



HOUSING NOW

October 2025

75th ANNUAL CONVENTION & TRADE SHOW October 15-16, 2025: Del Lago Resort, Waterloo, NY

NEW LOCATION!



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Tel: 855-335-5246
Website: <https://dellagoresort.com>

PLANNED TOPICS:

HUD Code Updates - Panel Discussion and Q&A

Ask the Attorneys—including a Legislation Update; Dog Bite Court Case Summary, Fair Housing; and Q&A.

Economic Review/Outlook & Trend Analysis - where are we headed?

Clarification for Rent Do's & Don'ts - How is RPL 233 interpreted?

New Website: www.factorybuiltnewyork.com - are you using the site to it's full potential?

NYS Code Updates and Training Course Update - what's coming in 2026?

Installations - best practices and tips & tricks to smooth the process.

Social Media- what works best in this day and age?

CONFIRMED SPEAKERS:

Neil Bandel, Interstate Homes; Jaime Cain, Esq., Lipsitz Green Scime Cambria, LLP; Phillip Copeland, Titan Homes; David Finney, BildMedia; Joel Harper, MHC Consultants; Jared Hirt, Esq., Duke Properties; Jane McLaughlin, Esq., Greenberg Traurig; Chris Nicely, ManufacturedHomes.com; Rick Robinson, ManufacturedHomes.com; William Sherman, SAA, NYS DOS DBSC; and John Weldy, Clayton Home Building Group.

TO REGISTER, CALL: 800-721-HOME
Registration ends on Friday, Oct 10, 2025!
<https://www.nyhousing.org/events/75thannualconventionandtradeshow>

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**Traditional
Off-Site
Home**
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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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HOW TO GET MORE INBOUND CALLS FOR YOUR SALES TEAM

Does this question sound familiar? **“How can I get more phone calls to our sales center? Those seem to be the best leads.”** The answer? **Make buyers want to call you.**

If you want someone to do something, make them want to do that thing and they'll do it. Easy, right?

And the second part of the question is absolutely true - if a lead calls you out of the blue, they're probably a good lead. They've taken the time to learn about your business, the products you sell, and the best way to contact you. They've probably known about you for a while, maybe had some friends do business with you, and they've likely browsed your social pages and website.

Sounds simple, doesn't it? Make people want to call you, and they'll call you. Voila! That's the key to selling more homes. :)

I know, I know...you're wondering how to make them want to call you. Don't worry... I'll get to that. What you do need to realize is that there is no advertising trick, Call To Action, or targeting hack that will suddenly make people dive to the phone to call your business. You have to earn their trust before they start calling you. It's a process, and the time to start is today.

Here are 4 steps you can take to earn trust in your market, and start getting more phone calls:

1 - Be Nice: Do you know what the most stressful event in someone's life is, after the death of a loved one and divorce? It's moving. And do you know what happens after someone buys a new home? They have to move.

Unfortunately for all of us, buying a new home means you're about to start down the path to one of the most stressful experiences of your life. Whether they're showing it or not, everyone is nervous about buying a new home. And when we're nervous, we tend to find reasons not to do that thing. Reasons like, “That sales team looks a

little aggressive...I think I'll just keep renting. No need to give them a call.”

Don't let the market's perception of you keep you from getting more phone calls. Do everything possible...go over the top...to show every potential home buyer in your market how pleasant, courteous, and NICE you are.

2 - Check the caller ID: Do you have a business line for sales calls? Or are your salespeople just using their cell phones?

If your salespeople are using their personal phones, leads are much less likely to answer because they don't recognize the caller. They submitted their info to a business, and they're getting a call from some dude named Joe Smith. How are they supposed to know Joe is a salesperson at the sales center, calling from his cell phone?

When they miss the call, they are also more likely to call back if they recognize the name on the caller ID. If a

lead submits their info to David's Home Sales, and they see a missed call from David's Home Sales, they are MUCH more likely to listen to the voicemail and return that call if they recognize the business on the caller ID.

3 - Be Everywhere: The more recognizable you are in your market, the more likely you are to get phone calls. If you advertise on billboards, social media, radio, Google, and any other platform you can think of, buyers in your market will recognize and remember you - it almost makes them feel like they know you. And if they feel like they know you, they're more likely to call you.

4 - Show Your Faces: People buy from people. It's why personal brands work, even at large, global corporations. If you buy a Tesla, you feel like you're buying from Elon Musk. If you spend money on



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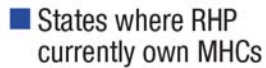


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Some Towns and Villages have outdated zoning that prohibits Manufactured Homes on private land. In 2015, Legislation was signed in to law that prohibits discrimination against an “aesthetically similar” home, manufactured homes included.

