

<https://www.manufacturedhomeprnews.com/clayton-homes-and-mhi-members-linked-15-lies-about-manufactured-mobile-homes-when-image-campaigns-miss-the-mark-its-my-nest-alviral-expose-plus-sunday>

**Clayton Homes and MHI Members Linked ‘15 Lies About Manufactured (Mobile) Homes’ – ‘When Image Campaigns Miss the Mark’ It’s My Nest-Alviral Exposé; plus Sunday Weekly MHVille Headlines Recap**

What follows is a download linked from the article above. The following content has some interesting items, but is NOT endorsed by MHPProNews/MHLivingNews, even though SOME of the content might be useful in certain ways.

Not clearly stated is the apparent link between “It’s My Nest” and **Alviral d.o.o.** Per Bing’s artificial intelligence **(AI) Copilot:**

**“Alviral d.o.o., a content marketing firm that openly states it creates “engaging, SEO-optimized content” for monetization and affiliate purposes. That strongly suggests this is advertorial-style content, not independent journalism.**

Several signs support this:

- **Each “lie” rebuttal is paired with a company name and copyright symbol**, such as “© MCM Communities” or “© Clayton Built”—a hallmark of branded content or paid placement.
- The tone is **overly enthusiastic**, with exclamation points and sweeping generalizations like:
- “Zoning laws have modernized in many regions!”
- That’s a **misleading overstatement**. While some jurisdictions have improved zoning access, **exclusionary zoning remains a major barrier**, as documented by HUD, MHARR, and even MHI’s own occasional admissions.
- The article **fails to cite any federal laws** like the **MHIA 2000** or **enhanced preemption**, nor does it mention **DTS, antitrust concerns, or regulatory capture**—all of which are central to understanding the industry’s underperformance.”

See the linked report for relevant details.

--- Source: for the following.

<https://www.msn.com/en-us/money/realestate/15-lies-about-manufactured-mobile-homes/ss-AA1Hkf85?ocid=msedgntp&pc=LCTS&cvid=f790d2599b9d46aca181df4d4aa39f10&ei=34#image=8>

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## **It's My Nest**

### **15 Lies About Manufactured (Mobile) Homes**

Story by Alex Morigan

Manufactured homes have come a long way from the 'trailer homes' of yesteryear, yet stubborn myths continue to cloud public perception. These modern, factory-built houses offer affordable, quality housing for millions of Americans, but are often unfairly judged. Let's bust some common misconceptions that might be keeping you from considering these practical, efficient living spaces.



#### **1. They Always Depreciate**

Urban Institute

Contrary to popular belief, well-maintained manufactured homes can appreciate similarly to traditional houses. Location, maintenance, and market conditions affect value—just like any real estate.

When placed on owned land with proper foundations, many manufactured homes increase in value over time. Smart upgrades and landscaping further boost resale potential, proving this outdated notion wrong.



## 2. Cookie Cutter Designs

Nelson-Homes.com

Walk through a manufactured home showroom and prepare to be amazed! Today's options include everything from farmhouse chic to sleek contemporary designs with open floor plans.

Manufacturers offer countless customization options—vaulted ceilings, kitchen islands, spa bathrooms, and designer finishes. You can select from various exterior styles too, from traditional siding to modern architectural elements that make each home unique.



### **3. Flimsy Construction Standards**

© Illinois Manufactured Housing Association |

Nothing could be further from the truth! Since 1976, all manufactured homes must comply with HUD's rigorous federal building standards. These regulations ensure structural integrity, fire safety, and energy efficiency.

Modern manufacturing techniques actually create homes that often exceed the quality of some site-built houses. The controlled factory environment eliminates weather-related construction problems.





#### **4. Storm Magnets**

© Len's Home Center

Have you seen how today's manufactured homes perform in severe weather? Engineering advances have created units that can withstand hurricane-force winds when properly installed.

Specialized anchoring systems and reinforced structures provide remarkable stability. Many newer models are built to zone-specific wind resistance standards, making them just as storm-ready as traditional construction—sometimes even more so.















## **5. Only for Low-Income Families**

© Clayton Built

Peek inside luxury manufactured homes and you'll quickly dismiss this misconception! While affordability remains a key benefit, these homes attract buyers across all income brackets seeking value and efficiency.

Many professionals, retirees, and young families choose manufactured homes for their quality and lower maintenance. Some upscale models feature amenities that rival custom-built homes at a fraction of the cost.



## **6. Limited Customization Options**

© Titan Factory Direct Blog

Imagine walking into your dream home showroom and being told "yes" to almost everything! Manufactured homebuyers can select floor plans, finishes, appliances, and countless upgrades.

