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October 2026



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REGISTRATION IS OPEN!
www.nyhousing.org/events/76th-annual-convention -and-trade-show

Our 76th Annual Convention & Trade Show is scheduled to be held October 14-15, 2026 at the Del Lago Resort in Waterloo, NY. You should have received the registration flyer in the mail and we hope you will join us!

We want you to experience a great event that benefits the entire manufactured and modular housing industry in NYS. We have a great line up of speakers and topics to offer everyone, no matter what type of business you are involved with. We encourage you to bring as many of your fellow employees as possible!

Information on the speakers and topics to be discussed are included in the registration flyer. We hope you will take advantage of the seminars to get your employees informed and involved!

Sponsorship opportunities and exhibitor information are included in the flyer as well. Our Annual Convention & Trade Show is a great opportunity for networking, learning something new and just plain having fun!

Early-bird pricing has been extended to midnight on Friday, October 2, 2026!

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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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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WHAT TOPICS INTEREST YOU?

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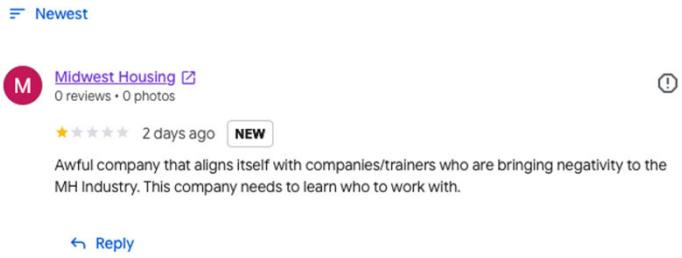
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RESPONDING AND MANAGING NEGATIVE REVIEWS

Well… it happened. : (After years of helping businesses manage their reputations online, we finally took a hit.

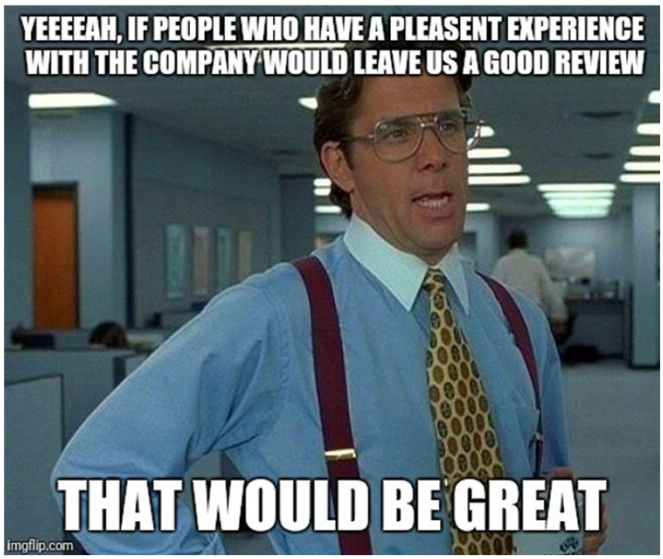
Yesterday I got up, saw that we had received a Google review, and the excitement of a hoping to see a 5 star review quickly turned into frustration at what I saw:



Apparently someone (Midwest Housing?) drank hater-aid with their hater tots for breakfast, and woke up in a foul mood.

Like anyone that gets an anonymous 1 star review, I was pretty fired up. My first instinct was to jump on there and respond in such a way that would REALLY put this person in their place, and show the world that we are not, in fact, a 1-star business. I couldn't wait to show them.

Fortunately, cooler heads prevailed, and I realized that a fiery response would do nothing for our reputation here at Bild Media, and that I needed to respond in such a way that would show a little more poise.



At some point in business, we will all find ourselves at the receiving end of a poor review. Here are the steps you can take to effectively manage poor reviews online:

Do not respond immediately in anger or frustration: This may be the hardest step. All of us got into business because we saw a problem that we could help solve, and part of our path to that solution was helping people. Whether you're helping people buy a home, sell a home, finance a home, etc., you're still trying to help someone do something, and getting blasted for doing that can be rough.

Instead of responding immediately, give it some time. The review isn't going away (for now), so there's no rush to deal with it. Put some time between it and your response so that raw emotions are taken out of the equation.

Remember that your response is for future customers, not the reviewer themselves.

Determine the review's authenticity: This is arguably the most important step, and will determine how you proceed.

See if you can determine whether this person was a customer, and if what they're saying actually happened. If the review is from a real customer and you can determine who that customer is, see if you can fix the issue. Reach out to them. Many times, negative reviews from real customers are left in frustration that they don't have another outlet to reach the business. If the owner reaches out to them and attempts to fix the problem, that can be all it takes for that customer to edit their review.

