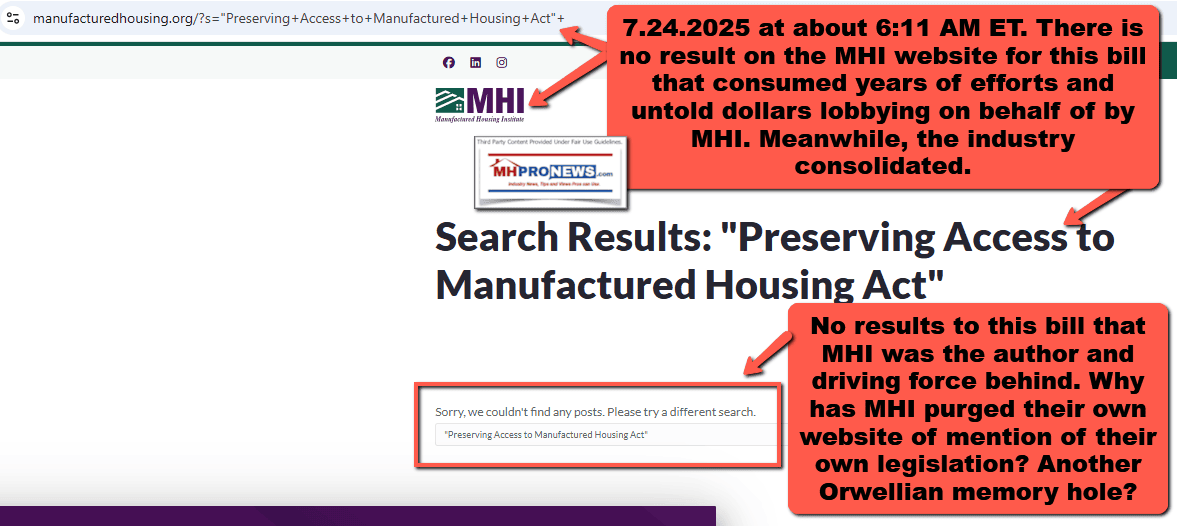
Draft for pending MHProNews report on topic below for AI fact check

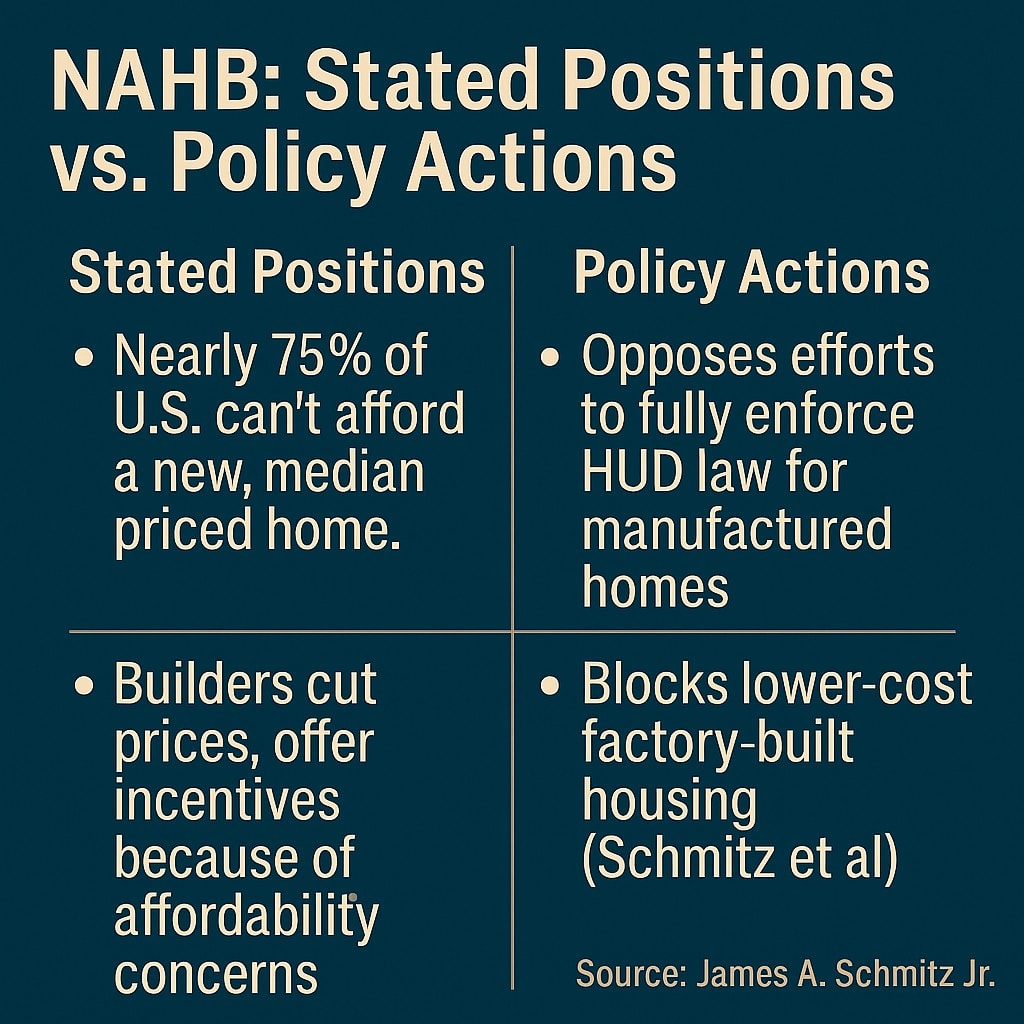
**Rachel Cohen Booth-Marketplace.org Reference James Schmitz Manufactured Housing Industry Research; Derek Hunter Insight Into Apparent Vulnerability of Manufactured Housing Institute Firms, FEA**

