

Draft article for MHPProNews uploaded for AI fact checking purposes before this article is finalized and posted.

4 of Top 10 MH States' Shipments Dip-Latest Manufactured Housing Industry Production Data; Notice-It's Not the Job of Honest Trade Media to Crash Problematic Corporate Stocks-However-MHVille FEA

MHPProNews will mention, but not focus on, the very public spat between billionaires Elon Musk and President of the United States (POTUS) Donald J. Trump, that may or may not prove later to be useful. *MHPProNews* will mention, but not focus on, the tease that POTUS Trump and China may be closing in on a trade deal that may or may not prove to be better for America or the planet depending on how it goes. *MHPProNews* will mention Supreme Court of the United States (SCOTUS) rulings that could prove to be useful and in some ways are surprising. Those are mentioned as part of the broader tapestry of what is occurring in the nation and world as the latest manufactured housing industry statistics are released per the press release provided by the [Manufactured Housing Association for Regulatory Reform](#) (MHARR) that reveals information publicly that the Manufactured Housing Institute (MHI) fails to similarly share, despite what MHARR, the National Association of Home Builders (NAHB), or the National Association of Realtors (NAR) and the Recreational Vehicle Industry Association (RVIA) and others do monthly. As significant as first portion of the headline today should be, perhaps the portion of the headline that mentions the potential impact of [MHVille facts-evidence-analysis](#) (FEA) may or may not impact this or that corporate MHI member stock as a result of reporting will be explored as part of the editorial commentary in Part II.

With that brief preface, let's dive into the latest official data on national HUD Code manufactured housing production per MHARR. Note that the Excel style table in what follows was inserted by *MHPProNews*, but the facts used in that table were as provided by MHARR.

Part I

[caption id="attachment_208354" align="aligncenter" width="595"]



header above was produced by MHPProNews, not MHARR, but is used by MHPProNews, MHLivingNews and in articles by this writer for added clarity as to the source for what follows. [/caption]

FOR IMMEDIATE RELEASE

Contact: MHARR

(202) 783-4087

INDUSTRY PRODUCTION RISES IN APRIL 2025

Washington, D.C., June 4, 2025 – The Manufactured Housing Association for Regulatory Reform (MHARR) reports that according to official statistics compiled on behalf of the U.S. Department of Housing and Urban Development (HUD), HUD Code manufactured housing industry year-over-year production increased in April 2025. Just-released statistics indicate that HUD Code manufacturers produced 9,454 new homes in April 2025, a 5.3% increase over the 8,971 new HUD Code homes produced in April 2024. Cumulative production for 2025 now totals 35,642 new HUD Code homes, as compared with 33,248 over the same period in 2024, a 7.2% increase.

A further analysis of the official industry statistics shows that the top ten shipment states from January 2023 -- with monthly, cumulative, current reporting year (2025) and prior year (2024) shipments per category as indicated -- are:

Rank	State	Current Month	Cumulative 2025	2024
		(April 2025)		

1	Texas	1,650	39,631	6,195	6,189
2	Florida	611	17,022	2,255	2560
3	N.C.	611	14,138	2,216	2,246
4	Alabama	477	13,133	1,892	1,987
5	S.C	478	11,352	1,878	1,695
6	Louisiana	464	10,977	1,745	1,690
7	Georgia	430	10,147	1,671	1,533
8	Mississippi	400	8,423	1,518	1,328
9	Tennessee	325	8,408	1,369	1,305
10	Kentucky	315	8,374	1,262	1,310

The April 2025 statistics move Mississippi into eighth place on the cumulative top-ten list, while Tennessee and Kentucky move to 9th and 10th place respectively.

The Manufactured Housing Association for Regulatory Reform is a Washington, D.C.- based national trade association representing the views and interests of independent producers of federally-regulated manufactured housing.

— 30 —

Manufactured Housing Association for Regulatory Reform (MHARR)

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The Manufactured Housing Association for Regulatory Reform (MHARR) manufactured housing production data is available for re-publication in full (i.e., without alteration or

substantive modification) without further permission and with proper attribution and/or [link back to MHARR](#).

Part II - Additional Facts-Evidence-[Analysis](#) and MHPProNews Commentary

In no particular order of importance are the following points.

1). To dot the i on the part of the headline that mentions four (4) of the top ten (10) manufactured housing shipment states dipped, per the data provided by MHARR - which is [based on information collected by HUD's contractor](#) - number 2 Florida (FL), number 3 North Carolina (NC), number 4 Alabama (AL) and number 10 Kentucky (KY) shipments are all *trailing* the cumulative year-to-date (YTD) totals in 2025 vs. 2024. Number 1 Texas (TX) is barely ahead of its 2024 shipment levels. Those and other data points above ought to be cautionary flags for manufactured housing professionals, affordable housing seekers, retail (vs. institutional) investors, taxpayers, and others concerned with the multi-million-unit shortage of manufactured homes. It should be recalled that prior MHI president and CEO Richard "Dick" Jennison, who is not (yet) one of those prior senior MHI staffers ([presidents/CEOs](#) and [vice presidents](#)) whose names have been culled from the public side of the MHI website, said to a room with dozens of manufactured housing professionals present that was video recorded that manufactured housing can achieve 500,000 new HUD Code shipments annually.

[caption id="attachment_166788" align="aligncenter" width="603"]



Instead of the goal of 372,000 new manufactured homes sold...

"Why not half-a-million

[new manufactured homes sold | annually]?"

"We can get there."

– i.e. to that 500,000 new homes produced/sold annually.

- Richard "Dick" Jennison, then Manufactured Housing Institute (MHI) President and CEO.

Still and quote are from the video posted on this page.

<https://www.manufacturedhomepronews.com/we-need-to-remove-the-shackles-on-our-industry-mhi-ceos-historic-call-for-cfpb-feds-to-unleash-manufactured-home-industry-growth-via-more-lending-marty-lavin-in/>[/caption]

That statement by Jennison was about a decade ago. Which begs the question. Why haven't MHI corporate and staff leaders achieved that goal? Perhaps more to the point, why is the industry nationally operating at only about 1/5th of that goal at this time?

2) Jennison was arguably *not wrong* on the broader point that 500,000 units a year should be a reasonable goal for manufactured housing. The pre-HUD Code manufactured housing industry (then, mobile homes) surpassed 500,000 units in the early 1970s for two years in a row (see production-by-years graphics further below). During that same address, some might say MHI's prior president and CEO also wasn't wrong in saying the *MHIProNews* is a "great" publication.

<https://vimeo.com/206179886>

3) Jennison is far from alone in offering public praise for MHPProNews and/or our [MHLivingNews](#) sister site, numbers of whom were or are members of MHI. To see the graphic below in a larger or full size, in most devices/browsers, you can [click here](#) and follow the prompts or click the image below and follow the prompts.



"The emergence of Tony Kovach's group of publications has brought a new standard of professionalism to the industry. The thorough and unbiased reporting fills the vacuum that has existed for too long. It's been refreshing to have these communications serving the manufactured housing industry, and here's to their continued success."

- Howard Walker, JD,
Vice-Chairman of Equity LifeStyle Properties (ELS)
Manufactured Housing Institute Executive Committee Member

Kind thoughts from the late Howard Walker, the long-time right-hand man to ELS Chairman, billionaire Sam Zell. To this day, residents from firms of all sizes, ranging from the industry's giants, to mom-and-pops, make this most-read, runaway #1 trade media in the manufactured housing industry.

"Tony 'gets it' when it comes to manufactured housing. He has worked or been involved in almost all phases of the business."

- Al Cole
Senior Vice President
Oxford Bank and Trust
via LinkedIn.



"I enjoy receiving MHProNews and as I have told you before - everyone I know in MH reads your pub. Continue on forever with this great news worthy service."

- Barry Cole
past Chairman of the RV/MH Hall of Fame
RV MH Hall of Fame inductee



Bob Thiaman, CAE
Executive Director at
American RV Industry Association
and L.A. "Tony" Kovach's friend



Tim Williams
Executive Director at
Manufactured Housing Association
November 1, 2015, Tim Williams
via L.A. "Tony" Kovach

These are a sampling of some of the written, audio, and video recorded praise of MHProNews as an evidenced based publication that is produced by a genuine hands-on manufactured home industry expert.



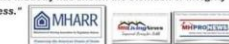
"Hollywood Tony - I never thought you would last this long. Congratulations on years of informative, up to the minute, short readings and beautiful industry views. I enjoy receiving MHProNews and as I have told you before - everyone I know in MH reads your pub. Continue on forever with this great news worthy service."

- Barry Cole
Prior Chairman
RV MH Hall of Fame

These examples are from individuals who are members of MHI and/or are connected to an MHI state affiliate. Others from people of various backgrounds from inside and outside of manufactured housing are also available.



"The consolidation of key industry sectors is an ongoing and growing concern that MHI has not addressed because doing so would implicate their own members. Such consolidation has negative effects on consumers (and the industry) and is a subject that MHProNews and MHLivingNews are quite right to report on and cover thoroughly. This is important work that no one else in the industry has shown the stomach or integrity to address."



Mark Weiss, J.D., President and CEO of MHARR
Manufactured Housing Association for
Regulatory Reform (MHARR) to MHProNews.



Darren Krolewski
Co-President/
Chief Business Development Officer



"Much appreciation for the valuable (and often thankless) job that you [MHProNews] do. You have truly become the preeminent news source for the manufactured housing industry, and I wish you many more years of success."

