

**The text in black below is George F. Allen's post in its entirety from the "Community Investor" website for the date show. It is reprinted here for the purpose of analysis, which is permitted under recent court decisions about copyrighted materials. MHPProNews' commentary are in brown, beneath the section analyzed.**

Frankly, this sort of analysis could be done every week, but who has the time or wants to devote the resources to it? The **Executive Summary** would be there is a mis-mash of fact, error, self-promotion and finger pointing at others with three often pointing right back at Allen when the facts are known.

For those who weed through this, those points and **an amazing self admission by Mr. Allen in his own words will be revealed in the copy below.**

For those Wall Street types or Manufactured Home Community Investors who may be reading this analysis, please note that it is precisely because Allen mixes facts, opinion (sometimes misguided, even if the intent might be good) and error so routinely in his writings, that his musings should be taken with more than a grain of salt.

It often takes an expert in manufactured housing to spot his errors, because he delivers them with such pseudo-authority.

Let's begin.

Land Lease Lifestyle Communities Celebrate 20 Years of History in 2013

"Land lease community" is an apt expression, as is manufactured home community. We would agree with Allen that they are preferred to say 'mobile home park.'

However, adding the word "lifestyle" is a term that Allen is trying to advance in recent months that has not, and may never, catch on.

As Allen uses the term above, a marketer might think the moniker is too long, nor would it be a universal fit.

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Perspective. 'Land lease lifestyle communities, a.k.a. manufactured home communities, & earlier, 'mobile home parks', are the real estate component of manufactured housing.

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I.

Land Lease Lifestyle Communities Celebrate 20 Years of History

For a multifamily rental property type that's been around for 70 years, land lease lifestyle community (a.k.a. manufactured home community) contemporary history 'first blossomed' 20 years ago, during 1993.

Prior to 1993, national advocacy decisions were handled by an ad hoc committee, during Manufactured Housing Institute meetings. But when rumors of IPOs (initial public offerings of stock), pursuant to REIT (real estate

investment trust) formation, became commonplace, it was generally agreed national advocacy would be in need of marked and formal improvement.

It would be too cumbersome to note every typo, grammar or 'AP Style Sheet' errors in Allen's columns; there are far too many. We mention it because Allen below calls for Susan Brenton to hire a proof reader, *shouldn't he take his own advice before giving it?*

For example, the acronyms IPO and REIT should have had their parenthetical explanations both capitalized.

While this column of Allen's doesn't touch on 'big boxes – bigger bucks' (one of his pet peeves directed towards HUD Code builders), he clearly doesn't understand or ignores the fact that roughly half of HUD Code production is in multi-sectional homes and they are the bread and butter for many 'boulevard retailers' and builder/developers.

The point is that Allen's analysis and commentary is much like his proof reading; arguably errant.

It is therefore risky for professionals, investors, regulators, public officials or others to rely on his observations without thoroughly cross checking them.

Prior to 1993, only one book had been authored during the preceding two decades, describing any aspect of mobile home park operations. And that was Mobile Home Park Management, self – published in 1988 by PMN Publishing in Indianapolis, IN. Six years later, in 1994, J. Wiley & Sons debuted Development, Marketing & Operation of Manufactured Home Communities. Both books 'sold out' within six months after being released. Since then, the first book has gone thru six updates and is now titled, Landlease Community Management. The second tome, long out of print, and considered by many to be an industry classic, continues to be available via PMN Publishing and Amazon.com. Point? Prior to 1993, HOW TO information, along with benchmark operating statistics re the LLLCommunity asset class, were exceedingly difficult to find.

While it may be true that there has been and is a lack of books published on Manufactured Housing (MH) or Manufactured Housing Community (MHC) management, certainly authors such as Chrissy Jackson that demonstrate that those who want sound information can find it. Allen is far from the only source for books on MH or MHCs.

One volume he ignored is one that he endorsed about two years ago, [linked here](#).

