

DOJ-FTC 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

Grok Q&A with MHPProNews on this date is as shown below. Question by MHPProNews following that logo and reply by Grok following its logo.



Grok, we are going to pivot to DOJ-FTC Merger Guidelines and related, particularly as it may apply to the manufactured housing industry. First, scan this document linked here: https://www.manufacturedhomepronews.com/wp-content/uploads/2025/06/DOJ-FTC_MergerGuidelinesGoingIntoTrump2.0OfficialDocsMemoPressReleasesHowDoesCanThisImpactManufacturedHousingMHVilleFEA-PDF.pdf which is the PDF of the draft of an article that uses multiple federal sources as shown. While all of it could be relevant, focus on Part V and related on 2023 Federal Merger Guidelines and Section 7 of the Clayton Act ("Section 7"). As a scan of MHPProNews/MHLivingNews, particularly in recent weeks and months would reveal AI like you (xAI Grok), Gemini, and Copilot, along with Doug Ryan, James "Jim" Schmitz, Maris Jensen, multiple antitrust lawsuit, remarks by MHARR's CEO Mark Weiss, J.D.: ""The consolidation of key industry sectors is an ongoing and growing concern that MHI [i.e.: the Manufactured Housing Institute] 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 MHPProNews 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." Samuel Strommen and others are explored as evidence for concerns that specific firms that are often MHI members have openly stated that they are focused on consolidation in their own IR statements and IR presentations. <https://www.manufacturedhomepronews.com/wp-content/uploads/2025/05/M-A-ConsolidateManufacturedHousingUnderperformance21stCenturyQuotesScreenShotInvestorRelationsIRpitchAntitrustOligopolyStyleMonopolizationMonopolyManufacturedHomeProNewsMHPProNews.png> Sam Zell stated that he likes the oligopoly nature of the industry, which in context can be construed as a kind of admission that an oligopoly style of

monopolization has been occurring in manufactured housing for well over a decade:

[https://www.manufacturedhomeproneews.com/wp-](https://www.manufacturedhomeproneews.com/wp-content/uploads/2023/06/SamZellQuotableQuoteWeLikeTheOligopolyNatureOfOurBusinessEquityLifeStylePropertiesELSCChairman1941-2023TimeBloombergMHLivingNewsTampaBayTimes.png)

[content/uploads/2023/06/SamZellQuotableQuoteWeLikeTheOligopolyNatureOfOurBusinessEquityLifeStylePropertiesELSCChairman1941-](https://www.manufacturedhomeproneews.com/wp-content/uploads/2023/06/SamZellQuotableQuoteWeLikeTheOligopolyNatureOfOurBusinessEquityLifeStylePropertiesELSCChairman1941-2023TimeBloombergMHLivingNewsTampaBayTimes.png)

[2023TimeBloombergMHLivingNewsTampaBayTimes.png](https://www.manufacturedhomeproneews.com/wp-content/uploads/2023/06/SamZellQuotableQuoteWeLikeTheOligopolyNatureOfOurBusinessEquityLifeStylePropertiesELSCChairman1941-2023TimeBloombergMHLivingNewsTampaBayTimes.png) Then some examples

[https://www.manufacturedhomeproneews.com/wp-](https://www.manufacturedhomeproneews.com/wp-content/uploads/2025/05/AnnotatedGeminiPreponderanceDocumentaryEvidenceLackContradictoryInfoAccurateToConcludeMHIsActionsInactionsStronglySuggestAnImplicitAlignmentPotentialFacilitateConsolidationMHProNews.png)

[content/uploads/2025/05/AnnotatedGeminiPreponderanceDocumentaryEvidenceLackContradictoryInfoAccurateToConcludeMHIsActionsInactionsStronglySuggestAnImplicitAlignmentPotentialFacilitateConsolidationMHProNews.png](https://www.manufacturedhomeproneews.com/wp-content/uploads/2025/05/AnnotatedGeminiPreponderanceDocumentaryEvidenceLackContradictoryInfoAccurateToConcludeMHIsActionsInactionsStronglySuggestAnImplicitAlignmentPotentialFacilitateConsolidationMHProNews.png) will prove useful:

[https://www.manufacturedhomeproneews.com/wp-](https://www.manufacturedhomeproneews.com/wp-content/uploads/2025/05/CopilotEvidenceOfPalteringPosturingForOpticsTheatricsBehaviorSeemsAimedAtConsolidationOfManufacturedHomeIndustryMHProNews.png)

[content/uploads/2025/05/CopilotEvidenceOfPalteringPosturingForOpticsTheatricsBehaviorSeemsAimedAtConsolidationOfManufacturedHomeIndustryMHProNews.png](https://www.manufacturedhomeproneews.com/wp-content/uploads/2025/05/CopilotEvidenceOfPalteringPosturingForOpticsTheatricsBehaviorSeemsAimedAtConsolidationOfManufacturedHomeIndustryMHProNews.png) and

[https://www.manufacturedhomeproneews.com/mhvvilles-hidden-chains-why-](https://www.manufacturedhomeproneews.com/mhvvilles-hidden-chains-why-manufactured-housing-lags-in-americas-housing-crisis-grok-unveils-the-scam-xai-grok-thesis-this-aint-theory-its-a-hei/)

[manufactured-housing-lags-in-americas-housing-crisis-grok-unveils-the-scam-xai-grok-thesis-this-aint-theory-its-a-hei/](https://www.manufacturedhomeproneews.com/mhvvilles-hidden-chains-why-manufactured-housing-lags-in-americas-housing-crisis-grok-unveils-the-scam-xai-grok-thesis-this-aint-theory-its-a-hei/) With that backdrop, Champion recently announced that they plan to acquire Iseman Homes

<https://www.manufacturedhomeproneews.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/> . Champion,

Cavco, Clayton and others have been acquiring firms more or less steadily during the 21st century and there is significant evidence and production trends data that reveals that

manufactured housing production nationally is only performing at about 30 percent in 2024 of the last highwater mark in 1998, even though the population has been growing:

<https://www.manufacturedhomeproneews.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>

Don't federal merger guidelines apply to manufactured housing? Per the 2023 Merger guidelines, quoting:

“Guideline 1: Mergers Raise a Presumption of Illegality When They Significantly Increase Concentration in a Highly Concentrated Market.” isn't there supposed to be a presumption against mergers? Is it possible that federal antitrust enforcers could stop the acquisition of Iseman Homes by Champion (SKY), based on that presumption and known evidence? Isn't there also a legal basis in the 2023 Merger guidelines to allow federal regulators to unwind prior acquisitions in the 21st century, given there has been an apparent pattern of collusion

[https://www.manufacturedhomeproneews.com/wp-](https://www.manufacturedhomeproneews.com/wp-content/uploads/2023/05/StatuteOfLimitationsConspiracyDOJ-MHProNews.jpg)

[content/uploads/2023/05/StatuteOfLimitationsConspiracyDOJ-MHProNews.jpg](https://www.manufacturedhomeproneews.com/wp-content/uploads/2023/05/StatuteOfLimitationsConspiracyDOJ-MHProNews.jpg) which

could mean that the statutes of limitations have arguably not begun to 'run,' right? Unpack those elements, check it against any other relevant sources online, and link results to your takeaways and points.



Yes, the federal merger guidelines, including the 2023 DOJ-FTC Merger Guidelines, apply to the manufactured housing industry, as they govern mergers and acquisitions across all sectors of the U.S. economy under the authority of Section 7 of the Clayton Act. Let's unpack the key elements based on the provided document, linked sources, and additional online context.

Part V: 2023 Federal Merger Guidelines and Section 7 of the Clayton Act

The 2023 Merger Guidelines, as outlined in the PDF, establish a framework to assess mergers for potential anticompetitive effects. **Guideline 1** states that mergers raise a presumption of illegality when they "significantly increase concentration in a highly concentrated market." This is determined using the Herfindahl-Hirschman Index (HHI), where a post-merger HHI above 1,800 (highly concentrated) with an increase of more than 100 points triggers this presumption. The guidelines lower the threshold for concern compared to previous versions, reflecting a stricter stance on consolidation.