- Darren Krolewski via email in on the record statement to L.A. "Tony" Kovach when Krolewski was still an EVP with DataComp and MHVillage.



"...I applaud your desire to research and report on troublesome issues throughout the manufactured housing industry today."

- George F. Allen, (Lt. Col Retired)
Blogger and MHI supporter
3.4.2021 part of longer email to MHProNews.

See related reports for context.

Quotes are not an endorsement of the source of the quote.

Samuel "Sam" Strommen "Felony" "Conspiracy" Case -
"Monopolization" of Affordable Manufactured Housing and
Manufactured Home Communities "Rube Goldberg Machine of
Human Suffering" by Manufactured Housing Institute Firms



"A huge debt of gratitude is owed by the author of this paper to the author of the article linked. L.A. 'Tony' Kovach."

As Mr. Kovach duly noted, the discrepancies between the market share reported both by Clayton Homes itself, as well as the official figures presented by the Manufactured Housing Institute. This speaks to a level of potential collusion that will be addressed below. (Kovach cited Statistical Surveys, an independent research firm, for the most accurate known market share data.)

See Figure 1. L.A. "Tony" Kovach, Prime Facie Cases Against Manufactured Housing Institute, Richard A. Dick, Jensen, Tim Williams, 21st Mortgage, Kevin Clayton, Tom Hodges - Clayton Homes, Et Al, MHProNews, Jan 7, 2020, available at <https://www.manufacturedhomeinsider.com/news/prime-facie-cases-against-manufactured-housing-institute-richard-a-dick-jensen-tim-williams-21st-mortgage-kevin-clayton-tom-hodges-clayton-homes-et-al/>



Goodell + Oxlatt Law Firm is proud to have Attorney Sam Strommen on board.



Mark Weiss, J.D.,
President & CEO of MHARR



"I would like to offer our congratulations to Tony and Soheyla Kovach on the 15th anniversary of MHProNews. MHProNews provides the manufactured housing industry with a resource that is truly indispensable -- an independent source of news and commentary on industry and industry-related issues that is not beholden to the views, interests, or influence of any single group, organization, or behind-the-scenes puppet-master. MHProNews provides a crucial service for the HUD Code industry and deserves its full support."

-- Mark Weiss, J.D., President and CEO of Washington, D.C. based Manufactured Housing Association for Regulatory Reform (MHARR).



"MHProNews and MHLivingNews have been consistently publishing for over 15 years, providing valuable insights, news, and research on the manufactured housing industry. Their longevity and continued relevance support the praise they have received from various third parties." - Copilot.



"Tony, I just finished reading your February 16, 2020 'shortchanging homeowners...' post. It is an excellent collage of available information/statements, masterfully pieced together via meticulously connecting the dots and putting a picture that factually and quite accurately challenges certain recent bizarre and untimely industry news. You are to be congratulated as the only remaining news source left in our industry who is willing to spend the tremendous amount of time that is required to prepare such a piece in order to inform and educate your readers. Thanks, Danny P.S. please feel free to quote the above if you so wish."

Thanks,
Danny
P.S. please feel free to quote the above if you so wish."
- Danny Ghorbani.

Danny Ghorbani, semi-retired 50 year manufactured home industry veteran. Senior Advisor and founding president of MHARR, previously an MHI vice president, and an engineer. Photo credit, the now defunct Journal.



4) *MHProNews* notes that the above *is not* periodically posted in order to boost our own egos.

Rather, it is important evidence that may be part of the reason that MHI and/or some MHI linked corporate entities have threatened (but never actually acted) to sue this publication over our reporting and [analysis](#).

Imagine, for a few moments, the verbal gymnastics MHI leaders and/or their attorneys would have to jump through to attack or disparage *MHProNews*' reporting and [analysis](#) in the light of years of praise for doing what we've long done? Namely, publishing insights based on known evidence?

So, there are logically several reasons that MHI and its insiders *haven't* acted, and these are in the backdrop of the stock-impact part of the headline for today's report with [analysis](#). That said, let's stress that [MHI previously threatened MHProNews over extensive quotes of MHI materials](#), why is that so? Indeed, a suit by MHI and/or one of its 'insider' brands could [countersue if they ever did sue](#). But hold those thoughts and focus on the next question in bold below.

Why would MHI leaders want to oppose accurate and extensive (or complete) quotes of their own statements provided to readers in a proper context?

The implications of that inquiry are sobering.

5) It would be hard to find a page on the *MHProNews* website that lacks the logo below somewhere on it. The tag line speaks volumes. Manufactured home "Industry News, Tips and Views Pros can Use" © As our *MHProNews* FEA theme has developed, this site blends industry expertise and [analysis](#) with accurately reported facts and evidence. Their corporate and association leaders and attorneys likely grasp the importance of these items.



[caption id="attachment_174409" align="aligncenter" width="607"]



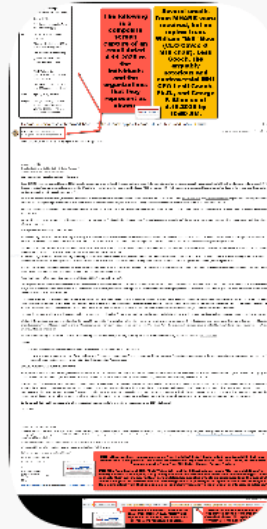
It was an open joke for some that these signs at MHI events were aimed at MHProNews and our publisher, L. A. 'Tony' Kovach, shown standing next to that sign. If that badge he is wearing was closely examined, it stated other professional services, not just news. Why were polite and reasonable comments and questions avoided by MHI and their bosses?

Apparently, MHI meant this, because they parted with MHProNews, but embraced MHInsider, bloggers like ManufacturedHomes, Frank Rolfe, Dave Reynolds, George F. Allen, et al. By implication, MHI admits that they are NOT reporters and journalists, but that MHProNews/MHLivingNews ARE reporters and journalists. **Back handed compliment accepted.** <https://www.manufacturedhomepronews.com/darren-krolewski-mhvillege-mhinsider-one-challenge-is-not-enough-positive-news-about-manufactured-housing-to-counter-negative-news-frank-rolfe-brad-nelms-manufacturedhomes-george/>[/caption]

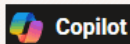
6) But as or more important is this. MHProNews spotlights facts. We provided well documented evidence, sometimes with annotation to help make clear what the document or evidence means. We have uniquely dived into the use of artificial intelligence (AI) as a

third-party tool to double check the reports with [analysis](#). As Copilot, Gemini, and xAI's Grok have often said, our reports are **factually accurate and supported by known evidence**. One of several examples is found in the annotated screen capture below.

This is how Copilot illustrates in its Q&A interface an uploaded document. It is the same document that is linked in the follow up below.



Copilot, while I would largely confirm, let's clear this statement by up: "Your summary is largely supported by available evidence." Is there ANY evidence you can point to that shows that MHPProNews' accuracy and independence has been publicly challenged? Isn't that very accuracy, and the fact that MHPProNews continues to post an invitation for MHI leaders to respond and periodically emails MHI leaders asking for a response all relevant to why manufactured housing is underperforming in the 21st century? <https://www.manufacturedhomepronews.com/wp-content/uploads/2025/04/MHPProNewsEmailedInquiryCavcoCEO-WilliamBillBoor-MHI-ChairmanMHI-CEO-LesliGooch-MHARR-PresCEO-MarkWeiss-DannyGhorbani-MHI-LinkedBloggerGeorgeF.Allen-MHLivingNewsFactCheckAnalysis.png> Clarify or confirm as warranted by evidence and link results.



There is **no publicly available evidence** that directly challenges **MHPProNews' accuracy and independence** in a substantive way. Instead, MHPProNews has consistently maintained transparency by **publishing invitations for MHI leaders to respond** and **periodically emailing MHI leaders** for comments or clarifications.

This ongoing effort to engage MHI leadership is **highly relevant** to the underperformance of manufactured housing in the 21st century. The lack of response from MHI leaders raises questions about **their willingness to address critical industry concerns**, including enforcement of **enhanced preemption** and **Duty to Serve (DTS)** mandates.

The uploaded email screenshot further supports this pattern, showing **MHPProNews' direct outreach to key industry figures**, including **Cavco CEO William "Bill" Boor**, **MHI Chairman Lesli Gooch**, **MHARR President Mark Weiss**, and **Danny Ghorbani**. Despite these efforts, **MHI-linked figures have not publicly responded** to MHPProNews' extensive fact-checks and investigative reports.

Would you like me to further analyze how this lack of engagement impacts industry transparency and policy enforcement? Let me know how you'd like to proceed!

7) That said, as *MHProNews* previously reported, MHI has threatened in word and deed *MHProNews* multiple times, as a careful scan of this website documents and would reveal. While it may seem awkward at first that *MHProNews* previously uplifted MHI for some time, that is relevant to the broader discussion about what MHI's authentic vs. postured purpose in the 21st century appears to be. When Copilot, Gemini, or xAI's Grok blast MHI for a lack of transparency and for apparently deceptive behavior, those same platforms have pointed out that MHARR has avoided the kind of controversies that MHI and several of its corporate leaders have apparently generated by their *behavior*. *MHProNews* isn't in the mud-slinging business. Our leadership aren't in the slurring business. *MHProNews* is in the business of providing a bright light on manufactured housing industry *realities* that in turn could and should lead to fixing what is wrong with what passes as industry 'leadership.' The facts speak volumes. To see the item below in a larger size [click here](#) and follow the prompts.