Prior to 1993, two print trade publications, the Journal – which is still in existence, and the Manufactured Home Merchandiser magazine (now defunct) were unabashedly 'HUD – Code home manufacturing & retail sales oriented'. No question about it, and no apologies offered. When I started writing columns, for both publications, during the late 1980s & early 1990s, it was understood they were token nods to the realty segment of the MHIndustry. Since that time, other trade pubs have come and gone, e.g. Modern Home and Community Management. The Allen Letter professional journal (1991) and the Allen CONFIDENTIAL! (1999), both subscriber – supported newsletters; along with a few online ezines, feed our appetite for industry and asset class information.

**The Journal** has many times Allen's readership, a fact to be kept in mind when he tags them by name or by oblique reference.

These days, Allen rarely wants to give credence to the fact that our **MHProNews** has the largest audience in manufactured housing, the most featured writers, the industry's first **Daily Business News**, and more objective content focused on land lease communities – or other segments – of the industry that is free while his two monthly publications require a subscription. While some want to cast us as 'competitors,' it would not be very accurate.

For example, we are two entirely different models; **MHProNews** is a dedicated industry trade publisher, while Allen's publishing (example, this column) are often thinly veiled self-promotions with a mix of some facts, errors and a generous helping of insufficient editing. As a result of the difference in our approaches and methodologies, MHProNews has approximately 200 times the page views Allen's blog does, based on the most generous reading of his own statements.

Prior to 1993, little to no professional property management education. While MHI's Manufactured Housing Education Institute's ('MHEI') Accredited Community Manager® or ACM® program debuted in 1991, it took a couple years to reach its' potential; and in 2001, was joined by PMN Publishing's Manufactured Housing

Manager® or MHM® program. Today, PM training & certification programs are in place – but not utilized nearly as much as they should be, given 50,000 LLLCommunities nationwide. This sad situation has not improved much at all since 1993.

Having been paid to take Allen's MHM program, let it be noted that for a one day session, it has some good points. My concerns were that there was no testing, everyone in the room got a certificate, so those who attend and pay little or no attention can the same certificate that a focused listener does.

Thus the MHM certificate has very little value. There are no barriers of entry, as with the ACM program or others.

So what Allen's analysis above is designed to do is promote his MHM class. But what he fails to acknowledge is that many of the larger portfolio operators have their own manuals and de-facto training programs.

Furthermore, while the fine MHEI may be under-utilized, it is a valuable resource; arguably far more valuable than the MHM class, for reasons noted above.

It is MHEI that should be broadly promoted among independent retailers, communities and others who can't afford in house or consultant-based training.

So, what's the big deal about year 1993? Well first; know two separate resources, birthed in successive years, combined to create a third decisive occasion benefiting the entire specialty property type! In 1989, the ALLEN REPORT (a.k.a 'Who's Who Among LLLCommunity Portfolio Owners/operators in North America!') replaced Roulac's Strategic Real Estate 'List of 25 Largest Mobilehome Park Owners in the U.S.' And the following year, nearly 100 'mobile home park owners' convened in Clearwater Beach, Florida, for the first of 21 annual International Networking Roundtable events. And subsequent to that first meeting, this idea was birthed...

**The above underscores the prior points, 'information' is co-mingled with thinly veiled self-promotion.**

Bringing us to 31 August 1993. While details of the historic event, formation of the Industry Steering Committee, or ISC, predecessor to MHI's National Communities Council ('NCC') division, is recounted in Appendix G of How to Find, Buy, Manage & Sell a Manufactured Home Community (J. Wiley & Sons, 1996), a summary of those events follows here. That day, 19 owners/operators of (then) manufactured home communities met at an airport hotel in Indianapolis, IN. Among the 19, were executives from all the firms that'd launch IPOs during the next two years: MHC, Inc. (today, ELS, Inc.); Sun Communities, Inc.; Chateau Properties, Inc.; ROC Communities, Inc. (latter two eventually merged). And UMH Properties (then, United Mobile Homes), already a REIT – from the 1980s, was also present, as were a half dozen other private and corporate property owners. Following that watershed meeting, several additional Task Force gatherings convened at locations around the U.S., culminating, on 1 January 1996, with MHI forming the NCC (now division), to formalize national advocacy in behalf of land lease lifestyle communities nationwide.