If it's not a legit review, the course of action is different, and Google has a method to dispute those. Illegitimate reviews include reviews from anyone that was not a customer or potential customer. If someone told their brother to leave a bad review, that should be removed. If a competitor left a fake review, that should be removed. If a bot left a spam filled review, that should be removed.

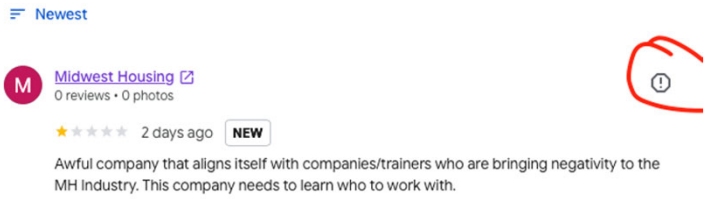
Google wants to create an authentic environment in their Google Business ecosystem, and they will remove any review that they can determine is illegitimate.

Removing bogus reviews: Google, like you, wants to keep fake reviews off their platform. They benefit from providing their users valuable feedback about businesses, not fake feedback.

FEEDBACK, cont. on Page 7

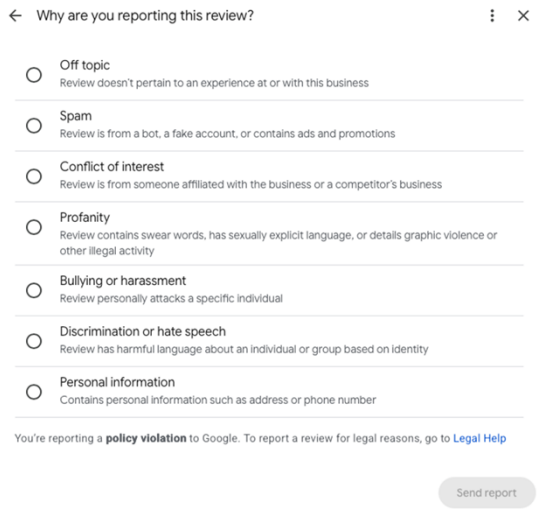
FEEDBACK, cont. from Page 6

If you decide that a review is in fact illegitimate, you do have some options with Google. To dispute a review, go to your Google Business Profile and select the review section. In the upper right corner of the review in question, you will see a stop sign symbol with an exclamation point in it. Click that to get a list of dispute types.



After clicking the button, you'll see a list of policy violations that you can choose for the review in question. Your bogus negative reviews will most likely be 'Off topic' or 'Conflict of interest'. Choose whichever makes the most sense, and submit that to Google for review.

Hopefully, you will hear back in 48-72 hours with good news.



Respond: If the review is legitimate and you screwed up, acknowledge the error, and ask the reviewer to contact you offline so that you can make it right. For example, if I were the owner of a sales center that screwed up a warranty, I'd say something like this: "Hi Mr. Customer. I'm sorry you didn't have the experience you were expecting at Finney Home Center. This is not how we like to conduct business, and we'd like the opportunity to make this right. Please give us a call at XXX-XXX-XXXX so that we can learn more."

If the review is bogus, the response is similar to the legitimate negative review. However, you do need to subtly indicate that the review is not from a real customer. Something like this, for example": "Hi Mr. Customer. We're sorry to hear you had a poor experience with us. We do take negative reviews seriously. Even though we can't find you as a customer in our system to reach out directly, we still want to hear from you. Please give us a call at XXX-XXX-XXXX." This response is simple, polite, and shows that you care, even though you're unsure whether this is a real review or not.

Remember, your response to negative reviews is NOT for the person that left the review. The response is for future buyers who want to see how you handle a tough situations. Do you lash out and argue with a troll online, or do you respond respectfully and try to help?

Bury the negative reviews: Finally, you need to bury negative reviews with positive ones. The good news is that happy customers will leave you good reviews - you just have to ask them. Make it a part of your sales system to ask for a review when you know the customer is most happy. For example, when they get the keys to their new home, shoot them a text with your review link.

If you're worried about your happy customers not leaving a review, don't be. According to BrightLocal, 76% of customers say they will review if asked, compared to 5-10% that will leave a review without being asked. Like most things, all you have to do to get those good reviews is ask. :)

If you'd like to have a conversation about where your marketing could improve, I'd love to help. Click the button below to schedule a FREE discovery call. This isn't a sneaky sales call, or a bait and switch maneuver. It's a simple call to see where you can improve your marketing. I'll look at the business with you, and let you know how I think you can improve your marketing. There is zero cost.