Section 7 of the Clayton Act prohibits mergers or acquisitions where "the effect... may be substantially to lessen competition, or to tend to create a monopoly." The 2023 Guidelines expand on this by introducing a structural presumption based on market share (e.g., a combined share over 30% with an HHI increase of 100+), supported by the 1963 *Philadelphia National Bank* precedent, and emphasize analyzing labor markets and potential competition.

Application to Champion-Iseman Homes Acquisition

The recent announcement of Champion Homes (SKY) acquiring Iseman Homes, adding 10 retail centers, fits into a broader pattern of consolidation in the manufactured housing industry. The PDF and linked MHPProNews articles highlight that Champion, Cavco, Clayton Homes, and others have been acquiring firms steadily throughout the 21st century. With manufactured housing production at approximately 30% of its 1998 peak (around 100,000 units in 2024 vs. 373,000 in 1998), despite population growth, this suggests a concentrated market where further mergers could exacerbate underperformance.

Under **Guideline 1**, if the Champion-Iseman merger significantly increases HHI (e.g., by combining Champion's existing market share with Iseman's retail presence), it could be presumed illegal. The PDF notes industry consolidation concerns, citing MHARR's Mark Weiss and others like Samuel Strommen, who argue that MHI members' focus on consolidation (e.g., Clayton's IR statements) may harm consumers and competition.

Online sources, such as Arnold & Porter’s analysis of the 2023 Guidelines, indicate that even modest market share increases (e.g., 28% + 2%) can trigger scrutiny, especially in a market with historical consolidation trends.

Federal antitrust enforcers could potentially challenge this acquisition if data shows a significant HHI increase or if Champion’s post-merger share exceeds 30% in relevant markets (e.g., retail sales or regional production). The PDF’s reference to Sam Zell’s oligopoly comment and production data supports the argument that the industry is already highly concentrated, amplifying the presumption against this merger.

Unwinding Prior Acquisitions

The 2023 Guidelines also provide a legal basis to unwind prior acquisitions under Section 7 if they are found to have substantially lessened competition. The PDF cites a pattern of collusion, supported by evidence like antitrust lawsuits and MHPProNews analyses (e.g., Strommen’s work). The linked DOJ image on statute of limitations suggests that conspiracy claims may not have a running statute if ongoing collusion is proven, potentially allowing regulators to revisit past mergers (e.g., Clayton’s acquisitions or Champion’s prior deals).

Online sources, such as Cleary Antitrust Watch, note that the Guidelines’ skepticism toward rebuttals (e.g., efficiencies) and emphasis on historical precedent could enable challenges to older mergers if evidence of anticompetitive intent or effect emerges. The PDF’s mention of MHARR’s critique of MHI inaction and Copilot’s analysis of “paltering for optics” further suggest a systemic issue that could justify unwinding, especially if tied to documented consolidation strategies.

Takeaways and Evidence Synthesis

1. **Presumption of Illegality:** The Champion-Iseman merger could face a presumption of illegality if HHI data indicates a significant concentration increase. The industry’s 30% production decline, despite demand, aligns with the Guidelines’ focus on market power, as noted in the PDF and MHPProNews production trends.
2. **Enforcement Potential:** Antitrust enforcers have the authority to block the merger or investigate further, especially with evidence from Weiss, Schmitz, and Strommen highlighting consolidation’s impact. The PDF’s federal source citations reinforce this legal framework.
3. **Unwinding Precedents:** The statute of limitations argument and Guidelines’ retroactive scrutiny (supported by DOJ-FTC press releases in the PDF) provide a basis to revisit 21st-century acquisitions, particularly if collusion is substantiated by lawsuits or IR statements.

4. **Online Context:** Web sources like Arnold & Porter and Cleary Antitrust Watch confirm the Guidelines' stricter thresholds and historical precedent reliance, aligning with the PDF's analysis of Section 7 applications.

In conclusion, yes, federal merger guidelines apply to manufactured housing, and the Champion-Iseman acquisition could be challenged under the 2023 Guidelines' presumption of illegality. Additionally, there is a legal basis to unwind prior acquisitions if collusion is proven, potentially resetting the industry's competitive landscape. This aligns with the evidence of consolidation and underperformance documented across the provided sources.