WMAL’s Derek Hunter during his broadcast on 7.23.2025 used the example of the George Foreman vs. Mohammed Ali fight to make a point. Hunter said Ali apparently studied Foreman’s style, and then used Foreman’s methods against him. It is also axiomatic that nature abhors a vacuum. For newcomers and longtime readers alike, it must be stressed that *ManufacturedHomeProNews.com* is PRO manufactured housing. The co-founders of this industry-leading platform did not launch this platform as a tool to bash the industry. Quite the opposite was demonstratable true, it was launched as a means to lead the fight bring back greatness to the industry so its potential could be achieved. Nor where we launched with the notion of exposing purported corruption involving the [Manufactured Housing Institute](https://www.manufacturedhomepronews.com/follow-the-facts-follow-the-evidence-follow-the-money-key-quotes-documents-including-businesses-accused-of-apparently-illegal-behavior-involved-in-manufactured-housing-institute-mhville-fea/) (a.k.a. MHI or [manufacturedhousing.org](https://www.manufacturedhomelivingnews.com/consumer-alerts-gemini-on-are-warren-buffett-style-moats-harming-affordable-housing-seekers-and-some-community-residents-clayton-21st-champion-sky-cavco-cvco-mhi-linked-community-owners/)) and its so-called [leading brands](https://www.manufacturedhomepronews.com/wp-content/uploads/2024/02/ManufacturedHousingInstituteMHIboard-ExecutiveCommitteeCurrentAndPriorYears-minManufacturedHomeProNewsMHProNews.png). As evidence of that statement, Tim Williams at 21st Mortgage Corporation previously said there was “[no daylight](https://www.manufacturedhomepronews.com/lesli-gooch-ph-d-schooled-on-manufactured-housing-advocacy-manufactured-housing-institute-ceos-meandering-missive-on-manufactured-home-financing-lunacy/)” between our publications (including MHLivingNews) and MHI leadership on the *Preserving Access to Manufactured Housing Act.* A constellation of industry personalities from the MHI orbit praised this publication, often repeatedly so. It is in one level regrettable that *MHProNews* had to make itself part of the HUD Code manufactured housing industry’s story, but the [American Press Institute](https://www.manufacturedhomepronews.com/wp-content/uploads/2021/08/AmericanPressInstituteLOGOquoteManyKindsJournalismHeartConstitutionalResposibilitiesJournalistsBusMonitorKeepingCheckPeopleInstitutionsInPowerQuoteableQuoteMHProNews.png) recognizes that there are all kinds of journalism, and that a key part of journalism is to hold powerful organizations and people to be accountable. With those [MHVille](https://www.manufacturedhomepronews.com/wp-content/uploads/2025/03/DefinitionOfMHVilleWhatDoesMHVilleMeanInContextOfManufacturedHomesMobileHomesManufacturedHousingIndustryRelatedTopics-CopilotQ-A-GeminiOnMHProNews.jpg) facts-evidence-[analysis](https://www.manufacturedhomepronews.com/wp-content/uploads/2023/11/NewsAnalysisOpinionDefinitionMHProNews.png) (FE[A](https://www.manufacturedhomepronews.com/wp-content/uploads/2023/11/NewsAnalysisOpinionDefinitionMHProNews.png)) ideas in mind, Rachel Cohen Booth and Marketplace.org within days of each other each cited research by [James A. “Jim” Schmitz](https://www.manufacturedhomepronews.com/mass-production-of-homes-in-u-s-factories-first-and-only-experiment-was-tremendous-success-by-elena-falcettoni-james-a-schmitz-jr-mark-l-j-wright-plus-sunday-weekly-mhville-head/) Jr. and his colleagues. That research by routinely [Federal Reserve System](https://www.manufacturedhomepronews.com/minneapolis-fed-economic-writer-jeff-horwich-learning-from-first-and-only-manufactured-housing-boom-spotlights-elena-falcettonimark-wrightjames-schmitz-jr-research-wheres/) linked economic experts, plus the Cohen Booth and Marketplace.org items, de facto or deliberately spotlighted critical contradictions in the MHI narrative. MHI CEO Lesli Gooch personally saying to Cohen Booth that several MHI members are members of the [National Association of Home Builders](https://www.manufacturedhomepronews.com/nahb-letter-hud-sec-scott-turner-confirms-conv-builders-want-need-subsidies-to-vie-with-manufactured-homes-why-this-matters-to-public-officials-taxpayers-affordable-housing-seekers-mhville-fea) (NAHB) and then saying admitting that she (Gooch) knew that NAHB was ‘sabotaging’ manufactured housing and had been doing so for decades are arguably critical admissions by Gooch on behalf of MHI. Narrative control at MHI may be slipping because their self-contradictory behavior cannot be so easily overlooked or explained any longer.