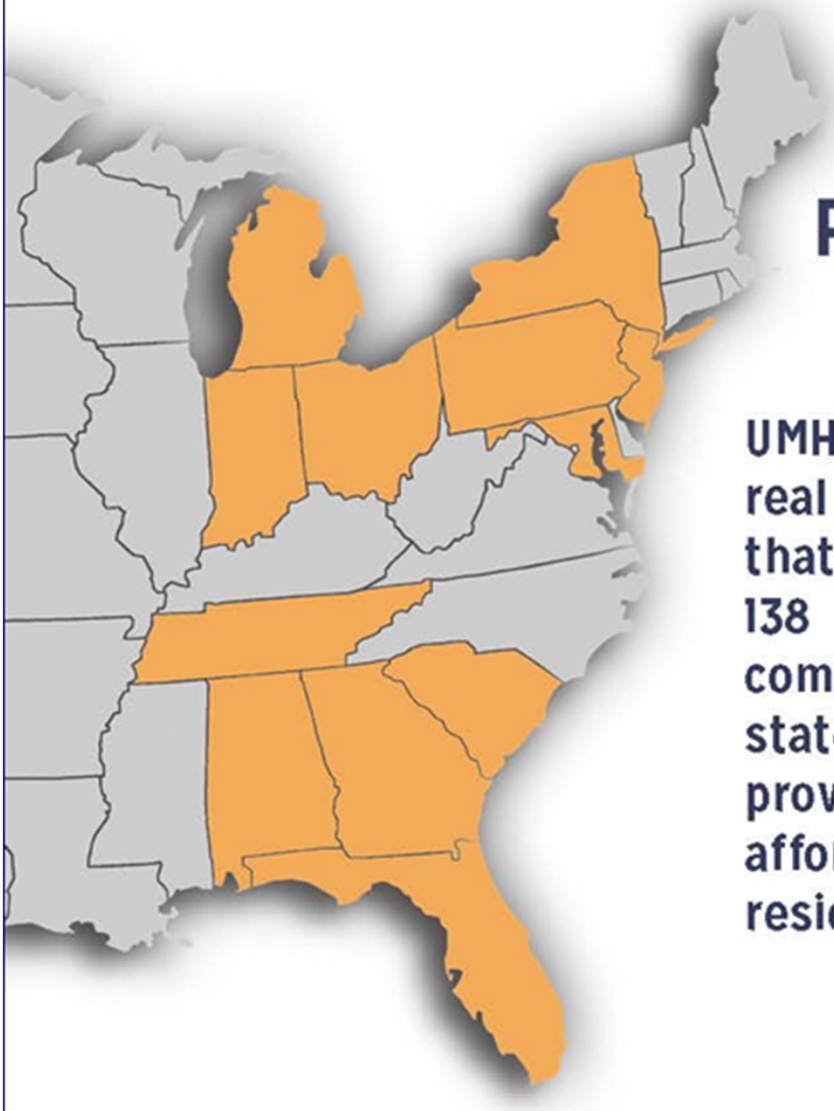
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COMING EVENTS

Oct 14-15: Annual Convention & Trade Show, Del Lago Casino & Resort

Oct 16: 3-Hour Continuing Ed Course, Del Lago Casino & Resort

Nov 17: 3-Hour Continuing Ed Course, remote

Nov 18: 21B & Mechanics Courses, remote

For more info on all events, please visit:

www.nyhousing.org/events

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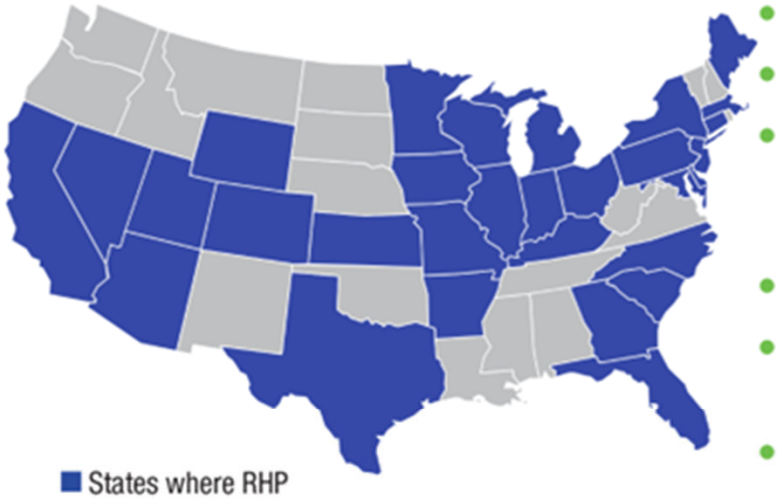