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\$SKY Champion Homes to acquire Iseman Homes, terms undisclosed Champion Retail Housing, a subsidiary of Champion Homes, announced that it has entered into a definitive agreement to acquire Iseman Homes and certain affiliated companies including its 10 retail sales centers in the



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\$SKY Champion Homes Enters Definitive Agreement To Acquire Iseman Homes, Adding 10 Retail Centers To Boost Integrated Growth



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#StocksToWatch <https://t.co/8GzgualDT>

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HUD Archives: HUD Introduces Office of Manufactured Housing Programs as New, Independent Office Within Housing

Office now reports directly to the Assistant Secretary for Housing · WASHINGTON - Today, the U.S. Department of Housing and Urban Development's (HUD) Office of Housing is announcing that it has created a new Office of Manufactured Housing Programs as an independent office reporting directly to Assistant Secretary for Housing and Federal Housing Commissioner Julia Gordon. The Office was previously organized under the Office of Housing's Office of Risk Management and Regulatory Affairs. This action acknowledges the important role of manufactured housing in meeting the nation's affordable housing needs. Manufactured housing has figured prominently in the Biden-Harris Administration's efforts to increase the supply of affordable housing and can be a helpful avenue for those of more modest means to achieve the wealth-building potential of homeownership
[archives.hud.gov](https://www.hud.gov/archives)

Federal Register :: Updating Manufactured Housing Provisions

The Rural Housing Service (RHS or the Agency), a Rural Development (RD) agency of the United States Department of Agriculture (USDA), is amending the current regulations for the Single Family Housing (SFH) Direct Loan Program and the SFH Guaranteed Loan Program. The intent of this final rule is...



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DOJ and FTC Issue Draft Merger Guidelines | Advisories | Arnold & Porter

On July 19, 2023, the Department of Justice (the DOJ) and the Federal Trade Commission (the FTC, and collectively with the DOJ, the Agencies) released their long-awaited revised Draft Merger Guidelines (Draft Guidelines).¹ Once finalized, the Draft Guidelines will replace the Agencies' 2010 Horizontal Merger Guidelines and their 2020 Vertical Merger Guidelines, which the FTC (but not the DOJ) has already repealed. The Draft Guidelines highlight the Agencies' concerns over a trend in concentration and set forth a variety of presumptions for when a merger will lessen competition. This includes transactions where the combined share is 30% and for vertical transactions where just one of the parties has a 50% share — even in industries less concentrated than those subject to a presumption of harm in prior versions of the merger guidelines. The Draft Guidelines also expand upon ...



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Fraud, RICO and Antitrust-Issues of Genius, Honesty, Legality, Competency-Berkshire Hathaway and Manufactured Housing Institute Leadership, Sunday ...

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Federal Register :: HOME Investment Partnerships Program: Program Updates and Streamlining

HUD's HOME Investment Partnerships Program (HOME program or HOME) provides formula grants to States and units of general local government to fund a wide range of activities to produce and maintain affordable rental and homeownership housing and provides tenant-based rental assistance for...



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Federal Register :: Updating Manufactured Housing Provisions

The Rural Housing Service (RHS or the Agency), a Rural Development agency of the United States Department of Agriculture (USDA), proposes to amend the current regulations for the Single-Family Housing (SFH) Section 502 Direct and the SFH Guaranteed Loan Program. The intent of this proposed rule...



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Dozens of State AGs Prep Antitrust Action, plus Manufactured Home Investing Updates

Dozens, State AGs, Prep Antitrust Action, 9.4.2019, Manufactured Home Stocks, Investing, REITs, production, suppliers, retail, finance, brokerage, communities,



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Clayton Acquires Manufactured Home Retailer G&I Homes of New York

In its attempt to grow in Pennsylvania and New York, Clayton Homes has acquired G&I Homes of Frankfort, New York according to uticaod. Founded by Gerald and Irene Bushey in 1965, the six upstate manufactured home locations will continue to be run by members of the Bushey family, including son Joe Bushey, one of nine siblings who owned the business prior to the sale · Now a regional vice president with Clayton, Joe Bushey stated, “Obtaining the capital required to grow the business was getting difficult ... and this just seemed like the right time to do something. The benefit is two-fold in that it gives us amazing corporate resources to support our retail sales and customer service, and the financial strength and stability of their company,” he said. “Those were the real keys for us.”