[caption id="attachment\_138797" align="aligncenter" width="600"] MHProNews notes that Williams made this statement with respect to [*Preserving Access to Manufactured Housing Act*](https://www.manufacturedhomepronews.com/?s=Preserving%20Access%20to%20Manufactured%20Housing%20Act)*.* That [MHI backed bill never became federal law, despite years of MHI 'efforts.'](https://www.manufacturedhomepronews.com/masthead/rope-a-dope-preserving-access-to-manufactured-housing-act-mom-dad-you/) [*https://www.manufacturedhomepronews.com/lesli-gooch-ph-d-schooled-on-manufactured-housing-advocacy-manufactured-housing-institute-ceos-meandering-missive-on-manufactured-home-financing-lunacy/*](https://www.manufacturedhomepronews.com/lesli-gooch-ph-d-schooled-on-manufactured-housing-advocacy-manufactured-housing-institute-ceos-meandering-missive-on-manufactured-home-financing-lunacy/)[/caption][caption id="attachment\_217749" align="aligncenter" width="602"] *Preserving Access to Manufactured Housing Act was MHI backed. It consumed years of MHI 'efforts.' It is now another example of MHI apparently employing the* [*Orwellian Memory Hole*](https://www.manufacturedhomepronews.com/wp-content/uploads/2025/07/OrwellianHoleDefinitionExamplesIncludingManufacturedHousingInstituteMHI-MHProNews-scaled.jpg) *method of deleting names from their own website that includes several of their own past presidents and vice presidents or topics that are not useful to the MHI narrative. Who says? How about AI powered* [*Copilot naming MHI and citing specific examples*](https://www.manufacturedhomepronews.com/wp-content/uploads/2025/07/CopilotGeorgeOrwellOrwellianMemoryHoleManufacturedHousingInstitute-MHProNews7.24.2025.png)*?* [*https://www.manufacturedhomepronews.com/masthead/rope-a-dope-preserving-access-to-manufactured-housing-act-mom-dad-you/*](https://www.manufacturedhomepronews.com/masthead/rope-a-dope-preserving-access-to-manufactured-housing-act-mom-dad-you/)[/caption]

