

# ADVANCED COMMUNITY MANAGER TRAINING

The S.C.O.P.E. Process to Effective Community Management

**MARCH 12, 2026 from 9:30am – 4:00 pm**

**Location:** Hilton Garden Inn, 6004 Fair Lakes Road, East Syracuse, NY 13057

**Registration:** <https://www.nyhousing.org/events/advanced-community-manager-training>

Call: 518-867-3242 Email: kathy@nyhousing.org

→ Introduction: Economic positioning, Need and Challenge

→ Manager Responsibility: Set the stage; Policies; Stay Legal; Goal Setting; and KPI's

Origins and rationale of SCOPE

## 1. Sales

- a. Marketing
  - i. Demographics
  - ii. Economics
  - iii. Digital
  - iv. Social
  - v. Content
- b. CRM
- c. Driving leads
- d. Follow up
- e. Building trust
- f. Financing
- g. Close
- h. Post sale

## 2. Discussion/Break

## 3. Communicate

- a. Know your residents
- b. Channels
  - i. Facebook
  - ii. Email chain
  - iii. Other
- c. Communicate
  - i. Frequently
  - ii. Truthfully
  - iii. Follow up
- d. Rent
- e. Collections
  - i. Make it easy to remit
  - ii. Work out options
  - iii. Understand boundaries
  - iv. Fair treatment; equal treatment for all

## 4. Occupancy

- a. Set goal
- b. Identify lots
- c. Spec or build
- d. Retailer alliances needed?
- e. Referrals and upgrades from residents

## 5. Discussion/Break

**6. People**

- a. Needs assessment
- b. Associate networking
- c. Resident focus
- d. Reward behavior; praise publicly; counsel privately (residents and staff)

**7. Expense Control**

- a. Budgeting
  - i. Projections
  - ii. Monitor
  - iii. Corrective actions
  - iv. Decisive
- b. Maintenance
  - i. Plan
  - ii. Routine
  - iii. Expense vs capital expenditure
- c. Reporting
  - i. Raise flags
  - ii. Don't avoid bad news
  - iii. Recognize success

8. Applying SCOPE to your everyday operations

9. Discussion Q&A

10. Retention test

11. Evaluation/Suggestions

*About the Presenter:*



Chris Nicely, President of ManufacturedHomes.com & ModularHomes.com, brings nearly 30 years of expertise in factory-built housing and management. With a proven track record, he has collaborated with industry leaders, non-profits, developers, and municipalities to leverage factory-built housing for positive community development in cities such as San Bernardino, CA; Phoenix, AZ; LaGrange, TX; Danville, VA; Jackson, MS; and Detroit, MI.

Chris recently contributed to three published studies by the Joint Center for Housing Studies at Harvard, comparing the cost of site-built housing to manufactured housing, and overcoming obstacles in siting factory-built housing. A respected consultant in the factory-built housing sector, he has worked with major entities like Fannie Mae and Freddie Mac. Formerly, he served as Clayton Homes' VP of Marketing and as VP & General Manager for the Clayton Communities Group, overseeing 80 communities, 22,000 home sites, and sales exceeding 100 homes monthly.

Holder of a BA in Economics from the College of Wooster and an MBA from Case Western Reserve University, Chris is a graduate of Harvard's Achieving Excellence in Community Development.