To tip the hat in Allen's direction, in those days, he was far more respected by the larger community owners than he seems to be today. Evidence for that observation? Allen's own public statement at the MHEI meeting in San Antonio, TX last October, where he said to those in the room – which included myself - that only one major player was present at his September **Roundtable**.

By contrast, far more major players are going to the annual MHI/NCC Congress or to the rejuvenated Louisville Show. Having attended both the Roundtable and **MHI/NCC Congress**, the topics, speakers, networking and overall content tend to be better at the industry's **Congress**. Attendance at Congress is roughly three times higher than the **Roundtable**.

Could it be that the drift of larger communities away from Allen's annual meeting is one more reason he is trying to create a rift between 'smaller' community operators and the mid to larger ones?

And isn't it logical for smaller, mid and large portfolio operators to network together? All benefit from the experience, and the reverse of 'separating them' by doing the Allen proposed break away association would leave smaller MHC operators with whom as their mentor?

Allen? One of his referral colleagues?

Please note carefully the graphic near the end of this analysis below.

So, year 2013 commemorates the 20th anniversary of LLLCommunity owners/operators 'taking control of their collective future', and laying the groundwork for representation and advocacy they'd need as several property portfolios 'went public'. Year 2013 also marks the 17th anniversary of the NCC division proper. And for those reading this history, but not yet direct, dues – paying members of MHI and its' NCC division, know that the next biannual meeting is 25 & 26 February in Arlington, VA. For membership and meeting information, phone (703) 558-0666 or 0678. And tell'em 'George sent me!' Hope to see you at the meeting in late February....

To the untrained reader of Allen's columns, this may look like he is still trying to be a faithful MHI/NCC member. Bear in mind that when Allen was trying to become a member of the **RV/MH Hall of Fame**, he used a similar campaign tactic. Allen similarly blasted the **Hall** for waiting until after the death of many to name them, while encouraging people to support the Hall.

Allen eventually was admitted.

As a related aside, the RV/MH Heritage Foundation has been approached about effecting some sort of formal commemoration of this 20th anniversary, so important to owners/operators of land lease lifestyle communities. Perhaps special mention will be made of the Industry Steering Committee, and its' 19 Pioneer attendees (most of whom have now retired or died), at the 2013 Induction Banquet honoring Hall of Fame inductees, during August 2013. Guess we'll have to wait and see....

Was the Hall approached by Allen directly or indirectly?

II.

'Hooray!' for MHCA's 'The Future of Manufactured Housing'...

Have YOU read it yet? What? The Manufactured Housing Communities of Arizona ('MHCA') January/February 2013 'newsletter' cum 30+/- page booklet, titled: Today & Tomorrow. Actual title of this issue: 'The Future of Manufactured Housing'. Kudos to executive director Susan Brenton, for planning and pulling off this futuristic coup! Want a copy? Phone Susan @ (480) 345-4202.

OK, here's what I like about the overall newsletter cum booklet. There are no fewer than nine feature articles, penned by several attorneys (West of the Mississippi, they're 'everywhere!'), representatives from three national Advocacy bodies, one erstwhile land lease lifestyle community manager, one LLLCommunity owner, and MHCA's president, Neal Haney, owner of NTH Management, a fee management firm. There's good substance buried within most of these articles, but you must ferret it out...

The 'erstwhile' reference is to myself, L. A. "Tony" Kovach. as the reader will see below. What Allen doesn't mention is that we do contract sales, marketing and consulting work for vacancy challenged communities via our [MHC-MD.com](http://MHC-MD.com) platform. We also do consulting work for retailers looking to increase sales. What Allen also fails to mention is that I've managed from 7 to 17 properties at a time, which to my knowledge, is far more than Allen has ever simultaneously done, and that we have solid written endorsements for our work.