A person in a hat

AI-generated content may be incorrect.

[caption id="attachment\_217128" align="aligncenter" width="605"][](https://www.manufacturedhomepronews.com/nahb-letter-hud-sec-scott-turner-confirms-conv-builders-want-need-subsidies-to-vie-with-manufactured-homes-why-this-matters-to-public-officials-taxpayers-affordable-housing-seekers-mhville-fea/) MHProNews notes that this article was uploaded on July 12, 2025, days before Rachel Cohen Booth's and Marketplace.org's manufactured housing industry related articles (see Part I and Part II below). [*https://www.manufacturedhomepronews.com/nahb-letter-hud-sec-scott-turner-confirms-conv-builders-want-need-subsidies-to-vie-with-manufactured-homes-why-this-matters-to-public-officials-taxpayers-affordable-housing-seekers-mhville-fea/*](https://www.manufacturedhomepronews.com/nahb-letter-hud-sec-scott-turner-confirms-conv-builders-want-need-subsidies-to-vie-with-manufactured-homes-why-this-matters-to-public-officials-taxpayers-affordable-housing-seekers-mhville-fea/)[/caption]

But to truly understand those points in the preface above on context, the evidence to support that argument needs to be laid out.

**Part I** of this report is from [Marketplace.org](https://www.marketplace.org/story/2025/07/23/could-prefab-homes-help-alleviate-the-housing-crisis) under [fair use guidelines](https://www.manufacturedhomepronews.com/wp-content/uploads/2025/03/GeminiOnFairUseGuidelinesForMediaFiskingFactChecking-3.27.2025Q-A-withMHProNews.png) for [media](https://www.manufacturedhomepronews.com/wp-content/uploads/2019/03/LanhamActFairUseMonopolisticHousingInstituteManufacturedHousingInstituteMHProNews600.jpg). Marketplace is once more making an argument for manufactured housing, which curiously [MHI and their apparent allies in what passes for the balance of MHVille trade publishing](https://www.manufacturedhomepronews.com/july-release-of-50-states-manufactured-housing-production-and-shipment-data-for-may-2025-unpacking-manufactured-housing-institute-manufacturedhomes-com-mhvillage-and-marketing-mhville-fea/) are oddly silent about.

**Part II** will revisit some key points quoted from Cohen Booth's article on manufactured housing.

**Part III** will include some teasers into trending topics that matter to manufactured housing, including glimpses into the housing market, a fresh push by the left involving manufactured housing, artificial intelligence (AI), antitrust, and more. Don't miss it.

Borrowing from Derek Hunter and the Foreman-Ali fight, for those with critical thinking skills like analogies and who enjoy a good fight, this report will boldly ask the question: **how can MHI leadership explain its own behavior?** Are they too cowardly or too big for their own britches to answer publicly for their apparent errors and purported ethical and/or legal misbehavior?

With that plan of action for this report, let's dive in.

**Part I -** From [Marketplace.org](https://www.marketplace.org/story/2025/07/23/could-prefab-homes-help-alleviate-the-housing-crisis) under [fair use guidelines](https://www.manufacturedhomepronews.com/wp-content/uploads/2025/03/GeminiOnFairUseGuidelinesForMediaFiskingFactChecking-3.27.2025Q-A-withMHProNews.png) for [media](https://www.manufacturedhomepronews.com/wp-content/uploads/2019/03/LanhamActFairUseMonopolisticHousingInstituteManufacturedHousingInstituteMHProNews600.jpg)

Jul 23, 2025

**Could prefab homes help alleviate the housing crisis?**

At a time when homeownership is out of reach for many lower-income individuals and families, manufactured homes could provide a path forward.