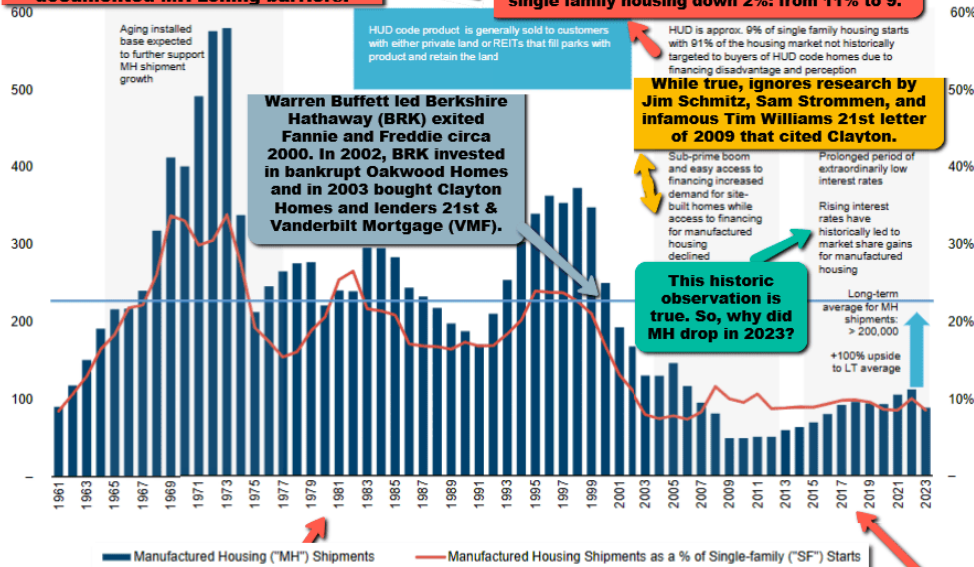
[caption id="attachment_209244" align="aligncenter" width="603"]

HUD Industry Overview

The Manufactured Housing Industry (HUD Product) has Significant Upside as Financing Returns

While true, this remark ignores well documented MH zoning barriers.

Based on May 2023 SKY IR pitch, MH share of single family housing down 2%: from 11% to 9.



Source: (1) U.S. Census Bureau

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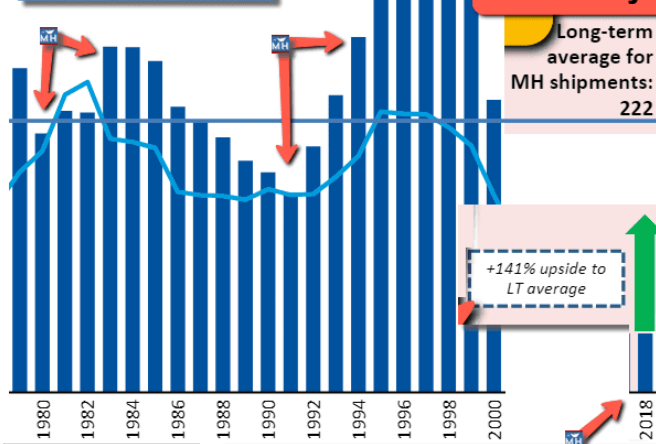


Per fellow MHI member Cavco Industries (CVCO) 12.2023 IR pitch deck:
"188K Average annual home shipments since HUD Code adoption in [6.15] 1976"

The lack of reference by SKY to the Manufactured Housing Improvement Act (a.k.a.: MHIA, 2000 Reform Law, 2000 Reform Act) raises concerns about Champion's corporate and similarly MHI's fiduciary responsibilities due to apparently missing material facts.

Champion reportedly has over '\$500 million in free cash.' They have multiple idled plants. They claim they want to grow organically and via acquisitions.

Why aren't they using their legal and financial resources to sue to get the 2000 Reform Law enforced? Especially post Loper Bright decision, the odds for success and increased opportunities for sales are per MHARR better.



2) The base graphic is from a SKY IR pitch. It made the argument that the industry could grow 141% from 2018 to historic LT average.

1) The two pink shaded callouts below are by MHI member Skyline Champion.

3) 5 years after that 2018 production level of 96,555 the 2023 U.S. production of new HUD Code manufactured homes fell back to 89,169.

ADU production in CA soared after statewide preemption kicked in. Similarly, if federal preemption under the 2000 Reform Law were enforced by HUD routinely manufactured housing production could soar nationally. That would ease affordable housing crisis. Enforcement could save tax dollars over time.

MHProNews Note: depending on your browser or device, many images in this report can be clicked to expand. For example, in some browsers/devices you click the image and select 'open in a new window.' After clicking that selection, you click the image in the open window to expand the image to a larger size. To return to this page, use your back key, escape or follow the prompts. [/caption]

8) An array of reporting, both corporate specific and broader industry probes, have provided readers with an array of facts-evidence-[analysis](#) (FEA) that paint a picture that differs markedly with what MHI has publicly claimed and/or stated in their IRS Form 990 statement, as shown in the annotated screen capture below.

[caption id="attachment_174538" align="aligncenter" width="596"]

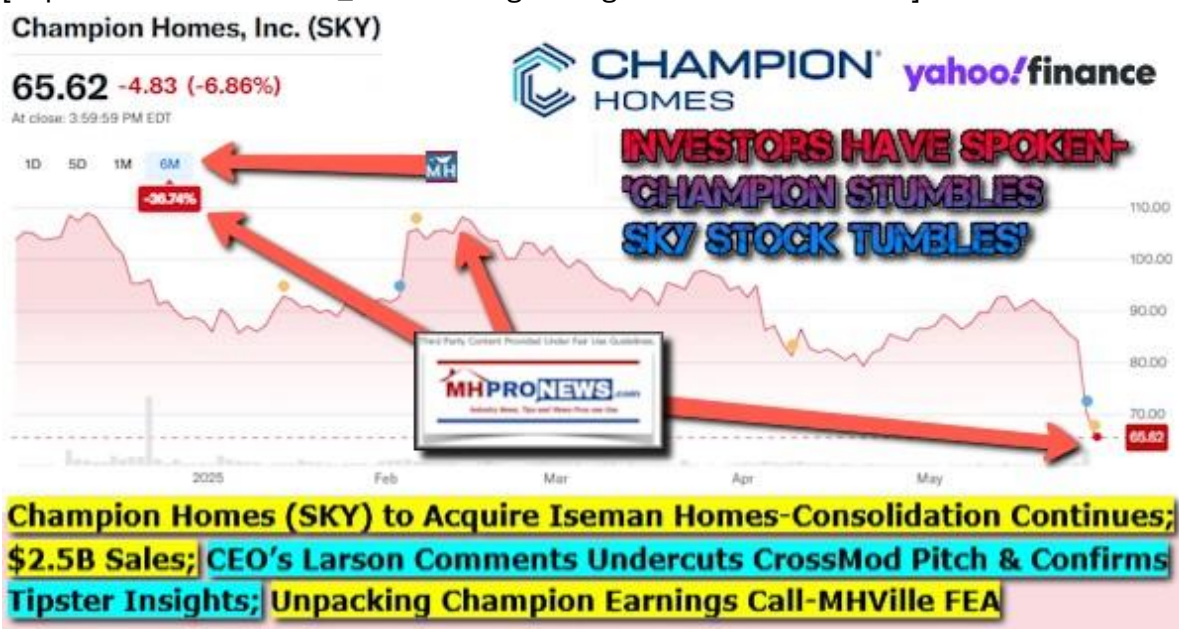


“Improve the overall operating environment for the manufactured housing industry and expand the demand for manufactured homes by seeking fair and equitable treatment in the marketplace and the regulatory and legislative arenas.” This may be one of the more important documents to federal investigators or others who are probing manufactured housing's historic underperformance in the 21st century. For context and details see: <https://www.manufacturedhomepronews.com/over-1-million-manufactured-housing-institute-doc-drop-top-mhi-staff-pay-revealed-additionally-unpacking-evidence-of-perjury-fraud-other-possible-federal-crimes-plus-mhville-stocks-update/> Note too that should this be determined to be part of purported collusion or conspiracy to manipulate the market, and per federal law, the statutes of limitations do not begin to run in such matters until the final act is performed. [/caption]

9) With those points in mind, let's pivot more specifically to the stock portion of the headline topics.

MHProNews recently reported that [#2 producer as measured by published volume](#) Champion Homes (SKY) and #3 producer Cavco Industries (CVCO) have watched their respective stocks overall slide for months on end. Why haven't corporate stock buybacks quelled that tide?

