

2023 MANUFACTURED HOUSING FACTS INDUSTRY OVERVIEW

Updated June 2023



Manufactured Housing in the United States

General Profile

21.2 Million

11%

of New Single-Family Home Starts

8.2 Million manufactured homes

\$35,000 median household income

> **34.6%**⁺ Appreciation – over 5 years median home value increased

Appeal of Manufactured Homes

71%

Residents are satisfied with their homes.

Top reasons to live in a manufactured home

- Affordability (61%)
- Homeownership (47%)
- Sense of Independence (37%)
- Sense of Safety and Security (33%)
- Access to Newer Features (30%)

American Housing Survey 2021 1-Year Estimates, U.S. Census Bureau and HUD Manufactured Housing Survey, U.S. Bureau Labor of Statistics, MHI 2022 Consumer Research, Datacomp/JTL +LendingTree

*Allied Market Research

**Compared with 12% for new apartment tenants and 3.5% for apartment tenants who renewed leases in 2022.

Made in America



Manufactured Home Communities



43,000+ Land-Lease Communities

- **4.3 Million** Estimated Homesites in Communities
- 6.2% Average Annual Site Rent Increase**
- 31% of new homes are placed in communities

Attainable Homeownership

Site-Built Homes[↑] \$413,160 Avg. Cost \$164.87 per sq. ft.

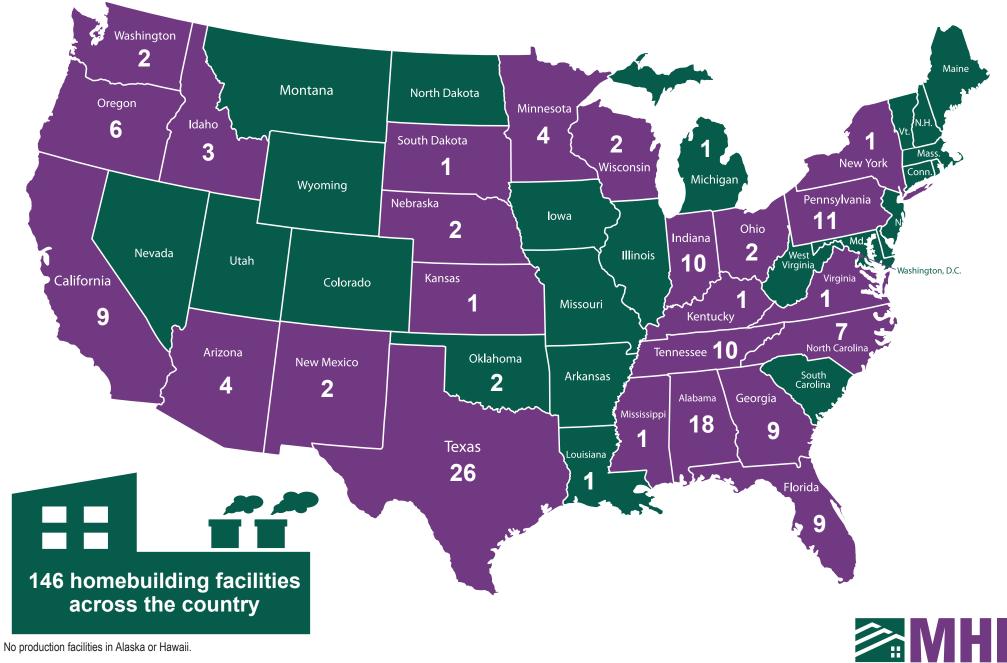
Manufactured Homes[†]

\$127,250 Avg. Cost \$85.00 per sq. ft. Single Section: \$86,100 Multi-Section: \$158,633

[†]Without Land, 2022



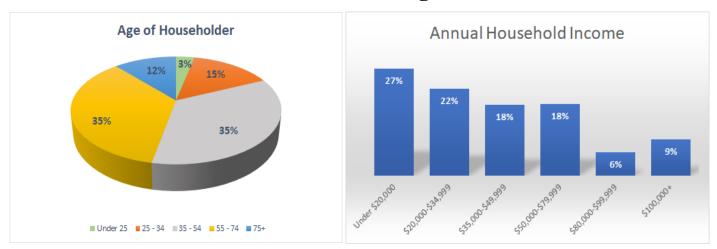
MANUFACTURED HOME PRODUCTION IN THE UNITED STATES: Homebuilding Facilities by State