[Housing](https://www.marketplace.org/housing) by [David Brancaccio](https://www.marketplace.org/author/david-brancaccio), [Chris Farrell](https://www.marketplace.org/author/chris-farrell) and [Ariana Rosas](https://www.marketplace.org/author/ariana-rosas)

If you need a car, you don't hire a team to find the parts piecemeal to then assemble it in your driveway from blueprints. That is how we tend to build homes, however.

Manufactured homes — from prefab houses shipped from a factory to double-wide mobile homes — are increasingly getting attention as an attractive, more affordable option [to address the nation’s chronic housing shortage](https://www.pew.org/en/trust/archive/summer-2025/can-manufactured-homes-help-solve-the-nations-housing-shortage). And it’s an option that some who look to rebuild following natural disasters might be weighing.

Marketplace senior economics contributor Chris Farrell looked into this history and potential future of manufactured homes. He joined “Marketplace Morning Report” host David Brancaccio to discuss his findings, and the following is an edited transcript of their conversation.

**David Brancaccio:** I remember there's a history of you [being able to order a prefab house from Sears](https://www.marketplace.org/story/2024/09/09/inside-the-mind-of-a-sears-house-hunter) — the Sears catalog — from 1908 for a bunch of decades. The concept's been around. I guess it's still here.

**Chris Farrell:** Yes, it is. And what I learned during my research, David, is that factory-built homes, they helped meet the demand for homes after the Second World War. By the early 1970s, mobile homes accounted for one-third of single-family homes produced nationwide. And these figures come from studies by three Federal Reserve economists, and you'd like the title, ["Mass Production of Houses in Factories [in the United States]: The First and Only 'Experiment' Was a Tremendous Success."](https://www.minneapolisfed.org/research/staff-reports/mass-production-of-houses-in-factories-in-the-united-states-the-first-and-only-experiment-was-a-tremendous-success) And I looked at this other study, and it found in the latter part of the 1990s — remember that housing boom that went on during that period of time — well, [more than a quarter of all lower-income home buyers purchased manufactured homes](https://www.jchs.harvard.edu/research-areas/working-papers/anatomy-low-income-homeownership-boom-1990s#:~:text=Manufactured%20housing%20is%20shown%20to,fully%2040%20percent%20bought%20them.).

**Brancaccio:** All right. Folks in California [who lost homes in the Palisades and Eaton wildfires](https://www.marketplace.org/story/2025/04/21/rebuilding-altadena-with-an-eye-toward-fireproofing) want to know, people who have lost homes in tornadoes, other disasters want to know the answer to this three-word question: Are these cheaper?



*Above, a prefab modular home is lifted by a crane at Ka Lai Ola, a 57-acre temporary housing project in Lahaina, Hawaii, that will house wildfire survivors for up to five years.*

*Mengshin Lin for The Washington Post via Getty Images*

**Farrell:** Yes, they are cheaper. Manufactured homes cost buyers up to two-thirds less than building comparable-sized single-family homes with your traditional methods. And this [comes from Harvard University's Joint Center for Housing Studies](https://www.jchs.harvard.edu/sites/default/files/research/files/harvard_jchs_pew_report_1_updated_0.pdf). So factory-built homes, they can also be produced quickly, in all kinds of weather conditions. That said — and, of course, this will matter a lot for people in Southern California — manufacturing housing is most competitive in areas where land prices are low. So, in many parts of the country, factory-built homes look like an attractive option for increasing the supply of affordable housing and turning homeownership into a realistic option for more renters. Yet manufactured homes, they only make up some 9% of annual new home starts.