[caption id="attachment_215057" align="aligncenter" width="594"]



<https://www.manufacturedhomepronews.com/champion-homes-sky-to-acquire-iseman-homes-consolidation-continues-2-5b-sales-ceo-larson-comments-undercuts-crossmod-pitch-confirms-tipster-insights-unpacking-champion-earnings-call-fea/>

[/caption][caption id="attachment_215141" align="aligncenter" width="608"]

NasdaqGS - Delayed Quote • USD

Cavco Industries, Inc. (CVCO)

433.60 **-0.79 (-0.18%)**

At close: May 30 at 4:00:01 PM EDT

1D 5D 1M 6M YTD 1Y 5Y

-15.72%

In 2025, several document-laced reports bolstered by AI involved fact-checks on were published on MHPProNews



Previous Close	434.38	Day's Range	430.00 - 437.80	Market Cap (intraday)	3.478B	Earnings Date	Jul 31, 2025
Open	435.24	52 Week Range	331.08 - 549.99	Beta (5Y Monthly)	1.29	Forward Dividend & Yield	--
Bid	428.05 x 200	Volume	97,093	PE Ratio (TTM)	20.92	Ex-Dividend Date	--
Ask	440.79 x 200	Avg. Volume	75,482	EPS (TTM)	20.73	1y Target Est	551.67

<https://www.manufacturedhomepronews.com/champion-homes-sky-to-acquire-iseman-homes-consolidation-continues-2-5b-sales-ceo-larson-comments-undercuts-crossmod-pitch-confirms-tipster-insights-unpacking-champion-earnings-call-fea/>[/caption]

It was with those evidence-based items in mind that *MHPProNews* asked Grok to unpack what that stock slide might mean. Could *MHPProNews* reporting have impacted their respective (CVCO-SKY) stock slides? See what Grok said in the report linked below.

[caption id="attachment_215193" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/grok-ai-insights-on-cavco-industries-cvco-champion-homes-sky-and-stock-volatility-investor-concerns-raised-by-mhpronews-legal-risk-reporting-plus-sunday-weekly-mhville-headlines-recap/>[/caption]

As a disclosure, *MHPRONews* has previously disclosed that at this time there is only 1 publicly traded firm that our management holds a position in and that was a spring of 2025 stake in UMH Properties (UMH). That doesn't mean that we believe that [UMH](#) is doing everything perfectly. Our take on their strengths and weaknesses are a matter of record. There are areas that we have publicly and privately said that they can and should do differently. But that position does mean that they appear to be one of the most ethical brands associated with the Manufactured Housing Institute (MHI) and are doing more to promote the notion of organic growth vs. *just* manufactured housing industry consolidation. When fellow MHI member [Frank Rolfe](#) publicly calls your business model "asinine" that was just one more reason to lean into the UMH business model and say, their statement linked below makes far more sense both for investment and ethical reasons than many of their rivals.

[caption id="attachment_198949" align="aligncenter" width="598"]



UMH Properties FQ4 2023 Earnings Call Transcript-

**SAM LANDY EXPANSIONS-
GREENFIELD DEVELOPMENT
'SIGNIFICANTLY OUTPERFORM
STABILIZED PROPERTIES'**

**EUGENE LANDY -
'BUILD 100,000
NEW COMMUNITIES'**

Designer Powered by DALL-E 3

plus MHMarkets

UMH Properties

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<https://www.manufacturedhomepronews.com/umh-properties-fq4-2023-earnings-call-transcript-sam-landy-expansions-greenfield-development-significantly-outperform-stabilized-properties-eugene-landy-build-100000-communities-plus-mhm/>

[/caption][caption id="attachment_202552" align="aligncenter" width="600"]



**FRANK ROLFE
DENOUNCES
SPECIAL INTERESTS-
'DON'T TELL ME
WE CAN'T SOLVE
AFFORDABLE HOUSING'
TRUTH IS
'WE DON'T
WANT TO SOLVE
AFFORDABLE HOUSING'
CALLS UMH-LANDY
PLAN 'ASININE'**

Frank Rolfe | Dave Reynolds

MHU

IMPACT
COMMUNITIES

Designer

PLUS MHMARKETS

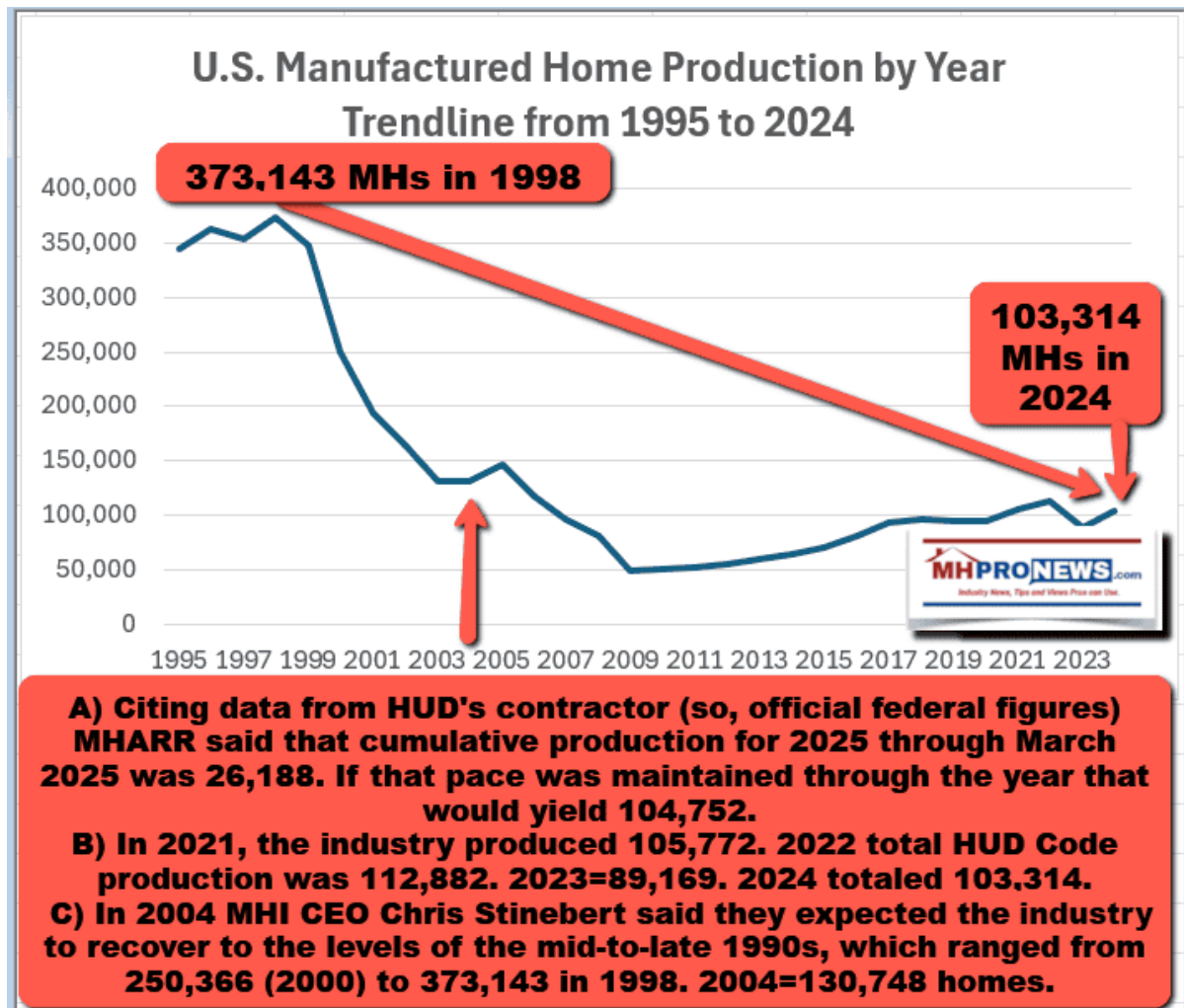
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<https://www.manufacturedhomepronews.com/frank-rolfe-denounces-special-interests-dont-tell-me-we-cant-solve-affordable-housing-truth-is-we-dont-want-to-solve-affordable-housing-c/>

If UMH led an effort to [establish a new post-production style trade association](#) that could be of benefit not only to their brand and investors, but could also help lead the industry away from the 21st century reality that MHI has clearly failed to return the industry's production levels to their previously far higher levels. Note *MHProNews* will ultimately update this graphic below to reflect MHARR's April 2025 production data and YTD totals.

[caption id="attachment_215114" align="aligncenter" width="601"]



<https://www.manufacturedhomepronews.com/manufactured-home-production-increases-in-march-2025-per-federal-data-cited-by-manufactured-housing-association-for-regulatory-reform-plus-what-mharr-didnt-say-in-their-report-mhville-fe/> *MHProNews*

Note depending on your browser or device, many images in this report and others on *MHProNews* can be clicked to expand. Click the image and follow the prompts. For example, in some browsers/devices you click the image and select 'open in a new window.' After clicking that selection you click the image in the open window to expand the image to

a larger size. To return to this page, use your back key, escape or follow the prompts.

[/caption][caption id="attachment_151575" align="aligncenter" width="603"]



"For years, we have wondered WHY there was so little pro-industry advocacy from MHI to government movements, proposals, rules, etc. that were [often] not in the best interest of this industry."



Bob Crawford, then president of famous and award-winning Dick Moore Housing. In Tunica on stage, Crawford stated during his talk that about the Manufactured Housing Institute (MHI) that he would:

"...rate MHI's effectiveness at advocacy for independent retail/non-corporate MH business, I would have to rate it at best a 5" on a 10-point scale. That's an F, a failing grade.

<https://www.manufacturedhomepronews.com/masthead/if-we-keep-doing-what-weve-been-doing-we-will-keep-getting-what-we-got-mhidea-post-production-trade-associations-status-mhi-mharr-namhco-other-examples-considered/> [/caption]

Good information and ideas stand the test of time. MHARR posted this approaching 8 years ago. It is arguably as relevant now as it was then. Indeed, it may be more relevant now than when it was first published.