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NEWS & NOTES

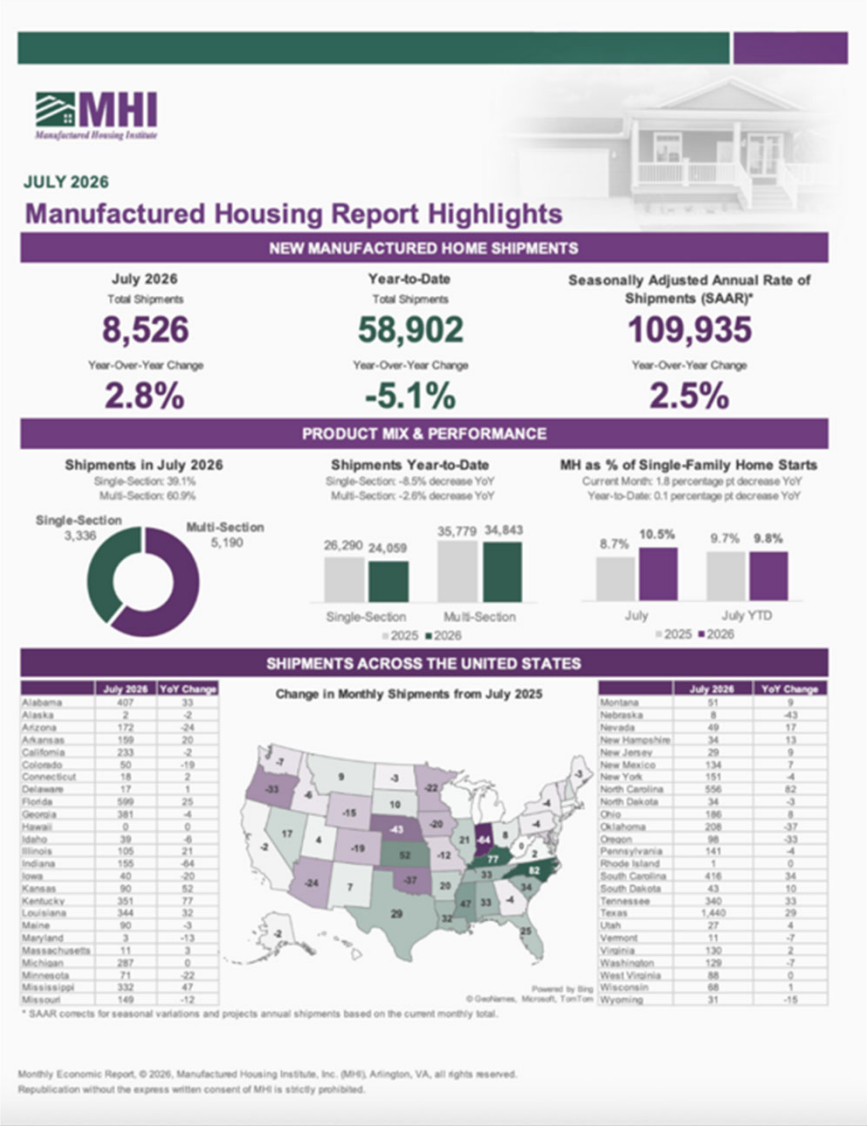
21st Century ROAD to Housing Act Delivers Another Major Win for Manufactured Housing

In a notice published September 18, the U.S. Department of Energy confirmed that its 2022 energy conservation standards for manufactured housing have “no legal effect” under the new law and that the Department will not enforce them. It is a major victory for MHI, the manufactured housing industry and the families who depend on it for attainable homeownership.

The outcome reflects years of sustained MHI advocacy. MHI pursued congressional action, regulatory engagement and litigation to challenge an unworkable federal approach while advancing a lasting legislative solution. Working with the Texas Manufactured Housing Association, MHI challenged the DOE rule in federal court and also pressed for relief from compliance deadlines while Congress considered statutory reform.

The ROAD Act now provides a clear path forward: federal energy efficiency standards for manufactured homes must be developed through HUD’s established consensus and regulatory process. In fact, HUD's Manufactured Housing Consensus Committee (MHCC) has already met on this matter. MHCC's action and DOE’s announcement both confirm the immediate impact of that legislative achievement.

The result does not end the development of energy efficiency standards for manufactured housing. It ensures that those standards are developed through the proper process, with affordability, technical feasibility and the realities of manufactured home construction at the center of that work.



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