Manufactured Housing Institute

Source: Institute for Building Technology and Safety (February 2023)

Manufactured Housing Facts



Source: U.S. Census Bureau, 2021 American Housing Survey

Production:

- The manufactured housing industry produced 112,882 new homes in 2022, approximately 11% of new, single-family home starts.
- The average sales price of a new manufactured home without land was \$127,250 in 2022.
- 31% of new manufactured homes were placed in manufactured home/land-lease communities in 2021.
- 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 has also launched a new class of homes known as CrossMod® that are indistinguishable from site-built 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 CrossMod® 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 2014 - 2021

	2021	2020	2019	2018		2017			2016	2015		2014	
New Manufactured Homes													
All ¹													
Avg. Sales Price	\$ 108,100	\$ 87,000	\$ 81,900	\$	78,500	\$	71,900	\$	70,600	\$ 68,000	\$	65,300	
Avg. Square Feet	1,497	1,471	1,448	•	1,438	•	1,426	•	1,446	1,430	•	1,438	
Avg. Cost per Sq. Ft.	\$ 72.21	\$ 59.14	\$ 56.56	\$	54.59	\$	50.42	\$	48.82	\$ 47.55	\$	45.41	
Single													
Avg. Sales Price	\$ 72,600	\$ 57,300	\$ 53,200	\$	52,400	\$	48,300	\$	46,700	\$ 45,600	\$	45,000	
Avg. Square Feet Avg. Cost per Sq. Ft.	1,084 \$ 66.97	1,085 \$ 52.81	1,072 \$ 49.63	\$	1,072 48.88	\$	1,087 44.43	\$	1,075 43.44	1,092 \$ 41.76	\$	1,115 40.36	
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Double													
Avg. Sales Price	\$ 132,000	\$ 108,500	\$ 104,000	\$	99,500	\$	92,800	\$	89,500	\$ 86,700	\$	82,000	
Avg. Square Feet Avg. Cost per Sq. Ft.	1,794 \$ 73.58	1,760 \$ 61.65	1,747 \$ 59.53	\$	1,747 51.26	\$	1,733 53.55	\$	1,746 51.26	1,713 \$ 50.61	\$	1,710 47.95	
Avg. Cost per 34. Ft.	φ 75.50	φ 01.05	φ 39.33	φ	51.20	φ	55.55	φ	51.20	φ 50.01	φ	47.95	
Housing Starts vs. MH Shipments (Thousands of Units)													
New Single Family													
Housing Starts	1,127	991	888		876		849		782	715		648	
Percent of Total	91%	91%	90%		90%		90%		91%	91%		91%	
Manufactured Home Shipments													
Shipped	106	94	95		97		93		81	71		64	
Percent of Total	9%	9%	10%		10%		10%		9%	9%		9%	
Total	1,233	1,085	983		973		942		863	786		678	
New Single-Family													
Site-Built Homes Sold													
(Home and Land Sold as Package)													
Avg. Sales Price	\$ 464,200	\$ 391,900	\$ 383,900	\$	385,000	\$	384,900	\$	360,900	\$352,700	\$	347,700	
Derived Average Land Price	\$ 98,296	\$ 83,303	\$ 84,485	\$	87,253	\$	91,173	\$	82,491	\$ 80,246	\$	84,444	
Price of Structure													
Avg. Square Feet	2,544	2,527	2,518		2,602		2,645		2,650	2,724		2,707	
Avg. Price per Sq Ft. (excl. land)	\$ 143.83	\$ 122.12	\$ 118.91	\$	114.43	\$	111.05	\$	105.06	\$ 100.02	\$	97.25	
Manufactured Home Shipments													
Total	105,772	94,390	94,615		96,555		92,902		81,136	70,544		64,331	
Single-Section	44,755	42,578	42,930		44,979		46,305		38,944	32,210		30,218	
Multi-Section	61,017	51,812	51,685		51,576		46,597		42,192	38,334		34,113	
New Manufactured Homes Placed (For Residential Use)													
Located in Communities	51%	27%	31%		37%		32%		34%	34%		33%	
Located on Private Property	49%	73%	69%		63%		68%		66%	66%		67%	
Titled as Personal Property	77%	78%	76%		77%		76%		77%	80%		80%	

¹ Includes manufactured homes with more than two sections.