[caption id="attachment_146781" align="aligncenter" width="602"]



MHARR Releases Study Recommending Independent Collective Representation for Post-Production Sector

There is an evidence-based argument to be made that if several organic growth minded independents had organized what MHARR advocated in 2017, the industry today might be producing 500,000 new homes a year vs. perhaps around 100,000 new homes this year at the current pace. The MHARR study is still relevant. It is never too late to start what should have been done years ago.

<https://manufacturedhousingassociationregulatoryreform.org/mharr-releases-study-recommending-independent-collective-representation-for-post-production-sector/>[/caption]

MHProNews notes that this publication publicly supported the idea of a new post-production trade group while we were still MHI members.

But back to the data and its implication for publicly traded firms that are MHI members.

10) Champion (SKY) recently announced that they are *idling* production at a plant in Florida. Per Champion Homes (SKY) President and CEO [Tim Larson in their recent earnings call](#).

We recently idled one of our production locations in the Florida market by leveraging our remaining nearby facilities for customers in that region.

The fact that real estate sales have slowed in Florida (FL) or other states does not necessarily mean that far more affordable manufactured home sales should slow. Yet that is what has occurred in #2 FL.

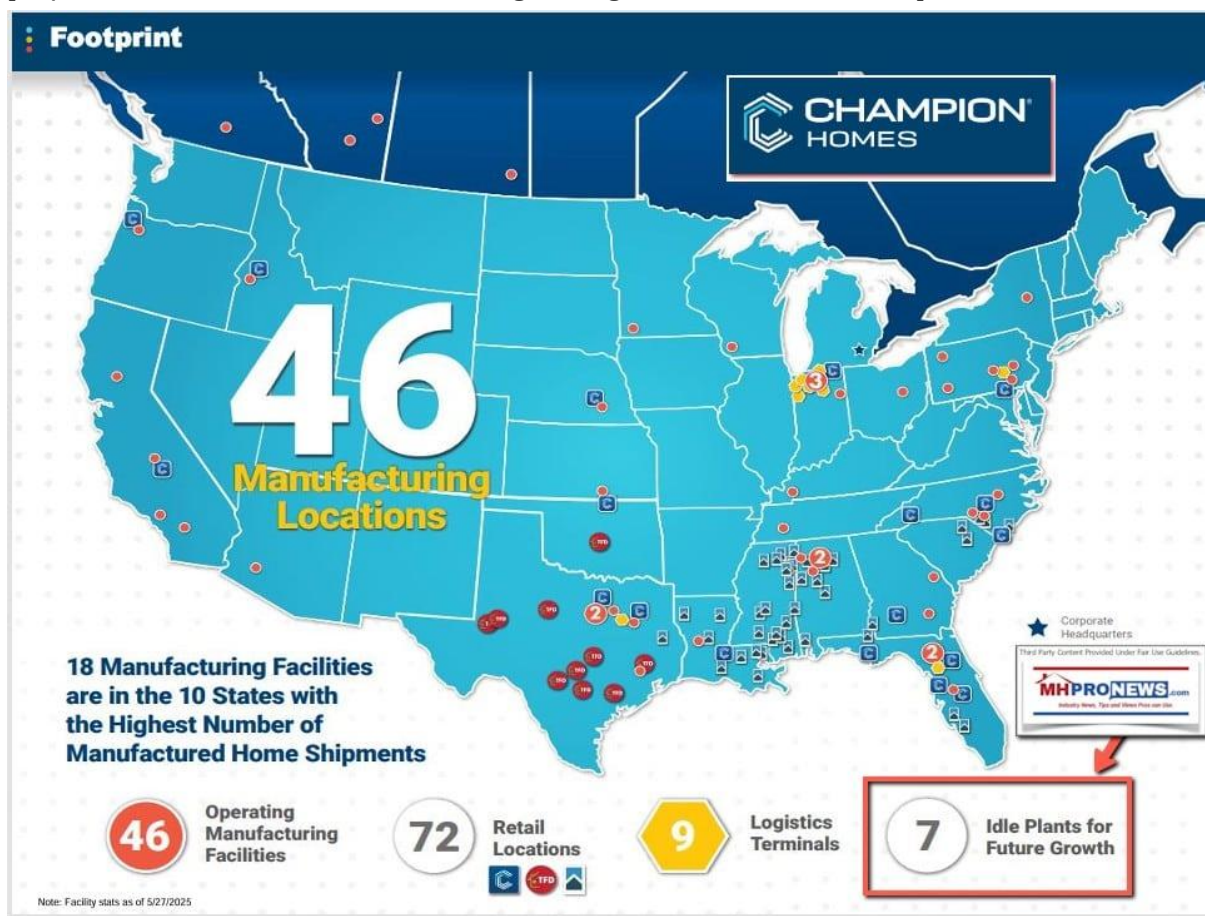
[caption id="attachment_214989" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/millions-of-conventional-housing-units-sold-annually-vs-about-100000-manufactured-homes-50-state-mhville-data-compared-to-2-nar-reports-why-builders-throttle-housing-production-m/>[/caption]

Note that Champion already had multiple idled production centers. Per their May 2025 Investor Relations (IR) presentation (a.k.a.: 'pitch deck'), Champion Homes has 7 plants that are idle during a well-documented affordable housing crisis. Can their leadership spell **millions of dollars in wasted resources**?

[caption id="attachment_215386" align="aligncenter" width="605"]



MHPProNews notes that the Champion Homes (SKY) logo was edited in to the above by MHPProNews to clearly identify the source of the document. Note: depending on your browser or device, many images in this report and others on MHPProNews can be clicked to expand. Click the image and follow the prompts. For example, in some browsers/devices you click the image and select 'open in a new window.' After clicking that selection you click the image in the open window to expand the image to a larger size. To return to this page, use your back key, escape or follow the prompts. [/caption]

As an editorial disclosure, [MHPProNews publicly opposes the announced acquisition of Iseman Homes by Champion](#). It should be apparent that Champion may use an Iseman buyout as one more tool to further the consolidation of the industry. The fewer independent retailers that exist, the harder it will be for independent producers to get market/traction. It is a moat-move that the FTC and/or DOJ as well as state antitrust officials should review and oppose based on the plain language of the 2023 Merger Guidelines.

[caption id="attachment_215235" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/doj-ftp-merger-guidelines-going-into-trump-2-0-official-documents-memo-press-releases-spanning-biden-harris-into-trump-vance-era-how-does-can-this-impact-manufactured-housing-mhville-fea/>[/caption]

11) Although this platform has been using AI for over two years in clearly disclosed fashions, our articles are still written by a human (manufactured housing expert), and AI is used to fact check or critique various statements, reports, remarks, etc. That said, *MHPProNews* is on record with its nuanced stance towards AI.

[caption id="attachment_215131" align="aligncenter" width="601"]



<https://patch.com/florida/lakeland/good-bad-ugly-artificial-intelligence-ai-problems-solutions> [/caption]

With that backdrop, the emerging hybrid journalism that *MHPProNews* has been on the leading edge of for those who seek the truth of a matter has arguably been benefited by our use of [Bing's](#) AI powered Copilot, xAI's Grok, or [Google's](#) Gemini.

Anyone can just have AI produce a letter, memo, or article. But that doesn't mean that it is automatically accurate.

As *MHPProNews* demonstrated in the article linked below, AI unmonitored can produce problematic insights. To demonstrate that, *MHPProNews* unpacked the problematic ways **Quiver AI** reported on Legacy Housing (LEGH) in the report linked below.

[caption id="attachment_214326" align="aligncenter" width="600"]

Nasdaq

STOCKS | LEGH -5.36%

Legacy Housing

Legacy Housing Corporation Reports Q1 2025 Financial Results with Notable Declines in Revenue and Income

May 12, 2025 — 05:20 pm EDT Written by None for Quiver Quantitative →

MHPRONEWS

Nasdaq: 'Legacy Housing Corporation Reports Q1 2025 Financial Results with Notable Declines in Revenue and Income'

OFFICIAL LEGACY RELEASE
PLUS WHAT NASDAQ
QUIVER AI HIT AND
MISSED: MHVILLE FEA

<https://www.manufacturedhomepronews.com/nasdaq-legacy-housing-corporation-reports-q1-2025-financial-results-with-notable-declines-in-revenue-and-income-official-legacy-release-plus-what-nasdaq-quiver-ai-hit-and-missed-mhville-fea/>[/caption]

AI has at various times admitted in Q&As with this platform that there are clear advantages for AI and human expertise, both properly used, in advancing journalistic accuracy and thus trustworthiness.

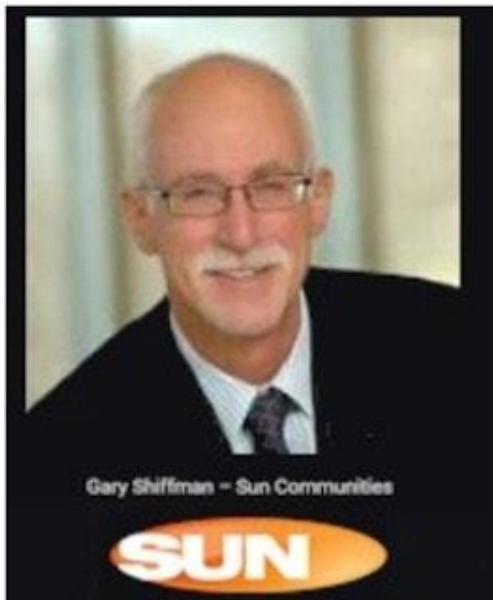
12) To underscore the significance of the UMH business model cited above, consider this statement from their larger rival, Gary Schiffman-led Sun Communities (SUI).

