This retailer is advertising just like everyone else, yet their web traffic, phone traffic, foot traffic, and their SALES, are 2-3x the nearest competitor. They get 100s of leads per month, and hundreds of sales per year, at ONE STORE. They're getting all the business and advertising no differently from anyone else in their market.

What's the difference? It's their experience. Home buyers in their market know that they will get the best experience at this store, no matter what. That is their reputation. Whether someone is buying a \$75,000 single, or a \$350,000 double, this particular retailer will give them the best buying experience possible. Their marketing and advertising may look like everyone else, but their in-store experience feels VERY different.

Do you want to get this kind of business in your store or community? Here are a few things you can do to improve the experience in your store to help you sell more homes:

1. How's the parking?



Take a look at the picture at the bottom left. This is from a Walmart parking lot. I chose Walmart for this example because they have the reputation of having some of the most affordable items, much like our industry. Yet they actually have pretty nice stores, all things considered.

Do you see any gravel in that parking lot? Mud? Dirt? Or grass?

Of course not. That is a paved, well lit, and well-marked parking lot. There is no standing water, and the parking spaces are clearly marked. No one is going to accuse Walmart of creating a poor experience in their parking lot.

How does yours compare? This is important. Your buyers are shopping at Walmart, so they're making the comparison. When a potential home buyer steps out of their car, your parking lot is the first experience they have. What does it say about your business?

2. Home buyers are comparing you to EVERYONE



Did you know that Apple has a 55% market share of smart phones, even among lower and middle income earners? This means that more than half of your customers use an Apple product, and it's VERY likely they've been to an Apple store. These stores are modern, well laid out, and are full of associates eager to help out anyone who enters the store.

Apple has an exemplary in store experience. In fact, Apple has the highest sales volume per square foot for any retail store in the United States, from auto dealerships all the way to luxury jewelry stores. They do this by creating an environment in which the customer feels comfortable, welcome, and ready to buy.

Customer Experience, cont. on Page 8

How does your lot or community office compare? Is everything laid out in an organized manner? Is everything easy to find? Are the associates knowledgeable and eager to help? Have you created an environment in which the customer feels comfortable and encouraged to buy?

3. What's in a name, anyway?

Everything.



If you've ever been to a Starbucks (and who hasn't), you know that when they take your order, they ask for your name. And then when your order is ready, they write your name on your cup, and call you by your first name to come get it.

They don't do this by accident. They do it so that every customer feels important, and feels as if the barista and everyone else in the shop personally care about them. The baristas have their first names on their uniforms too - this ensures that customers AND baristas are on a first name basis, making everyone more comfortable.

The same can be done in a manufactured home sales center or community office. Learn everyone's name. Make sure your employees are telling everyone that comes in their name. Get everyone on a first name bases so that everyone that comes into your store is coming into a welcoming, comfortable, first name environment.

4. Appearance Matters



Does your sales team look the guy below left, or the team below? Who would you rather buy from?

Cullman Liquidators may have the 'common man' image going, but customers of all demographics are more accustomed to employees and teams like you'll find at Chick-Fil-A. Don't make the mistake of thinking that simply because your buyers are buying affordable homes, that appearances don't matter. Appearances matter very, very much.

National brands like Chick-Fil-A have set the standard for employee appearance and behavior, and anyone selling consumer products (manufactured homes included), has to rise to those standards.



Our industry doesn't live on an island, all alone. The manufactured home buying experience is being compared to every other retail store the home buyer visits, and they're judging you by how well you treat them. Whether your customer spends their hard earned dollars at a coffee shop to get a latte, a sales lot to purchase a car, or a salon to get their hair cut, they are comparing those experiences to their home buying experience. If you're selling anything to modern buyers, you are being held to a very, very high standard.

As an industry, we are asking our customers to make the largest purchase of their lives, and we need to treat them accordingly. They should NOT have a better experience purchasing a \$2 coffee than they do purchasing a \$200,000 manufactured home. When they leave with a new home after a great purchase experience, they will tell everyone about it. And that is what will really make your marketing, traffic, and your sales, pop.



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NEWS & NOTES

PROPOSED CHANGES TO THE HUD CODE ANNOUNCED

The US Dept. of Housing and Urban Development (HUD) published its' long-awaited updates to the Federal Manufactured Home Construction and Safety Standards (HUD Code) in the Federal Register on September 16, 2024. Recognizing the manufactured housing industry's continuously innovative efforts, the updates eliminate the need for "Alternative Construction" processes for a number of in-demand features.

MHI's Dr. Lesli Gooch applauds "the administrative waiver for the production and immediate delivery of in-demand 1 to 4 unit manufactured homes as a vital move toward addressing housing challenges in high density areas." MHI is concerned about the tight 180-day timeline to enact these substantial new changes, including 74 updates to reference standards, 16 new standards, and 3 regulatory text changes.

The proposed revisions and updates to the HUD Code are critical. They clear out the backlog of items previously approved by the Manufactured Housing Consensus Committee (MHCC), which have been pending HUD approval and implementation for years. To avoid future backlogs, MHI urges HUD to provide more regular updates to the HUD Code to alleviate construction challenges and streamline attainable homeownership nationwide.