Note: The Census Bureau has reviewed this data product for unauthorized disclosure of confidential information and has approved the disclosure avoidance practices applied. (Approval ID: CBDRB-FY22-278)

Source: U.S. Census Bureau and U.S. Department of Housing and Urban Development, Survey of Construction, https://www.census.gov/construction/chars/; https://www.census.gov/construction/nrc/xls/starts_cust.xls.

Source: U.S. Census Bureau and U.S. Department of Housing and Urban Development, Manufactured Housing Survey.

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Pacific Alaska * <t< td=""><td></td><td></td><td>*</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>•</td><td>•</td><td>*</td></t<>			*									•	•	*
Alaska** <td></td> <td>btotal</td> <td>1,078</td> <td>3,680</td> <td>4,758</td> <td>936</td> <td>3,087</td> <td>4,023</td> <td>761</td> <td>3,415</td> <td>4,176</td> <td>747</td> <td>3,744</td> <td>4,491</td>		btotal	1,078	3,680	4,758	936	3,087	4,023	761	3,415	4,176	747	3,744	4,491
Naska California Hawaii474 *3,014 *3,488 *507 *2,380 *2,887 *480 *2,543 *3,023 *582 *3,069 *3,651 *Hawaii Hawaii Oregon Washington387 *2,501 *2,888 *285 *2,463 *2,748 *321 *2,664 *2,985 *313 *2,880 *3,193 *Washington861 *5,5156,376792 *4,8435,635 *8015,207 *6,0088955,949 *6,844Subtotal - U.S.39,35148,51587,866 *39,22148,76987,99040,71056,94097,65046,36957,635104,004Canada/Mexico/Puerto Rico00000000000States with *3,5793,1706,7493,3573,0436,4004,0454,0778,1224,6534,2258,878			*	÷	.	÷	.	÷	÷	.	÷	÷	÷	÷
Hawaii** <td></td>														
Inswall Oregon 387 2,501 2,888 285 2,463 2,748 321 2,664 2,985 313 2,880 3,193 Washington Subtotal 861 5,515 6,376 792 4,843 5,635 801 5,207 6,008 895 5,949 6,844 Subtotal – U.S. 39,351 48,515 87,866 39,221 48,769 87,990 40,710 56,940 97,650 46,369 57,635 104,004 Canada/Mexico/Puerto Rico 0														
Washington *			387	2 501	2 888	285	2 463	2 748	321	2 664	2 985	313	2 880	3 193
Subtotal 861 5,515 6,376 792 4,843 5,635 801 5,207 6,008 895 5,949 6,844 Subtotal – U.S. 39,351 48,515 87,866 39,221 48,769 87,990 40,710 56,940 97,650 46,369 57,635 104,004 Canada/Mexico/Puerto Rico 0	-													
Subtotal - U.S. 39,351 48,515 87,866 39,221 48,769 87,990 40,710 56,940 97,650 46,369 57,635 104,004 Canada/Mexico/Puerto Rico 0	_	btotal	861	5,515	6,376	792	4,843	5,635	801	5,207	6,008	895	5,949	6,844
Canada/Mexico/Puerto Rico 0 <td></td> <td></td> <td></td> <td></td> <td>,- -</td> <td></td> <td>,</td> <td>,</td> <td></td> <td></td> <td>,</td> <td></td> <td>,- ·-</td> <td></td>					,- -		,	,			,		,- · -	
States with * 3,579 3,170 6,749 3,357 3,043 6,400 4,045 4,077 8,122 4,653 4,225 8,878	Subtotal – U.S.		39,351	48,515	87,866	39,221	48,769	87,990	40,710	56,940	97,650	46,369	57,635	104,004
	Canada/Mexico/Puerto R	Rico	0	0	0	0	0	0	0	0	0	0	0	0
Total Production 42,930 51,685 94,615 42,578 51,812 94,390 44,755 61,017 105,772 51,022 61,860 112,882	States with *		3,579	3,170	6,749	3,357	3,043	6,400	4,045	4,077	8,122	4,653	4,225	8,878
	Total Production		42,930	51,685	94,615	42,578	51,812	94,390	44,755	61,017	105,772	51,022	61,860	112,882

Manufactured Home Production by Product Mix by State, 2019-2022

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 *"

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