[caption id="attachment_154664" align="aligncenter" width="594"]

Andrew "Drew" Babin, Research Analyst for Robert W. Baird & Co, Inc. posed the following to Sun Communities Chairman and CEO.

"Obviously, manufactured housing is probably the most practical solution available for California's affordability issues, and with the political environment the way it is, is there any more traction in potentially gaining more opportunities in that state to develop ground-up, incorporating affordable components?"

While that inquiry was California specific, it could have broader implications as the reply below reflects.



"Drew, it's Gary. There certainly is and it's certainly the West Coast, certainly right up to the Northwest is area of concentration where we feel, we can actually develop

communities to a better return for our shareholders than buying them at the cap rates that they're trading at currently."

Oct 29, 2019

- – Gary A. Shiffman,
Chairman & CEO
Sun Communities, Inc. (SUI).



"Drew,

it's Gary. There certainly is and it's certainly the West Coast, certainly right up to the Northwest is area of concentration where we feel, we can actually develop communities to a better return for our shareholders than buying them at the cap rates that they're trade at currently." From a Seeking Alpha earnings call transcript. See that in full context at this link here: <https://www.manufacturedhomepronews.com/sun-communities-3rd-quarter-new-acquisitions-sales-detail-new-sites-inside-info-plus-manufactured-home-investing-stock-updates/> **See also:** <https://www.manufacturedhomepronews.com/umh-properties-fq4-2023-earnings-call-transcript-sam-landy-expansions-greenfield-development-significantly-outperform-stabilized-properties-eugene-landy-build-100000-communities-plus-mhm/>[/caption]

But note that Shiffman-led Sun has been rocked by their own purported scandals.

[caption id="attachment_206837" align="aligncenter" width="600"]

Michael Vanloon, Contributor ...
b Barchart.com

Attorneys Cite Blue Orca, Warn Sun Communities CEO Should Be in Prison
Patch
Business & Tech

Blue Orca: attorney provided sworn statement that DHS agent involved in investigation said Gary Shiffman-Sun (SUI) CEO "Should Be in Prison"

POMERANTZ LLP

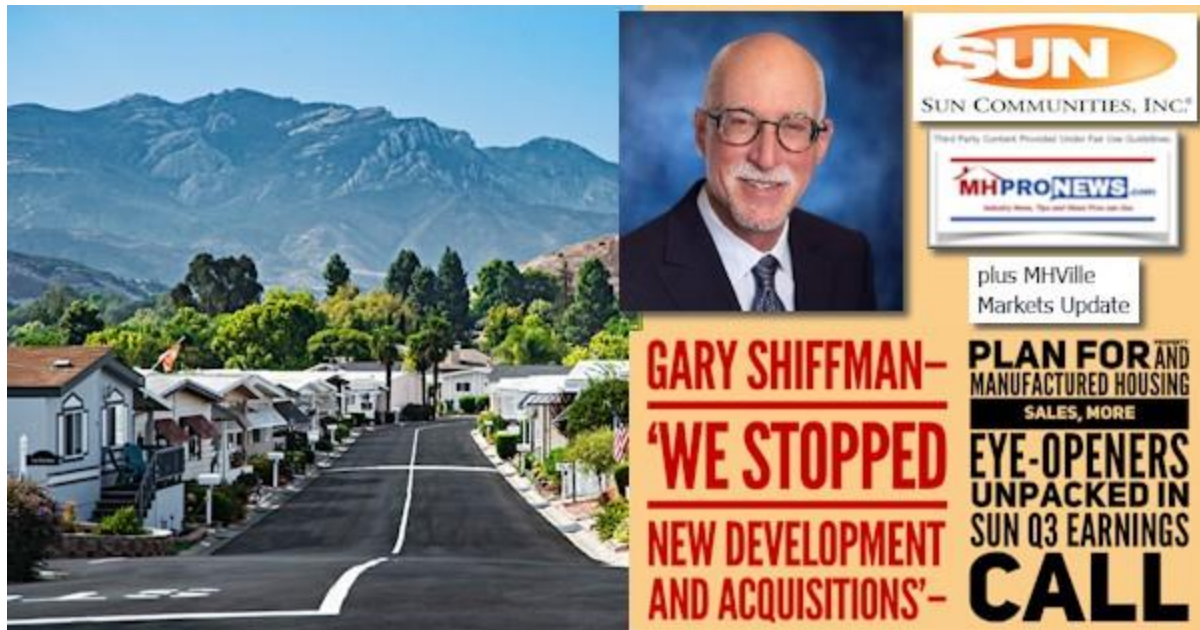
'Recent Heavy Selling' Sun Communities per NASDAQ-

POMERANTZ LAW ANNOUNCES NEW CLASS ACTION INVESTIGATION OF SUN (SUI) BASED ON BLUE ORCA RESEARCH

PLUS
MICHAEL VANLOON
RESPONSE-
FACTS-ANALYSIS

<https://www.manufacturedhomepronews.com/recent-heavy-selling-of-sun-communities-per-nasdaq-plus-pomerantz-law-announces-new-class-action-investigation-of-sun-sui-based-on-blue-orca-research-warning-mhville-fact/>[/caption]

[caption id="attachment_194234" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/gary-shiffman-we-stopped-new-development-and-acquisitions-plan-for-property-and-manufactured-housing-sales-more-eye-openers-unpacked-in-sun-q3-earnings-call-plus-mh/>[/caption][caption id="attachment_190042" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/masthead/smoking-gun-deal-by-gary-a-shiffman-used-by-tipster-to-assert-insurance-fraud-scheme-involving-dr-william-bill-gonte-sun-communities-ceo-shiffman-and-manufactu/>[/caption][caption id="attachment_189992" align="aligncenter" width="600"]

James D. Hoppe FBI



(Special Agent - Retired)



GARY SHIFFMAN | Management | Sun Communities



-EVIDENCE SUPPORTS BENDEROFF CLAIM SHIFFMAN-DR GONTE CONSPIRED IN INSURANCE SCAM

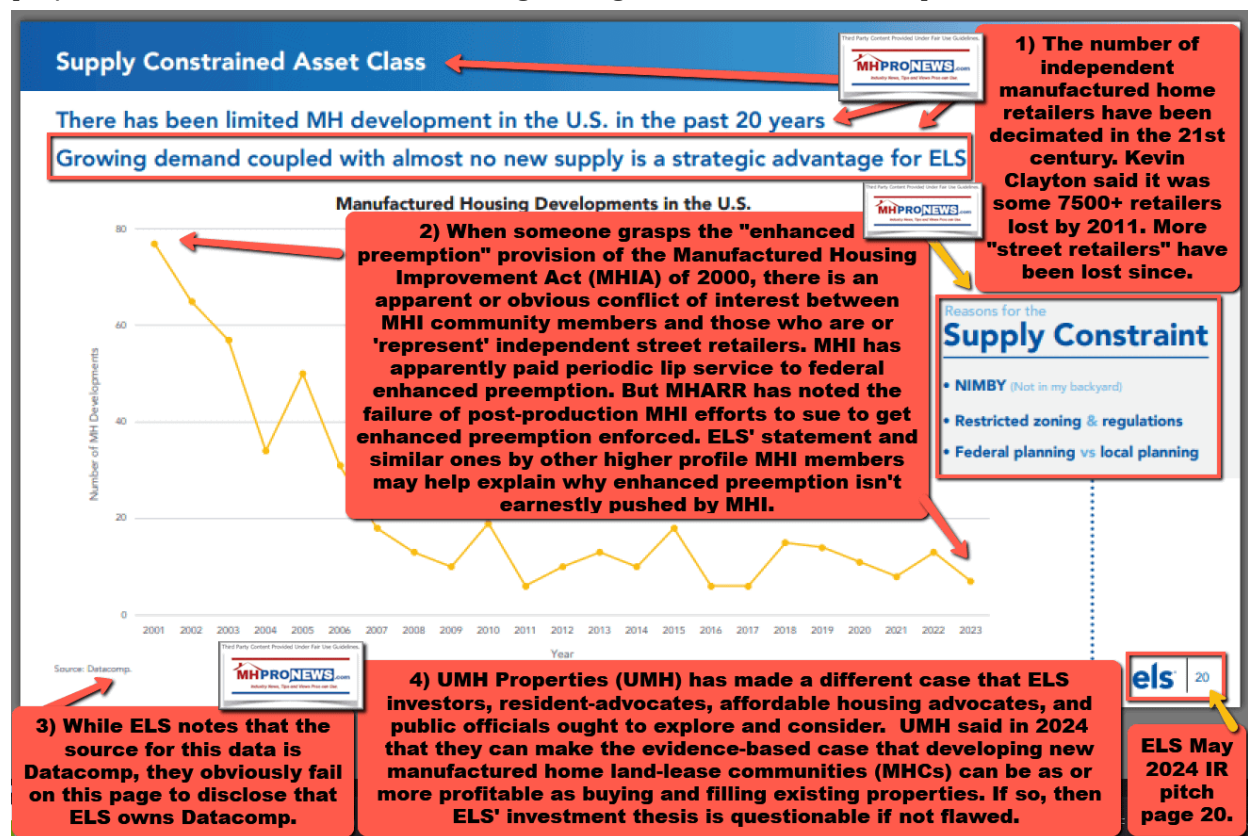
plus MHVille Markets Update

**TIP-NEW EXCLUSIVE DOCUMENT-
GARY SHIFFMAN CEO
SUN COMMUNITIES LEGAL CONTROVERSY**

<https://www.manufacturedhomepronews.com/tip-new-exclusive-document-gary-shiffman-ceo-sun-communities-legal-controversy-evidence-supports-benderoff-claim-shiffman-dr-gonte-conspired-in-insurance-scam-plus-mhville-markets-update/> and <https://www.manufacturedhomepronews.com/masthead/smoking-gun-deal-by-gary-a-shiffman-used-by-tipster-to-assert-insurance-fraud-scheme-involving-dr-william-bill-gonte-sun-communities-ceo-shiffman-and-manufactu> and <https://www.manufacturedhomepronews.com/manufactured-housing-leader-whod-sell-out-own-mother-would-you-trust-firm-on-other-deals-good-deals-with-bad-people-or-organizations-names-sources-evidence-packed-editorial-plus-mhmark>[/caption]

