

2020 MANUFACTURED HOUSING FACTS

INDUSTRY OVERVIEW

Updated May 2020



Manufactured Housing In The United States

General Profile

22 million

people live in manufactured homes

of new single-family home starts

\$78,500 average new home sales price

of new manufactured homes titled as personal property (chattel)

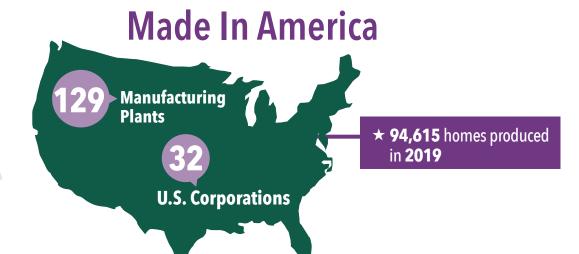
Resident Satisfaction

of people are satisfied with their homes

of residents cite affordability as a key driver for choosing manufactured housing

of all residents anticipate living in their homes for more than 10 years

don't anticipate ever selling their home



Affordable Homeownership

\$114
average price per square foot

Manufactured
Home
\$55
average price
per square foot

Manufactured Home Communities



Almost 40,000 land-lease communities

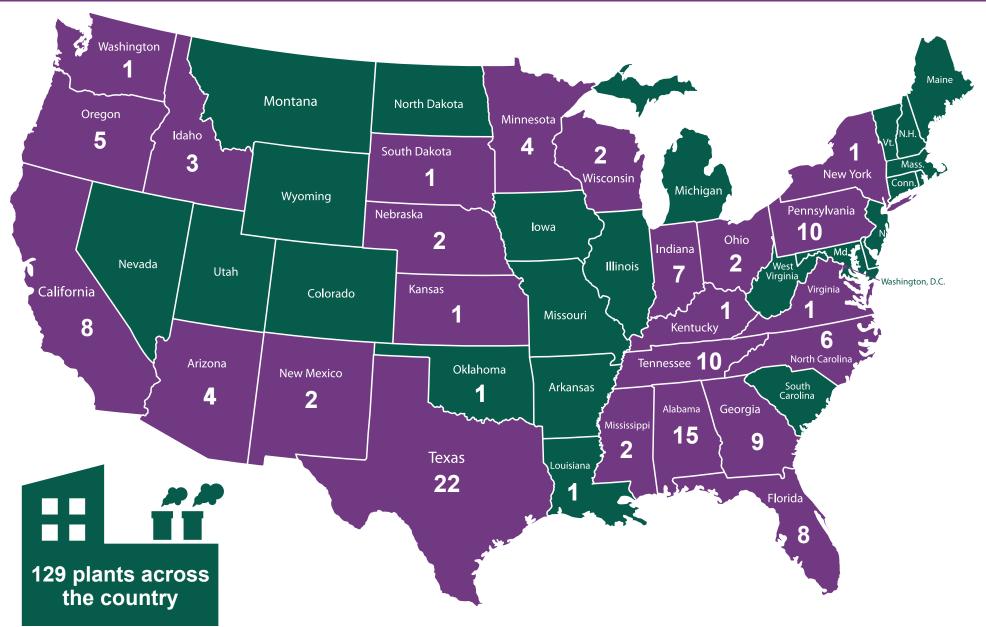
4.2 million estimated home sites

37% of **new homes** are placed in communities

Average annual site rent increase of 3%



MANUFACTURED HOME PRODUCTION IN THE UNITED STATES: **Plants by State**

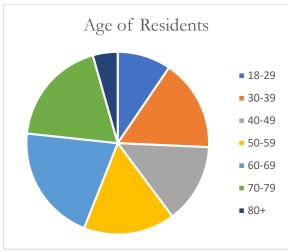


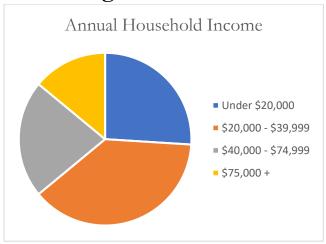
No production facilities in Alaska or Hawaii.

Source: Institute for Building Technology and Safety (March 2020)



Manufactured Housing Facts





Source: Manufactured Homes: Market Facts 2018, by Trifecta Research

Production:

- The manufactured housing industry produced almost 95,000 new homes in 2019, approximately 10% of new, single-family home starts.
- The average sales price of a new manufactured home without land is \$78,500.
- 63% of new manufactured homes are placed on private property and 37% are placed in manufactured home communities.
- All aspects of construction are continually inspected by professionally trained third-party inspectors.
- Manufactured homes are constructed to adhere to the federal HUD Code since 1976. The HUD Code, regulates
 home design and construction, strength and durability, fire resistance and energy efficiency. HUD revised the
 building code in the early 1990's to enhance energy efficiency and ventilation standards and to improve the wind
 resistance of manufactured homes in areas prone to hurricane-force winds.