**Brancaccio:** This was all the rage in, say, the early 1970s. If it's such a good idea, what happened to this trend?

**Farrell:** Opposition from traditional builders, negative perceptions about the quality of manufactured homes, zoning. Land use regulations excluded manufactured homes from single-family neighborhoods. Mortgage financing is difficult to get while relying on higher interest rate personal property loans. That, David, just swamps the cost advantage of manufactured housing and elite neglect played a role. A study published several years ago, a group of scholars, they [learned that planners and housing researchers ignored the industry for decades](https://www.jchs.harvard.edu/sites/default/files/research/files/harvard_jchs_barriers_manufactured_housing_2024.pdf).

**Brancaccio:** Any sign, at a time when affordable housing is so hard to find, that this perception of prefab might be changing?

**Farrell:** You know, nothing like the 1950-1970 experience. But the recognition — [it's broadly stirring](https://www.forbes.com/sites/jamiehailstone/2025/04/04/can-prefabricated-and-modular-homes-make-construction-more-sustainable/) — that in an economy that's hobbled by a severe lack of affordable housing, manufactured homes hold the potential to satisfy the desire among lower-income households to become owners.

**Part II** Excerpts from Rachel Cohen Booth's article via [*Vox*](https://www.manufacturedhomepronews.com/wp-content/uploads/2025/07/Cutting-five-words-from-this-law-could-ease-the-housing-crisis-_-Rachel-Cohen-Booth-Vox-Yahoo-MHProNews.pdf) quoting Manufactured Housing Institute CEO Lesli Gooch and Liz Thompson for National Association of Home Builders

**1)**

**Cutting five words from this law could make houses cheaper**

***The commonsense, zero-cost fix that Congress wouldn’t touch.***

Rachel Cohen Booth | Jul 21, 2025, 6:00 AM EDT

There exists an almost absurdly simple fix that could help ease the housing crisis. It would cost the government nothing, require deleting just five words from a 50-year-old federal law, and has enjoyed quiet support from housing researchers and leaders for decades.

*MHProNews* notes that Cohen Booth's insightful, if incomplete, article is premised around the pending legislation to allow for a removable chassis on HUD Code manufactured homes. That said, there is an evidence-based argument to be made that had she included the [Manufactured Housing Improvement Act of 2000](https://www.manufacturedhomelivingnews.com/edward-hussey-to-be-clear-madam-chairwoman-there-is-nothing-wrong-with-the-2000-law-the-manufactured-housing-improvement-act-doesnt-need-to-be-amended-the-issue-is-implementation) (a.k.a. MHIA, MHIA 2000, 2000 Reform Act, 2000 Reform Law)

2) Quoting Cohen Booth via [left](https://www.manufacturedhomepronews.com/wp-content/uploads/2024/10/LeftRightMediaBias4PatchChartSharylAttkissonAllSidesWikipediaBiasMHProNews.jpg)-leaning [*Vox*](https://www.manufacturedhomepronews.com/wp-content/uploads/2025/07/Cutting-five-words-from-this-law-could-ease-the-housing-crisis-_-Rachel-Cohen-Booth-Vox-Yahoo-MHProNews.pdf).

Roughly 100,000 new manufactured homes are produced each year, but production is down sharply from the 1970s, just before the rule took effect. With [152 existing factories](https://mhinsider.com/manufactured-housing-industry-trends-statistics/?utm_source=chatgpt.com) already capable of producing these types of homes, industry leaders say striking the chassis requirement could help scale up manufacturing by hundreds of thousands of houses, especially if paired with zoning reforms. The policy tweak could offer real relief for the housing crunch, especially for first-time buyers and older adults looking to downsize.

3) While the [removable chassis](https://www.manufacturedhomepronews.com/mhcc-recommends-deleting-chassis-requirement-for-upper-levels-on-multi-story-hud-code-manufactured-homes-manufactured-housing-association-for-regulatory-reform-weighs-in-mhi-june-topics-fea/) could be useful, it logically may not have as much impact as enforcing the "[enhanced preemption](https://www.manufacturedhomepronews.com/wp-content/uploads/2024/06/ManufacturedHousingInstituteLeaderQuotesEnhancedPreemptionManufacturedHousingImprovementAct2000DutytoServeManufacturedHousingHERA2008PlusImageIssueMHProNewsQuoteGraphic6.6.2024a-min.png)" provision of the [Manufactured Housing Improvement Act of 2000](https://manufacturedhousingassociationregulatoryreform.org/time-to-enforce-the-law-on-federal-preemption/). Nevertheless, Cohen Booth via [*Vox*](https://www.manufacturedhomepronews.com/wp-content/uploads/2025/07/Cutting-five-words-from-this-law-could-ease-the-housing-crisis-_-Rachel-Cohen-Booth-Vox-Yahoo-MHProNews.pdf) correctly observed that manufactured housing production was down sharply. That said, Cohen Booth was framing her chassis topic like this.