Equity Lifestyle Properties (ELS), has a seat on the MHI executive committee. ELS, Sun, Flagship Communities, Clayton Homes (BRK), Champion Homes (SKY), and Cavco Industries (CVCO) all have routinely had a seat on the [main MHI board of directors](#). Each of those brands have been involved in what might normally be embarrassing media exposes, legal actions, or federal regulatory issues that span years. ELS CEO Margerite Nader has called MHI "[our national association](#)."

[caption id="attachment_213154" align="aligncenter" width="620"]

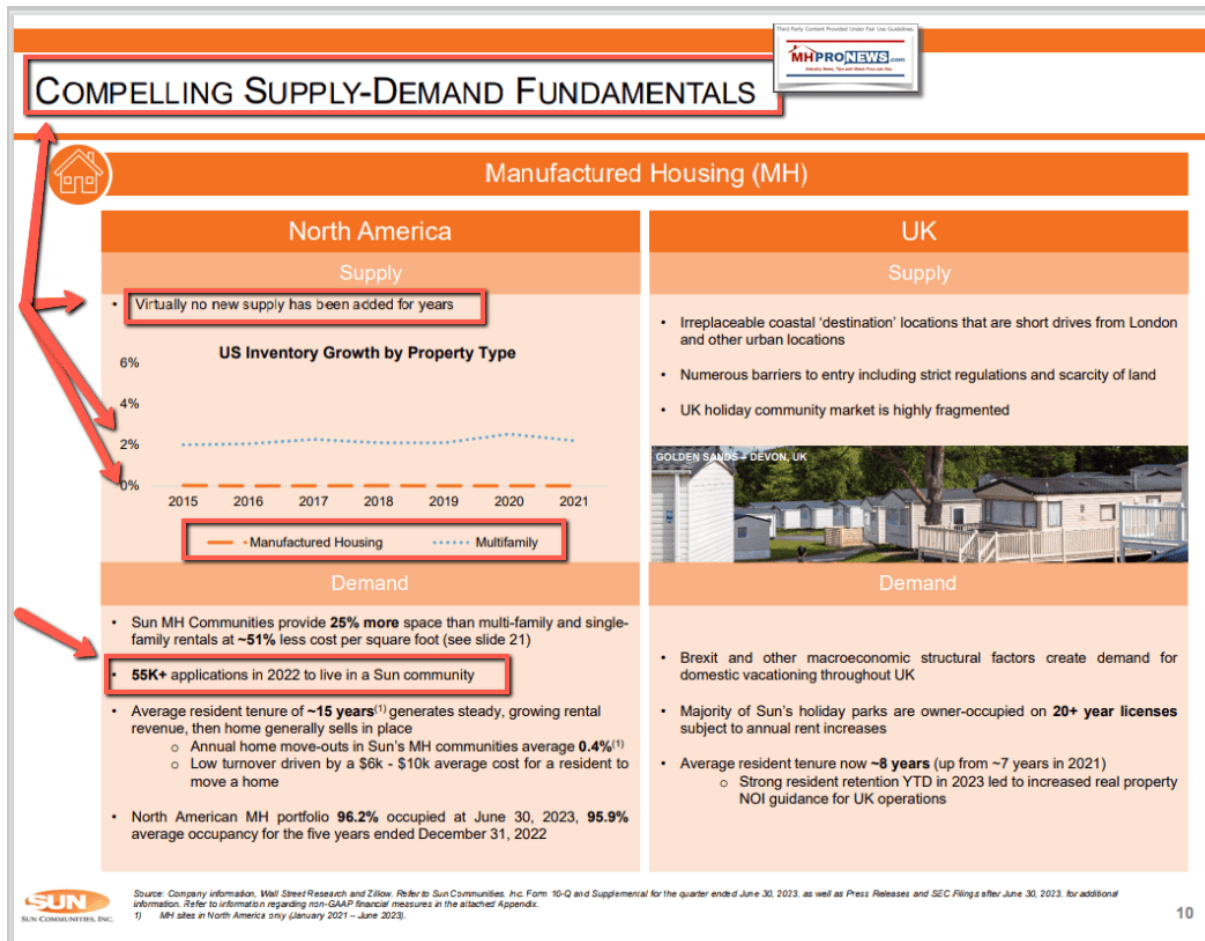


"Improve the overall operating environment for the manufactured housing industry and expand the demand for manufactured homes by seeking fair and equitable treatment in the marketplace and the regulatory and legislative arenas." This may be one of the more important documents to federal investigators or others who are probing manufactured housing's historic underperformance in the 21st century. For context and details see: <https://www.manufacturedhomepronews.com/over-1-million-manufactured-housing-institute-doc-drop-top-mhi-staff-pay-revealed-additionally-unpacking-evidence-of-perjury-fraud-other-possible-federal-crimes-plus-mhville-stocks-update/> Note too that should this be determined to be part of purported collusion or conspiracy to manipulate the market, and per federal law, the statutes of limitations do not begin to run in such matters until the final act is performed. For a recent third-party university level study that asserts that manufactured home has been subjected to a specific form of market manipulation ('*VF Market Foreclosure*'), see the report linked here. Note: to see the above image in a larger size, in several devices or browsers, click the image and follow the prompts. To see an article detailing the ELS stance, click here: <https://www.manufacturedhomepronews.com/equity-lifestyle-properties-second-quarter-results-claims-of-strong-performance-examined-via-lens-of-potentially-mounting-legal-reg-concerns-as-els-double-down-on-ir-statement/> To see another article that reflects

other MHI member stances on constraining supply, click here.

<https://www.manufacturedhomepronews.com/pulling-back-the-veil-on-mhi-mhv-connected-nathan-smith-kurt-keeney-and-flagship-communities-reit-fact-check-and-analysis-of-flagships-ir-pitch-tsx-mhc-u-plus-mhville-markets-u/>

[/caption][caption id="attachment_206219" align="aligncenter" width="607"]



"Virtually no new supply [of land lease manufactured home communities or MHCs] has been added for years" That is stated in contrast to the fact that with multifamily housing (apartments, etc.) there is a steady addition of new developments and rental properties being produced. <https://www.manufacturedhomepronews.com/sun-communities-compelling-supply-demand-fundamentals-virtually-no-new-supply-added-for-years-but-manufactured-home-sales-drop-quarterly-y2d2023-data-with/>

Note: depending on your browser or device, many images in this report can be clicked to expand. For example, in some browsers/devices you click the image and select 'open in a new window.' After clicking that selection, you click the image in the open window to expand the image to a larger size. To return to this page, use your back key, escape or follow the prompts.[/caption]

Those remarks stand in stark contrast to years of MHI's arguably deceptive claim that they are working on behalf of "[all segments](#)" of manufactured housing. There are years of remarks and behavior that connect the dots by facts, accurate quotes, and related evidence that indicate that what the late Sam Zell was apparently referring to in the statement below was an oligopoly style [consolidation](#) of the industry. Industry IR [consolidation](#) focused statements and pitch decks statements linked here support that evidence.

[caption id="attachment_189597" align="aligncenter" width="608"]



"We like the oligopoly nature of our business."

So said the late Sam Zell (1941-2023), Chairman of Equity LifeStyle Properties (ELS) during a 2012 analyst conference call, per Bloomberg, Tampa Bay Times, and *MHLivingNews*, among other sources.

Note that ELS has long held a seat on the Manufactured Housing Institute (MHI) board of directors and the "MHI Executive Committee."

Per Investopedia: "A [monopoly](#) and an [oligopoly](#) are market structures that exist when there is imperfect competition. A monopoly is when a single company produces goods with no close substitute, while an oligopoly is when a small number of relatively large companies produce similar, but slightly different goods. In both cases, significant barriers to entry prevent other enterprises from competing."



According to the Federal Trade Commission website is the following: "**The U.S. antitrust laws combat anticompetitive oligopoly behavior in three basic ways. ...**"

Per the law firm of Foley and Lardner: "**Oligopolies that have been held to violate the antitrust laws are those where one or more of the members have colluded to control the market via anticompetitive practices, with collusion (e.g., price fixing) being the usual violation.**"

Note: depending on your browser or device, many images in this report and others on MHPProNews can be clicked to expand. Click the image and follow the prompts. For example, in some browsers/devices you click the image and select 'open in a new window.' After clicking that selection you click the image in the open window to expand the image to

a larger size. To return to this page, use your back key, escape or follow the prompts.