Amenities:

- Floor plans are available that range from basic to elaborate vaulted or tray ceilings, fully-equipped kitchens, walk-in closets and luxurious bathrooms.
- A variety of exterior siding is available metallic, vinyl, wood or hardboard and stucco.
- Our industry is also launching a new class of homes known as CrossModTM that are indistinguishable from sitebuilt homes, with pitched roofs with shingles and gabled ends, porches, garages, permanent foundations, and more.

Safety:

- The building materials in today's manufactured homes are the same as those in site-built homes.
- The homes are engineered for wind safety and energy efficiency.
- Manufactured homes are among the safest housing choices available today due to federal laws requiring smoke detectors, escape windows and limited combustible materials around furnaces, water heaters and kitchen ranges.

Financing:

- Manufactured homes can be financed as personal property. Even when the home and land are financed together, the home can be secured as personal property and the land as real property. Traditional manufactured home personal property lenders offer land-and-home financing.
- Homebuyers may also finance their home and land together as real property using conventional mortgage financing obtained through a traditional mortgage lender.
- Financing programs are available through Fannie Mae and Freddie Mac for CrossModTM homes that provide borrowers with traditional financing options, lower interest rates, and allow for site-built comparisons in the appraisal process.

Beautiful, Modern Homes













Industry Overview

The need for quality, affordable housing has never been greater. Today's manufactured homes can deliver outstanding quality and performance at prices that are up to 50 percent less per square foot than conventional site-built homes. These savings allow more and more Americans to own their own home, even in the face of an ever-widening housing affordability gap.

The affordability of manufactured housing is due to the efficiencies of the factory-building process. Manufactured homes are constructed with standard building materials, and are built almost entirely off-site in a factory. The controlled construction environment and assembly line techniques remove many of the problems encountered during traditional home construction, such as weather, theft, vandalism, damage to building products and materials, and unskilled labor. Factory employees are trained and managed more effectively and efficiently than the system of contracted labor employed by the site-built home construction industry.

Much like other assembly line operations, manufactured homes benefit from the economies of scale resulting from purchasing large quantities of materials, products and appliances. Manufactured home builders can negotiate substantial savings on many components used in building a home, with these savings passed on directly to the homebuyer.



Today's manufactured homes have experienced an evolution in the types and quality of homes available to buyers. Technological advances allow manufactured home builders to offer a variety of architectural styles and exterior finishes that will suit most any buyer's dreams while allowing the home to blend in seamlessly into most any neighborhood. Two-story and single-family attached homes are but two of the new styles generated by factory-built innovation.

At the same time, greater flexibility in the construction process allows for customization of each home to meet a buyer's lifestyle and needs. Interior features include vaulted ceilings, working fireplaces, state-of-

the-art kitchens and baths, and porches, giving the homebuyer all the features found in traditional, site-built homes. Enhanced energy efficiency in manufactured homes, achieved with upgraded levels of insulation and more efficient heating and cooling systems, provide another source of savings for homeowners, especially in this era of rising energy costs. Smart buyers also are turning to EnergyStar-labeled manufactured homes for substantial savings in many aspects of owning and operating home.

Technological advances, evolutionary designs, and a focus on delivering quality homes that families can afford are the driving forces within the manufactured housing industry. That's why more people are turning to manufactured housing to deliver homes that fit their needs and wants, at prices they can afford.







Cost & Size Comparisons:
New Manufactured Homes and New Single-Family Site-Built Homes

	2018		2017		2016		2015		2014	
New Manufactured Homes										
All ¹										
Avg. Sales Price	\$	78,500	\$	71,900	\$	70,600	\$	68,000	\$	65,300
Avg. Square Feet		1,438		1,426		1,446		1,430		1,438
Avg. Cost per Sq. Ft.	\$	54.59	\$	50.42	\$	48.82	\$	47.55	\$	45.41
Single										
Avg. Sales Price	\$	52,400	\$	48,300	\$	46,700	\$	45,600	\$	45,000
Avg. Square Feet		1,072		1,087		1,075		1,092		1,115
Avg. Cost per Sq. Ft.	\$	48.88	\$	44.43	\$	43.44	\$	41.76	\$	40.36
Double										
Avg. Sales Price	\$	99,500	\$	92,800	\$	89,500	\$	86,700	\$	82,000
Avg. Square Feet		1,747		1,733		1,746		1,713		1,710
Avg. Cost per Sq. Ft.	\$	51.26	\$	53.55	\$	51.26	\$	50.61	\$	47.95
Housing Starts vs. MH Shipments										
(Thousands of units)										
New Single Family										
Housing Starts		876		849		782		715		648
Percent of Total		90%		90%		91%		91%		91%
Manufactured Home Shipments										
Shipped		97		93		81		71		64
Percent of Total		10%		10%		9%		9%		9%
Total		973		942		863		786		678
New Single-Family										
Site-Built Homes Sold										
(Home and Land Sold as Package)										
Avg. Sales Price	\$	385,000	\$	384,900	\$	360,900	\$	352,700	\$	347,700
Derived Average Land Price	\$	87,253	\$	91,173	\$	82,491	\$	80,246	\$	84,444
Price of Structure										
Avg. Square Feet		2,602		2,645		2,650		2,724		2,707
Avg. Price per Sq Ft. (excl. land)	\$	114.43	\$	111.05	\$	105.06	\$	100.02	\$	97.25
Manufactured Home Shipments										
Total		96,555		92,902		81,136		70,544		64,331
Single-Section		44,979		46,305		38,944		32,210		30,218
Multi-Section		51,576		46,597		42,192		38,334		34,113
New Manufactured Homes Placed										
(for Residential Use)										
Located in Communities		37%		32%		34%		34%		33%
Located on Private Property		63%		68%		66%		66%		67%
Titled as Personal Property		77%		76%		77%		80%		80%
Titled as Real Estate		17%		17%		17%		14%		13%