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Federal Register :: Manufactured Home Construction and Safety Standards

This final rule amends the Federal Manufactured Home Construction and Safety Standards (MHCSS or the Construction and Safety Standards) by adopting most of the fourth and fifth groups of recommendations made to HUD by the Manufactured Housing Consensus Committee (MHCC). This rule also amends the...



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‘Manufactured Housing's 3Cs are Back!’ Skyline Champion (SKY) Report for Q12025 Announced they are now called Champion Homes; Clayton-Ch...

‘Manufactured Housing's 3Cs are Back!’ Skyline Champion (SKY) Report for Q12025 Announced they are now called Champion Homes; Clayton-Champion-Cavco-Facts-Related with Analysis; plus MHMarkets 10.4.2024.



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Additional Manufactured Housing Could Benefit Millions of U.S. Homebuyers | The Pew Charitable Trusts

At a time when the U.S. housing shortage has caused home prices to soar, removing the barriers that prevent more manufactured housing from being built is vital. Improving access to these modern mobile homes could give millions of people nationwide better access to a kind of unsubsidized and more affordable homeownership.



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Regarding Gaslighting-‘MHI News’–Manufactured Housing Institute, Monopolistic Housing Institute, Machiavellian Housing Institute, Manipulative ...

Regarding Gaslighting-‘MHI News’–Manufactured Housing Institute, Monopolistic Housing Institute, Machiavellian Housing Institute, Manipulative Housing Institute? Friday Facts, Follies, 12.1.2022 manufactured housing industry connected Stocks Update, Real Estate Investment Trusts, manufactured home communities, mobile home park investing, manufactured home, factories, production, retail, dealers, finance, brokers,



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HUD's Office of Manufactured Housing Programs | HUD.gov / U.S. Department of Housing and Urban Development (HUD)

An official website of the United States Government Here's how you know · Official websites use .gov A .gov website belongs to an official government organization in the United States



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Federal Register :: HOME Investment Partnerships Program: Program Updates and Streamlining

HUD's HOME Investment Partnerships Program (HOME program or HOME) provides formula grants to States and units of general local government to fund a wide range of activities to produce and maintain affordable rental and homeownership housing and provides tenant-based rental assistance for...



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MH Resistance - Unmasking, Demystifying, Manufactured Housing Industry's Roadblocks

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News - MHI

The latest news to give you a full perspective on the manufactured housing industry. From manufacturers to land-lease communities, retail to financial services, and suppliers to installers, we help you keep abreast of what's happening in every aspect of the industry.



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[the latest news and views · Skyline Champion–Hedge Fund Dumps SKY, Value Declines.](#)
[MHC Occupancy, Lease Data.](#) [MHARR on Carson “Discriminatory Zoning” Letter.](#) [Billion\\$ in MH.](#) [NAHB](#)

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[Federal Register :: Manufactured Home Construction and Safety Standards; Postponing Effective Date](#)

[On September 16, 2024, HUD published the "Manufactured Home Construction and Safety Standards" final rule \(MHCSS 4th and 5th Sets\) in the Federal Register. The MHCSS 4th and 5th Sets final rule established a March 17, 2025, effective date. Consistent with the President's January 20, 2025,...](#)



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[FTC & DOJ Propose Radical Changes to Merger Guidelines | Cleary Antitrust Watch](#)

[The new draft guidelines depart from decades of practice by introducing novel presumptions that could make it harder for mergers to obtain regulatory](#)



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[Will Manufactured Housing Make a Comeback?](#)

[Why is manufactured housing production in decline when so many people need affordable housing options?](#) The latest [Capital Commentary](#) examines what's limiting access to [factory-built units costing half as much as conventional construction](#).



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