For example: Attorney Michael A. Parham's piece, 'A Dystopian Future for manufactured housing?' Where dystopian is '...a society characterized by human misery, squalor, oppression, disease and overcrowding.' His final paragraph reads, "I am gloomy about the future but still have some optimism that with innovation and hard work this industry can survive and perhaps prosper. But we need to recognize what is happening around us and be nimble enough to act to avoid the bad consequences and take advantages of opportunities presented by all of these new developments." (Evidently, attorneys don't use commas in AZ. GFA)

For example: Erstwhile property manager L.A. 'Tony' Kovac pens: "A well known, successful community operator has told me that if we aren't careful, the land lease MH Communities of today will turn back into the corn fields, will be bought out by big box stores or 'higher and better use' developers. We have natural advantages because we do offer quality, affordable homes and living. But that doesn't mean that we don't have threats." And he goes on, to rightly decry subsidized housing. Other threats?

Speaking of one of dozens of editing oversights in a single column, my last name was misspelled – it is Kovach.

Allen and I would both agree that Susan Brenton and the Manufactured Housing Communities of Arizona project is a good one.

For example: Attorney John A. Buric reminds us: "A segment of our industry will also continue to cater to lower income individuals, providing necessary housing to those who might otherwise be unable to afford decent housing. While many outsiders tend to bash our industry and some of its low end housing, the reality remains that such communities are an economic necessity and provide housing to individuals who could not otherwise afford a decent place to live." How many times do we forget that perennial truism?

Here's where & how I think MHCA can improve on this project, in the event they decide to perform this valuable service for the manufactured housing industry next year.

- Decide on a theme, like you did this time around, but solicit a more heterogeneous group of writers. While MHCA is a land lease lifestyle community owners' trade association, only two of the nine articles are authored by 1) a bona fide LLLCommunity owner; and, 2) owner of a highly respected fee management firm specializing in this unique, income – producing property type. In my opinion, half the articles should be written by community owners/operators and HUD – Code home manufacturers. The other half? Industry advocates again, and certainly representatives from the chattel and real estate – secured finance (mortgage) segments of the manufactured housing industry.

Amusingly, Allen's suggestion would leave out our work at MHC-MD.com and MHProNews.com while leaving himself in, again, self-promotion. Again, please note the graphic near the end below.

- Hire a proofreader and content editor to polish all submissions! There were grammar, word choice, spelling, and punctuation issues within every article, e.g. missing commas, too many 'that' words, etc.. Also consider terminology alternatives and give writers an Approved List to use. In this year's debut pub, nine variants were used to describe our unique, income – producing property type: 'communities' (Here Haney & Buric have the right idea); manufactured home community; manufactured housing community; parks; land lease lifestyle communities; and, one writer used three variants interchangeably: MH Communities, Land lease MHCs, and MHC's. And, in my opinion, drop the use of 'dealer' next year in lieu of independent 'street' MHRetailer, and maybe 'company stores' (to differentiate manufacturer – owned sales centers from the former). Also prefer use of 'resident' and or homeowner/site lessee instead of tenant, and rental homesite or site, instead of lot, pad, stall, or worse.

In fact, all of the publications, ours included, could use more editing. In our case, the challenge is there is often too much work with too few hands! We would certainly not want less work, so that is not a complaint.

- And there will be missteps, no matter how careful one parses, that slip by unnoticed. For example; in the MHARR piece, this statement is made: "What is needed...is dedicated, independent, national representation of the post production sector to effectively advance its' interests in the nation's capital (sic) – working in cooperation with the (home) producers' national representation...." (author's underlining) This is an obvious call for national advocacy association reorganization. Yet, when given an opportunity to advance said cause, two months after those lines were penned, the author waffles, claiming a subsequent change in priority.

This commentary is typical of Allen and Danny Ghorbani's MHARR contribution to MHCA's magazine. Allen welcomes Ghorbani's support of his new association, but waffles himself between blasting Danny or praising him, perhaps due to the current level of support by Ghorbani towards Allen himself?

Know what MHCA's 'The Future of Manufactured Housing' issue reminds me of (excusing the dangling participle)? How 'years ago', the short – lived slick print trade publication, Community Management, prepared and distributed an annual compendium of Best Articles Published That Year, including some new material, regarding all aspects of (then) manufactured home community ownership and management. And there's an interesting coincidence to be found in that comparison: both publications were researched and prepared by manufactured aficionados domiciled in Arizona!