Note: The amendments will be officially published in the Federal Register on September 16, 2024, when the 180-day implementation period begins.

You can look up the proposed changes in the Federal Register by visiting: <https://www.federalregister.gov/documents/2024/09/16/2024-20545/manufactured-home-construction-and-safety-standards>



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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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COMING EVENTS

Oct 16	21B & mechanics	Turning Stone Resort, Verona NY	9 am - 4 pm
Oct 16	NYHA Board Meeting	Turning Stone Resort, Verona NY	1 pm - 4 pm
Oct 16-17	74 th Annual Convention	Turning Stone Resort, Verona NY	
Oct 18	3-Hour Continuing Ed	Turning Stone Resort, Verona NY	9 am - 12 pm
Nov 12	Monthly Meet-Up	Remote	11 am – 12 pm
Dec 10	Monthly Meet-Up	Remote	11 am – 12 pm

NYHA MEMBER BENEFIT!

NYHA members have a centralized location where they can list items for sale, advertise current job openings and post general announcements that will benefit our members **and** your business on our website!

This is the place to announce what you are looking for: whether you're looking to purchase a retail sales lot or community, or equipment to run your business; or if you want to add to your workforce or even announce a new position available within your company - this is the spot to do it!

www.nyhousing.org/job-opportunities



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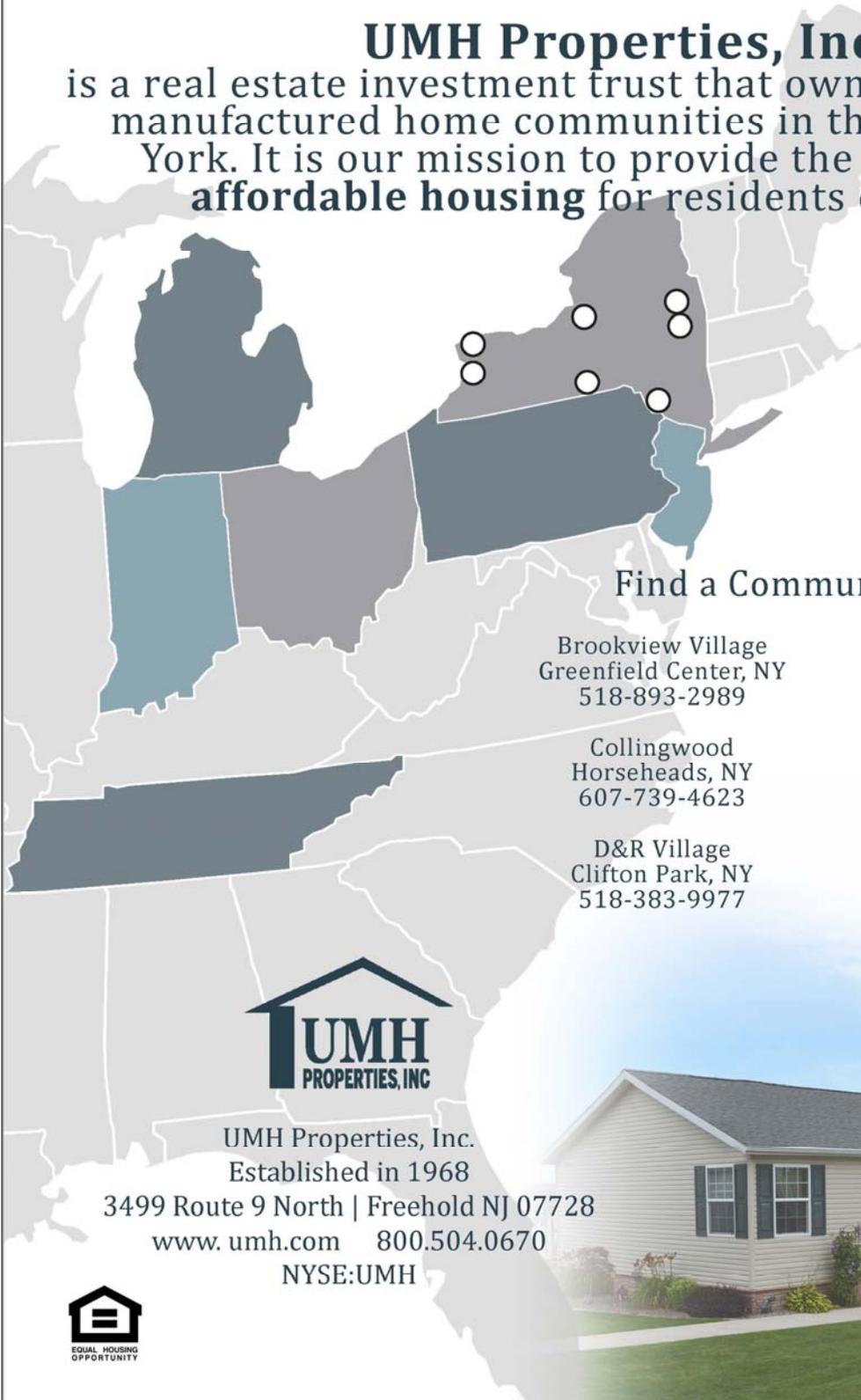
ATTORNEY RECOMMENDATIONS

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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Program Highlights Through HF&C

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