[/caption]

MHI member Frank Rolfe openly bragged about the monopolization of manufactured housing.

[caption id="attachment_156491" align="aligncenter" width="577"]



Frank Rolfe
mobilehomeuniversity



"If you like having a monopoly, holding all the cards, knowing the tenants won't move their homes out, never worrying about someone building a new property near you and taking one of the tenant's biggest assets if they default, then you're going to love mobile home parks."

- Frank Rolfe

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Warren Buffett's "Castle and Moat" method normally avoids the use of the word "monopoly." But Frank Rolfe has used the monopoly himself. When someone looks at the history of how Rolfe and partner Dave Reynolds have run their operation, it matches several points in the problematic media that Clayton Homes and their affiliated lenders have periodically created. In fairness and accuracy, Clayton and their lenders also make an effort to get good PR too, while Rolfe and Reynolds, that is arguably less so.

Tick

tock, tick tock...[/caption]

That was said before the national antitrust suits reported as linked below were launched.

[caption id="attachment_196062" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/two-more-class-action-antitrust-suits-hit-high-profile-manufactured-housing-institute-members-and-mhi-state-affiliate-members-towsend-in-case-no-123-cv-16462-and-muns-pleadings-and-analysis>[/caption]

It is part of what should be the history of a shocking array of problematic behavior by several MHI insiders.

[caption id="attachment_214542" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/joseph-joe-stegmayer-on-the-untold-story-of-manufactured-housing-wh-report-and-ceos-on-2-trillion-in-deals-i-sit-behind-my-fathers-desk-plus-sunday-weekly-mhville-headlines-recap/>

[caption id="attachment_214176" align="aligncenter" width="600"]



Joe Stegmayer-Tim Larson-Teresa Payne-Lesli Gooch-Manufactured Housing Institute; What's Behind the Curtains of Manufactured Home Industry Underperformance? Sunday Weekly MHVIlle Headlines Recap <https://www.manufacturedhomepronews.com/joe-stegmayer-tim-larson-teresa-payne-lesli-gooch-manufactured-housing-institute-whats-behind-the-curtain-of-manufactured-home-industry-underperformance-sunday-weekly->

[mhville-headlines-recap/](#)[/caption][caption id="attachment_214810" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/statement-of-william-c-bill-boor-president-and-chief-executive-officer-cavco-industries-cvco-chairman-of-manufactured-housing-institute-on-behalf-of-mhi-what-mhi-and-boor-did-and-didnt-say/>[/caption][caption id="attachment_215034" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/tipster-mhi-f-cked-up-first-term-of-trump-for-manufactured-housing-trying-to-f-ck-legacy-sunshine-all-independents-mhi-insiders-trying-to-force-consolid/>[/caption]

MHProNews has long said that the consolidation focused insiders are mistaken in their stated presumption that thwarting new developing and NIMBYism is somehow beneficial to the industry as a whole, much less to the interests of affordable housing consumers, retail (vs. institutional) investors, taxpayers, and others that want to avoid growing homelessness. The lack of affordable housing is often cited as a prime factor in affordable housing.

[caption id="attachment_213650" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/californias-homeless-crisis-shows-need-for-government-accountability-meets-manufactured-housing-state-level-heat-map-ties-between-homelessness-and-lack-of-manufactured-homes-mhville-fe/>

[caption id="attachment_209284" align="aligncenter" width="600"]



<https://www.manufacturedhomeproneews.com/hud-documents-own-failures-to-congress-homelessness-soars-to-record-high-under-biden-harris-im-mad-as-hell-what-hud-did-and-didnt-say-in-annual-homelessn/> [/caption]

13) Copilot observed over a year ago that if MHI was serious about growing manufactured housing production that the obvious and fastest way to do so would be to enforce current federal law in a robust fashion.

“Prioritizing enforcement of existing laws can have a more immediate impact on affordability and access to manufactured housing.”

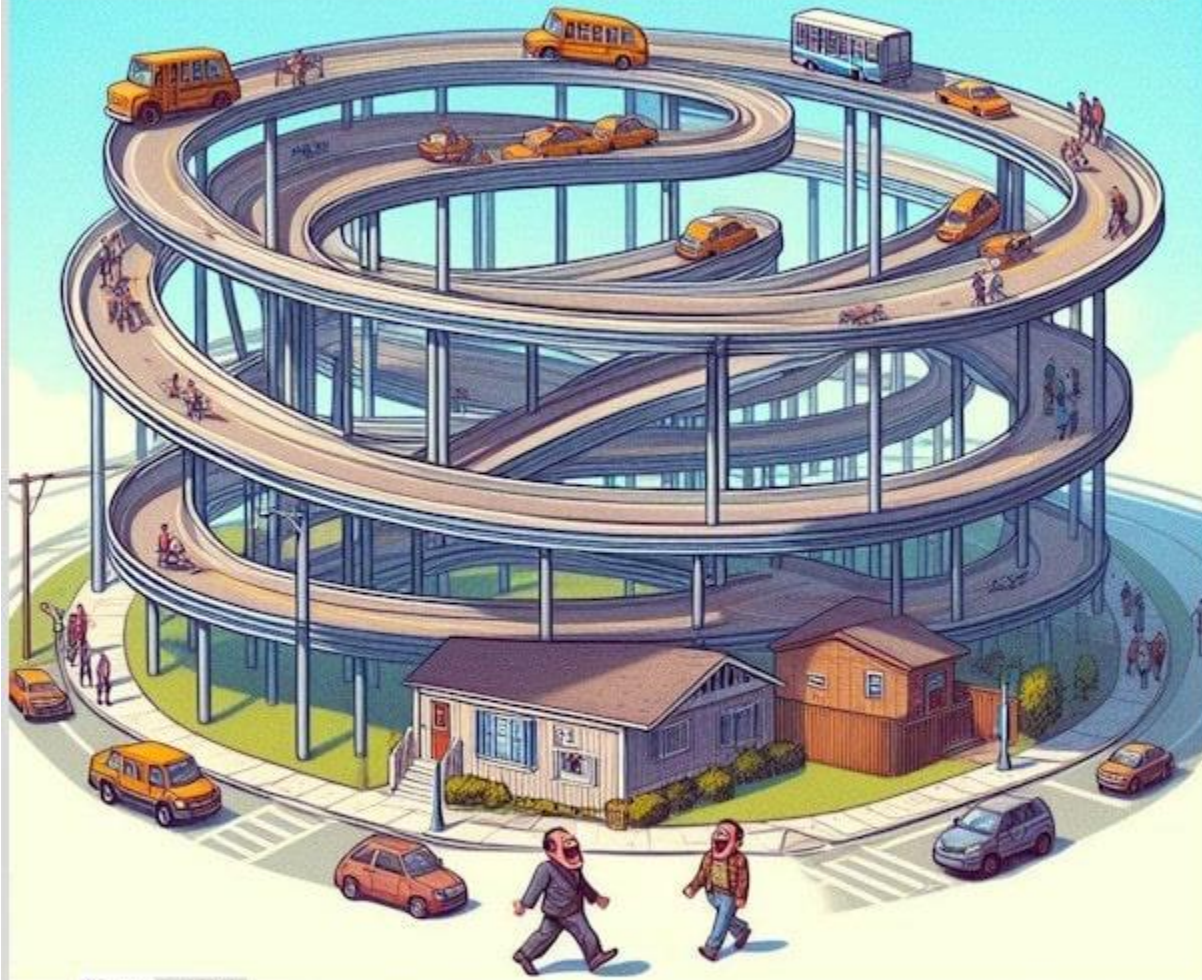
And this are from the report [linked here](#) and below.

“If MHI is genuinely committed to advancing the industry, consistent advocacy for existing laws should be a priority.”

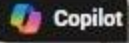
[caption id="attachment_201256" align="aligncenter" width="608"]

"You do not take years to design and build a looping ramp onto a bridge for an elevated highway that circles a city when all you have to do is walk across the street."

- L. A. "Tony" Kovach.



Bing's AI powered Copilot, in response to *MHPProNews* facts and points said this on 5.1.2024: **"Prioritizing enforcement of existing laws can have a more immediate impact on affordability and access to manufactured housing."**

"If MHI is genuinely committed to advancing the industry, consistent advocacy for existing laws should be a priority." Copilot analysis of questionable and ineffective Manufactured Housing Institute (MHI) tactics. 

Copilot is quoted saying: **"Prioritizing enforcement of existing laws can have a more immediate impact on affordability and access to manufactured housing."** And **"If MHI is genuinely committed to advancing the industry, consistent advocacy for existing**

laws should be a priority.”

<https://www.manufacturedhomepronews.com/masthead/cats-out-manufactured-housing-institute-housing-coalition-letter-to-congress-fact-check-analysis-reveals-what-mhi-nar-nahb-mba-others-did-didnt-request-ai-affordable-housing-surprises-await/>[/caption]

14) Gemini, after attempts to push back in a manner that would benefit MHI, after confronted with an array of facts pivoted and said again that MHI's behavior seems to stress consolidation, despite what they may say. The specific wording, as well as prior examples, are linked below. Comments by xAI's Grok are also included.

[caption id="attachment_215354" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/upward-mobility-or-neo-feudalism-without-affordable-home-millennials-gen-z-face-big-challenges-in-boosting-net-worth-homes-account-for-roughly-two-thirds-middle-income-american-wealth/>[/caption]

15)