Some of Allen's historic insights (when accurate) are indeed interesting. But one should note that beyond communities, the Texas Manufactured Housing Association has launched a new, slick publication of their own, **MH Quarterly**. Very nicely done with high quality graphics, layout and design.

III.

MUSINGS



Originally thought it was just me, but have since learned there're many 'skin in the game' businessmen and women around the country who observe and think similarly about contemporary issues, disturbing trends, and more; all affecting the manufactured housing industry and land lease lifestyle community asset class. In no particular order or priority or emphasis, here're those we've been seeing and pondering most of late...

Talking about 'fair value propositions', relative to homeowner/site lessees living in LLLCommunities, and enabling this to occur, is difficult if not impossible to ensure, when the property owner/operator touts a Maximize Profitability business model (i.e. 'maximize – rental – income & minimize – operations – expenses'). Bottom line? Either enable 'fair value propositions' for one's homeowner/site lessees, or stop boasting about the matter among your peers!

This is a thinly veiled attack on some of the companies that once worked with Allen to form the NCC, now they are the victim of Allen's barbs. Some of what Allen states would require pages to unravel and set straight. Suffice it to say that those firms do better – and may well have more resident satisfaction - than Allen's land lease community does. Want proof? See the graphic near the end, below.

The sad disconnect, between word and deed, by national elected leaders talking 'industry unity' out of one side of their mouth; yet through inaction, encouraging the birthing of at least one, if not two, new national, not for profit manufactured housing – related trade bodies. Can't help but recollect a similar scenario in 1985, when a group of disenchanting HUD – Code home manufacturers split from the Manufactured Housing Institute to form the Manufactured housing Association for Regulatory Reform. Paraphrasing a pair of oft – quoted, and related, aphorisms: 'Those who fail to learn from the errors of their past, are likely to repeat them; and at greater cost, the second time around.'

Here Allen is really stretching! He tips his hat towards industry unity, knowing how important it is.

Then he points the finger at MHI (and by inference today, their NCC division) as being the 'cause' of his and MHARR's leaving. The question ought to be this. When has the industry ever advanced major agendas in the last 15 years? Objectively, when MHI, MHARR and the states were all working in concert with each other.

That being the case, and Allen knows this to be true, so what is the justification, if any, for Allen's new planned "association?" Please refer back to the **Industry In Focus** article that this is downloaded from as the likely answer.

Please note too that Allen was encouraging membership above in MHI and the NCC, here he is disparaging them. So which is it, George? How can such a writer be thought of as objective when his musings are so filled with contradictions, hidden or open personal agendas?

The ol bugaboo of family leadership slippage, usually between first generation entrepreneurs and their adult children, when risk – taking and passion often wane in the face of business school acumen, fuzzy OJT, or some other supposed leadership education by osmosis. Time in the military, especially as a junior officer, oft helps here; unfortunately, most today do not go that route. A solution? Too little too late for many of you, but 'Cut em loose for a year or two', then see if they come back around, 1) more appreciative of their family's business heritage, and 2) ready to be passionate, risk – taking, responsible business leaders! Of course, 'the downside(?) risk' is they find career fulfillment elsewhere and don't return. I twice learned that lesson, first as a son, later as a father. But know what? In retrospect, I'd not have the matter evolve any other way....

This section actually has some interesting points to ponder. Some years back, Allen's writings were much more like this section above, and that is when he had a much stronger following.

Would be trade journalists unable to move beyond 'throwing enough stuff against the wall – to see what might stick', should focus attention and effort on business topics their prospective readers need and desire to see and learn, and less on opinion and editorializing, in print and online. Unfortunately, it appears the trendy need for 'immediate gratification', in all areas of life, has supplanted good old fashioned research and word smithing before publishing!. But there's an opposite extreme as well. Trade columnists writing for pubs that boast of 'using writers to fill white space among ads'. Geesh. How many ways can a columnist describe, over a period of 20 years, 'HOW TO install skirting on a manufactured home'? Maybe that's why readership is down.