From moving walls to adding fireplaces or custom cabinetry, the options are extensive. Some manufacturers even offer completely custom designs. The days of one-size-fits-all mobile homes are long gone.





## **7. No Luxury Features Available**

© Village Homes Austin.

Step into high-end manufactured homes and prepare to be wowed! Today's models can include stone countertops, hardwood floors, garden tubs, and smart home technology.

Fancy walk-in closets, gourmet kitchens, and spa-like bathrooms are increasingly common. Some manufacturers specialize in luxury features that rival custom homes costing twice as much, proving that factory-built doesn't mean feature-poor.



## **8. Built to Fall Apart**

© Sonoma Manufactured Homes

Many manufactured homes from the 1970s are still standing strong today! Modern units are engineered for decades of service with durable materials and construction techniques.

Quality control in factory settings often exceeds on-site building standards. With proper maintenance, these homes easily last 30-55 years or longer, comparable to traditional construction lifespans.



## **9. Impossible to Finance**

© Bankrate

Financial institutions have evolved their view of manufactured housing! Numerous loan options exist today, including conventional mortgages, FHA, VA, and USDA loans for qualified homes and buyers.

Chattel loans serve those placing homes on leased land. Many credit unions offer specialized manufactured home financing programs. The lending landscape has dramatically improved, making these homes accessible to more buyers.





## **10. Banned from Nice Neighborhoods**

© MCM Communities

Zoning laws have modernized in many regions! While some areas maintain restrictions, many communities welcome today's manufactured homes, especially those with site-built appearances.

Numerous developments exclusively feature higher-end manufactured homes with community amenities. Some states have even enacted laws limiting discrimination against these housing options, recognizing their importance in addressing housing shortages.



## **11. Not Suitable for Families**

© Booking.com

Family-friendly features abound in today's manufactured homes! Multi-bedroom floor plans offer separate spaces for children and parents, while open concepts create gathering areas for family activities.

Durable materials stand up to active kids. Many communities designed for manufactured homes include playgrounds and family amenities. These practical, affordable options provide stable housing for countless American families.



## **12. Zero Resale Market**

© Inspire Communities

Check real estate listings and you'll find active markets for pre-owned manufactured homes! Well-maintained units in good locations attract buyers seeking affordable housing options.

Resale values depend on similar factors as traditional homes—location, condition, and upgrades. Many real estate agents specialize in manufactured housing, helping connect sellers with interested buyers and dispelling this persistent myth.





### **13. Just Temporary Housing**

© Bankrate

Millions of Americans call manufactured homes their permanent residences! These aren't stopgap solutions but quality, long-term housing options that serve owners for decades.

Many retirees choose manufactured homes for their forever homes. Young families often start in these affordable houses and stay for years. With proper foundations and maintenance, these homes provide stable, permanent housing.



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#### **14. Always Cramped and Tiny**

© Clayton Homes

Walk through today's double-wide or triple-wide manufactured homes and you'll be amazed by the spaciousness! Many models offer 2,000+ square feet with multiple bedrooms and bathrooms.

Vaulted ceilings create airy atmospheres. Smart design maximizes every square foot. Some floor plans feature massive great rooms and primary suites that rival much more expensive site-built homes.





### **15. Poor Investment Choice**

© Find Your Dream Home | Get a Real Estate Agent

Financial experts increasingly recognize manufactured homes as smart investments! Lower purchase prices and maintenance costs result in better cash flow for investors and affordability for buyers.

When placed on owned land with proper setup, these homes can build equity similarly to traditional houses. For many Americans, manufactured homes represent the most accessible path to homeownership and wealth building.





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### **This Is Who We Are**

Founded in 2017, Alviral turns great stories into measurable results.

We build data-driven content that works on every platform and speaks to every audience.

Our advantage is simple: a proven strategy, a hands-on team, and the courage to set trends instead of chase them.

Yesterday is our baseline; today we raise it.

We create powerful content that performs—across platforms, markets, and audiences. Every article and campaign we launch is backed by data, shaped by experience, and driven by our commitment to staying ahead in an industry that never stands still.

We don't chase trends. We set them. Our team of editors, strategists, marketers, and analysts is united in one mission: building meaningful content that hits home. We create with purpose. We execute with precision. We evolve constantly.

### **From Concepts To Clicks, This Is What We Do**

Alviral is a digital media powerhouse. We combine creativity, data, and technology to produce, publish, and distribute content across various platforms.

Specializing in content creation and rapid scaling, Alviral delivers high-impact content for websites across diverse niches and platforms—from blogs to social media—built to perform and engage.

Our goal? To engage our target audiences. Our approach? Sharp and effective. Our results? Millions of sessions.

From informative articles to viral stories, we create content that entertains and informs millions of people worldwide.

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