



A Cup of Coffee with.... Ross Partrich, CEO, RHP Properties, Inc.

- 1) Who, What and Where:** (Your name and your formal title at RHP Properties and where your company is based).
- 2) Background:** (Educational/Professional snapshot before entering the factory-built housing arena).
- 3) When and How:** (When and how you began with in manufactured housing and the MH Community sector).
- 4) What are your personal interests or hobbies?** How do you like to spend non-work time?
- 5) As a privately held business, let's start with some history for RHP Properties. Your firm has been in business since 1988, correct? Before we drill down, let's do a snapshot of your company's origins, and the various things you do, communities, home sales, fee management, etc.**
- 6) The heart of any business has to include the customers it serves and seeks to serve, right? Your motto or tag line for home seekers is 'Live Life, Live it Here.'" Please share with our professional audience what that means to you and your management team.**
- 7) As you know, there are those who have embraced rentals, others eschew them in land lease and some strive to strike a balance on rentals vs. resident-owned homes. Where has your operation come down on this topic and why? How is that working with respect to occupancy and profits?**
- 8) Every CEO has to have certain operating principles and philosophies in order to get a team to work successfully together. Please share some insights into your thinking and how that is translated into building a team that delivers for the residents and the company?**

9) There are billions of investment dollars targeting the manufactured home community space. Besides MHProfessionals, A) investors, B) media and C) public officials are among those who carefully read interviews like this one we are doing with you. What would you tell each of those three groups that you think they should know about manufactured housing in general and the MH Community niche in particular? How do you dissuade those who have a bad taste in their mouth about community living of the true value that is being offered, notably during a time when housing affordability is at crisis levels in many parts of the U.S.?

10) There are some who think manufactured housing will never recapture the heady days when MH was 21% - or in some states, more – of new single family housing starts. What say you about the potential for manufactured housing and the community's sector? What do you see as the things needed to achieve that potential?

11) You've personally and RHP Properties have received positive media coverage in such media outlets as Crain's Detroit, Bloomberg and CP Executive. Tell us about some of that positive recognition your operation has earned over the years. Also, please tell us why you think positive media is needed and good for our industry.

12) CFPB, Zoning, HUD – these are just some of the sources of regulatory challenges facing manufactured housing today. What has happened in the decades gone by has clearly influenced how regulators see our product and how it is treated by public officials today. With affordable quality living in high demand nationally, do you think manufactured housing could play a role being part of the solution for often struggling American households? What can regulators do to make that happen? What can the industry do to make that happen?

13) Dealing with challenges and spotting opportunities is what C-Suite level people do. Processes that work, as you know, are a key to success. What sort of process do you find effective in identifying opportunities and challenges and how you navigate those as a company?

14) Your firm has earned a reputation for doing a great job in creating curb appeal and having nice homes for prospective residents to choose from. Can you share an experience of one or two economically upscale residents who came in skeptical, but now live in a manufactured home? What were the things that they experienced that won them over?

15) Give us more details on each of the aspects of RHP Properties, Newbury Management, etc.

16) After hours, when you get together with your peers over dinner or drinks, what are the kinds of things you talk about? What are the politically incorrect or other professional thoughts you wished the industry would get out in the open, discuss, embrace and resolve?

17) Your operation has locations near Detroit, a great city which has certainly seen its share of turmoil in more recent years. After decades of federal programs and trillions spent to fight poverty, regulate health care, housing, financing or industry, it seems that what we have in America today are the aftermath of programs that may have been well intentioned, but have not cured the problems they proposed to fix and have cost the nation trillions in the process. Millions of people today clearly don't understand the free market as previous generations in the U.S. once did. If one looks at national politics, one sees a major party proposing a move further left, as if the medicine given to date just hasn't been strong enough yet.

On the other side of the political aisle, the right of center nominee is talking about scaling back federal programs and intrusion in the market place. Without having to name (unless you want to) a party or a candidate, do you think we are approaching an important crossroads? Do you think in general we need more regulations in the market or less? Then...explain Why?

18) Some in MH love associations, others don't understand trade associations or even hate them. You are active in industry associations at the state and national level. If there were one or two changes you could suggest that would get more people involved in associations, what would they be? How can a national association do better at achieving the regulatory changes they seek? What do you think the national associations are already doing well to advance the cause of its members?

19) From your perspective, how important is trade media and keeping up with what's happening in the manufactured housing industry? How could trade media in MH be improved? What's it already doing that is useful or helpful?

20) Professional education is something other industries take seriously. What do you do in your firm to advance the cause of professionalism in your team? Tell us the kinds of things you and your management team strives to do to stay current or ahead of emerging trends.

21) Closing thoughts on any MH connected topic, sir?