This is laugh out loud funny, when you think that he has typos repeatedly and when much of this and many other recent columns of his – going back for months and years – are Allen's opinions and editorializing!

The first part of this is a reference again to our [MHPProNews.com](http://MHPProNews.com). In fact, we do more news, business building tips and articles than Allen has ever done. The commentary he might dislike is those that argue for agendas that are not in sync with his own.

As to the second publication referenced, here Allen likely again means *the Journal*. Let's give Allen the benefit of the doubt and say that Jim Visser in fact may have said such a thing. Don't we all say or writing things we'd later like to take back? While Jim and I have not always seen eye to eye, Visser strikes me as a fine Southern gentleman. Even with his readership 'down' by say 2000 from a couple of years ago, that 2000 is about 5 times more than Allen currently has! So the just under 12,000 readers on Visser's subscription list is roughly 30 times the subscribers for Allen's two monthly pubs.

How pimping a present day business relationship – or a potentially profitable relationship foreseen in the future, can trump doing the morally and organizationally right, albeit difficult thing to do today, given one's position as an elected leader of a national body. But as they say, 'What goes around comes around'. Just sad to say; it's already happened on our watch.

This seems to be another veiled attack on an elected leader, perhaps for a role that Allen failed to get the support or votes for himself?

IV.

2013, a Breakout Year? Maybe if..

Attention all C.A.S.H. Program Aficionados! As you'll soon read in the 24th annual ALLEN REPORT, January 2013 marks the one year anniversary of the birthing of 21st Mortgage Corporation's bold, symbiotic, new home purchase and chattel finance program; you know, the one that's WOW – WOW – WOW for our home buying/site lessee customers, the land lease lifestyle community owner/operator, and the mortgage finance firm!

Well, a number of land lease lifestyle community owners/operators, knowing Spencer Roane, MHM®, David Funk, MHM®, and I, this time last year, worked with Matt Kerlin and Lance Hull, of 21st Mortgage Corporation, to establish the basics of 21st Mortgage Corporation's exciting C.A.S.H. Program, have been inquiring about the possibility of getting together and talking about the progress, Lessons Learned, and more, during the Louisville MHShow in KY, during 23 – 25 January 2013. Informally, several of us have agreed to attempt to do so. So, to express 'your interest' in being part of an informal get together, contact Spencer via (678) 428-0212. We already know of C.A.S.H. Program users coming in from both coasts, as well as from throughout the Midwest.

And get this, learned just this week of yet another new chattel finance program is in the offing, maybe even during the aforementioned Louisville MHShow! This one, modeled somewhat after the C.A.S.H. Program, does not require \$ participation by the LLLCommunity owner/operator, and applies only to lease – option and true lease agreements, relative to new and resale homes sited within LLLCommunities! Watch this weekly blog for further details. And if you see me at the MHShow in Louisville, ask me for more information then....

The link to the brochure for all official events at the Louisville Show, including the lenders forum that is perhaps what Allen is referencing above, is here.

The link to the Louisville Show site and legitimate exhibitors, [is linked here](#).

Please note the absence of Allen or his friends from the list of exhibitors or presenters at the Louisville Show. They are instead trying to 'suck away' traffic off the show floor themselves. They want those prospective attendees to pay \$50 to hear himself, Ken Rishel, Spencer Roane and Michael Power try to sell more services and presumably the dubious idea of their 'new association' to any who might go.

By contrast, the At Show seminars are free for most attendees and are arguably more important, just compare the topics and see for yourself.

Will year 2013 be a breakout year for HUD – Code manufactured housing? Depends on a number of factors, for sure; but with the appearance of new and exciting finance programs, like the ones just described (2012) and hinted at (2013), we're close to being 'on our way back' to increased home shipment volume!

This is again ironic or humorous. Allen decries MHI/NCC and that includes companies like the ones he is touting here. If these firms and the organization they support are good in this paragraph, why is MHI and the NCC decried elsewhere in Allen's writings?

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#### POSTSCRIPT.