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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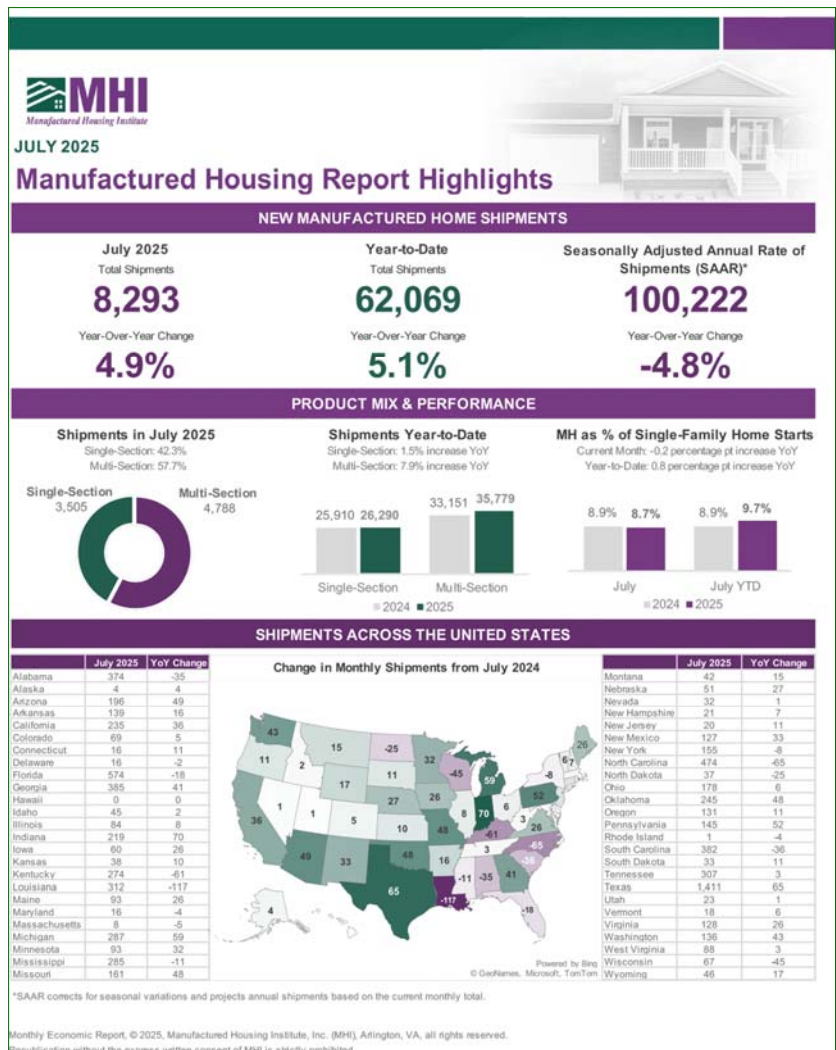
INDUSTRY INTRODUCES VERTICAL ANCHORAGE IN WIND ZONE I INSTALLATIONS

Starting September 17, 2025, the manufactured housing industry implemented a safety enhancement for homes installed in Wind Zone I. This change is being made to align with the timing of upcoming updates to the HUD Code and will result in alternative foundation designs exceeding HUD Code requirements by including specific uplift protection.

This change reflects the industry's ongoing commitment to improving the safety and resilience of manufactured homes. While homes built to the HUD Code have consistently demonstrated strong performance in severe weather, this new uplift protection measure adds an additional layer of security for homeowners in Wind Zone I areas.

MHI commends the industry for coming together to recognize that additional vertical anchorage is a meaningful enhancement to storm safety. The manufactured housing industry has a long-standing track record of coming together to improve the performance, efficiency and resilience of our homes, including with respect to severe weather.

Homes built to the HUD Code have proven their improved durability in storms, and the industry continues to analyze performance data and implement innovations that further improve safety and reliability. In keeping with this tradition of proactive improvement, the industry has come together to enhance protections against uplift in Wind Zone I installations. This underscores the industry's dedication to continuous improvement and homeowner safety.



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

2025 COMING EVENTS

Oct 15-16	75 th Annual Convention	Del Lago Resort	Waterloo, NY
Oct 17	Continuing Ed	Del Lago Resort	9am - 12pm
Nov 11	Continuing Ed	Remote	9am - 12pm
Nov 11	Monthly Meet-Up	Remote	11am – 12pm
Nov 12	21B & Mechanics	Remote	9am – 4pm
Dec 9	Monthly Meet-Up	Remote	11am – 12pm

Stay tuned for the 2026 Calendar of Events!



**SEE YOU AT THE
75TH ANNUAL CONVENTION
& TRADE SHOW
OCTOBER 15-16, 2025**

Sales, cont. from Page 3

Amazon, you still feel like you're giving money to Jeff Bezos.

When people know the person that will be answering the phone, they're more likely to make the call. Don't present your business as a faceless brand in your market. Show the faces behind the brand who are there to help customers find their dream home. Put your team's photos on your website and videos of them on social media. If buyers in the market know the people that will sell them a home, they are more likely to call the business to speak to those people.

The solution to more sales calls isn't a secret - it's about trust, presence, and connection. Do those things well, and you'll never wonder where the next lead is coming from.



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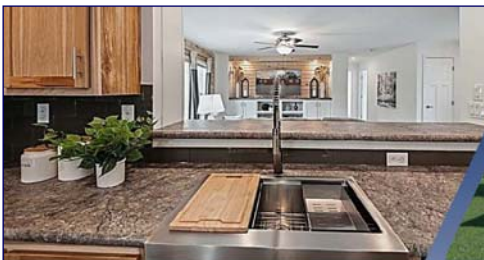
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