¹ Includes manufactured homes with more than two sections.

Source: These data are produced by the U.S. Commerce Department's Census Bureau from a survey sponsored by the U.S. Department of Housing and Urban Development.

Manufactured Home Production by Product Mix by State

		2018 Single Multi			2019 Single Multi			
		Section	Section	Total	Section	Section	Total	
New England Connecticut		*	*	*	*	*	*	
Maine		*	*	*	*	*	*	
Massachusetts New Hampshire		*	*	*	*	*	*	
Rhode Island		*	*	*	*	*	*	
Vermont	0	*	*	*	*	*	*	
Middle Atlantic	Subtotal	Î	•	•	•	•	Î	
New Jersey		*	*	*	*	*	*	
New York Pennsylvania		* 2,240	* 3,101	5,341	* 2,342	3,006	5,342	
i emisyivama	Subtotal	2,240	3,101	5,341	2,342	3,006	5,342	
East North Central					*	*		
Illinois Indiana		5,884	3,319	9,203	6,106	3,222	9,328	
Michigan		*	*	*	*	*	· *	
Ohio Wisconsin		*	*	*	*	*	*	
WISCOIISIII	Subtotal	5,884	3,319	9,203	6,106	3,222	9,328	
West North Central						*		
lowa Kansas		*	*	*	*	*	*	
Minnesota		681	502	1,183	487	578	1,065	
Missouri		*	*	*	*	*	*	
Nebraska North Dakota		*	*	*	*	*	*	
South Dakota		*	*	*	*	*	*	
South Atlantic	Subtotal	681	502	1,183	487	578	1,065	
Delaware		*	*	*	*	*	*	
District of Columbia		* CE0	*	* 0.405	*	*	*	
Florida Georgia		658 2,461	2,747 4,141	3,405 6,602	661 2,629	2,687 4,198	3,348 6,827	
Maryland		*	*	*	*	*	*	
North Carolina South Carolina		1,626	2,237	3,863	1,536	2,287	3,823	
Virginia		*	*	*	*	*	*	
West Virginia	0	*	*	*	*	*	*	
East South Central	Subtotal	4,745	9,125	13,870	4,826	9,172	13,998	
Alabama		6,475	7,179	13,654	6,459	7,429	13,888	
Kentucky		*	*	*	*	*	*	
Mississippi Tennessee		7,242	7,058	14,300	6,810	6,613	13,423	
	Subtotal	13,717	14,237	27,954	13,269	14,042	27,311	
West South Central Arkansas		*	*	*	*	*	*	
Louisiana		*	*	*	*	*	*	
Oklahoma		*	* 0.20E	*	*	*	*	
Texas	Subtotal	12,225 12,225	9,325 9,325	21,550 21,550	10,382 10,382	9,300 9,300	19,682 19,682	
Mountain								
Arizona Colorado		719 *	2,113	2,832	663 *	2,505	3,168	
Idaho		350	1,111	1,461	415	1,175	1,590	
Montana		*	*	*	*	*	*	
Nevada New Mexico		*	*	*	*	*	*	
Utah		*	*	*	*	*	*	
Wyoming	Subtotal	1,069	3,224	4,293	1,078	3,680	* 4,758	
Pacific	Oubtotal							
Alaska		* 400	*	*	*	*	* 0.400	
California Hawaii		496 *	2,972	3,468	474 *	3,014	3,488	
Oregon		410	2,658	3,068	387	2,501	2,888	
Washington		Î	•	•	•	•	•	
	Subtotal	906	5,630	6,536	861	5,515	6,376	
Subtotal – U.S.		41,467	48,463	89,930	39,351	48,515	87,866	
Canada/Mexico/Puert	o Rico	0	0	0	0	0	0	
States with *		3,512	3,113	6,625	3,579	3,170	6,749	
Total Production		44,979	51,576	96,555	42,930	51,685	94,615	

Source: Institute for Building Technology and Safety
States with less than three active manufacturers are indicated with an asterisk (*)
Production figures for these state are not listed in order to protect proprietary information.
Total production for these states is reported on the line labeled "States with *"