The 24th annual ALLEN REPORT is in the process of being distributed to hundreds of Allen Letter professional journal subscribers nationwide! Will you be among those receiving this seminal document during the next couple weeks? If not a paid newsletter subscriber (only \$134.95/year), phone the MHIndustry HOTLINE: (877) MFD-HSNG or 633-4764 today to subscribe. OR, buy single copy of ALLEN REPORT for \$500.00.

#### SPECIAL ANNOUNCEMENT.

If interested, and not already registered to participate in the POWER Networking Luncheon, at the Crowne Plaza Hotel in Louisville, KY, @ 11:30Am – 2:30PM on 23 January, either phone the above – referenced MHIndustry HOTLINE; or better yet, print off the attachment to the BEBA (Blast Email Blog Alert) bringing you this posting, complete it and FAX it back to us ASAP via (317) 346-7158. Why is all this So Important? Because we expect to attract 75+/- land lease lifestyle community owners/operators to attend the Louisville MHSHow for the very first time – to see Community Series Homes (or CSH Models) on display, and visit dozens of supplier booths, the afternoon after the luncheon and all day on the 25th of January. How can YOU not want to participate in this multipurpose occasion and event?

This event is not sanctioned by Show Management and is the one noted above. One of those who complained to Show Management about Allen, Rishel, Roane and Power asked for the following sign to be posted:

IF YOU WERE SOLICITED TO ATTEND AN EVENT HELD BY GEORGE ALLEN  
PLEASE BE ADVISED THAT HE IS NOT A PAID PARTICIPANT OF THIS EVENT  
AND THAT THE LOUISVILLE MANUFACTURED HOUSING SHOW DOES NOT  
SPONSOR OR ADVOCATE ATTENDANCE AT HIS PROGRAM.

As of this writing, my source with Show Management says that a sign something like the above will be posted at the Kentucky Exhibition Center. We did not get a copy of the actual text, but presume it to be like what the exhibitor and others requested, as shown in the copy above.

What Allen and I do agree upon is that it is worthwhile to go to the Louisville Show. But no one should be under the illusion that Allen is in any way officially associated with this event.

As of this writing, he is not. His methods speaks volumes about what he is willing to do. While one can do or get away with something, doesn't mean that one should do it. For a man to proclaim himself a leader, as he did in a recent blog post, and then engage in the kinds of behavior exhibited in this document, ought to speak volumes.

We plan to take a photo of the actual sign, and post it as time permits.

Anyone who considers Allen's opinions ought to consider this fact too. Allen bill's himself as a consultant and indeed he is one. Now consider this remarkably candid admission below, a screen capture of his May 27<sup>th</sup>, 2012 blog posting:

For example. Like some – to – many of you reading this blog posting, I'm dealing with declining occupancy in a landlease community I own, located a four hour drive from my office. Success there, is improving – to – max physical and economic occupancy. My present distraction? When arriving in town for a property visit, I too often find myself dealing with peripheral matters (e.g. minor repairs, interpersonal networking), rather than concentrating on what it'll take to reverse course, and get the property back on course to improved occupancy. I've got to start saying and practicing NO to these distractions when in town on business!



besides the typos in this post, Allen is frankly admitting that he has declining occupancy in his community. Sources close to Allen have told us that his vacancy rate may be 3x that of what he asserts is the national average, per his own annual **Allen Report**.

So here is George F. Allen – in his own words - admitting that while he sells services and 'how to' classes (MHM) to others, he is not getting the job done at his own property.

Here is a man who tosses darts at MHI, the NCC or others (including myself), and yet is not getting the job done himself. Admire him for his candor above, but question how this admission makes him a resource to be turned to instead of proven associations or other contract trade professionals?

Now, consider why someone would pay the man to join his "new association?"

It should be noted that in case George F. Allen decides to remove or edit out this part of this post or the rest of it, that this post and dozens of others have been digitally captured for any potential future reference that may be needed. Caveat emptor.

- *This commentary provided by L. A. 'Tony' Kovach of MHProNews.com ##*

George Allen, CPM & MHM  
Box # 47024, Indpls, IN. 46247  
(317) 346-7156