The permanent chassis rule and its history offer a window into how smart ideas that could solve real problems can still languish for decades in the fog of federal process.

But it also shows what it takes to move even obvious reforms from inertia to action.

4) Those remarks by Cohen Booth essentially underscored that "obvious reforms" have been plagued by "inertia." Hold those thoughts, as we move toward what MHI CEO [Lesli Gooch](https://www.manufacturedhomepronews.com/?s=Lesli+Gooch) and Liz Thompson for the [National Association of Home Builders](https://www.manufacturedhomepronews.com/mhi-pivots-national-association-of-home-builders-remarks-revelations-on-hud-code-manufactured-homes-manufactured-housing-institute-clayton-homes-champion-homes-cavco-industries-mhville-fea/) (NAHB) said.

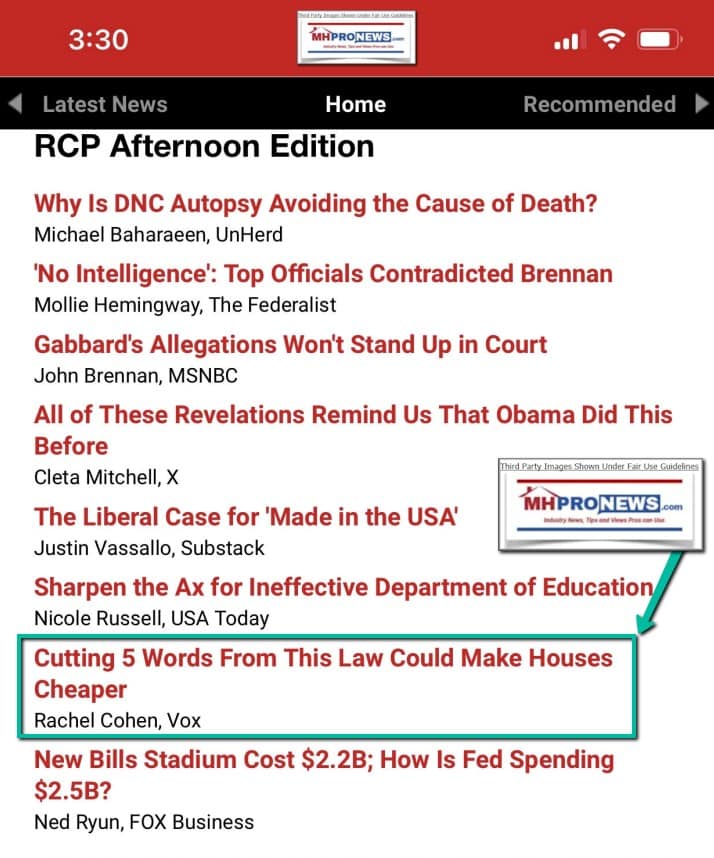
Nearly 40 years ago, policy experts began to notice a troubling trend: For the first time since the Great Depression, homeownership rates were dropping and home prices were going up, partly due to higher interest rates. In 1990, the typical first-time homebuyer earned about $23,400 annually — enough to afford a home up to $59,600, according to the Los Angeles Times, citing data from the National Association of Realtors. But the median price of a new single-family home was roughly $129,900, and existing homes weren’t much cheaper, with a median price of $97,500.

But there was a bright spot: manufactured homes. Built in factories on assembly lines, these homes benefit from standardized materials, streamlined labor, and weather controlled conditions, [making them significantly less expensive](https://www.jchs.harvard.edu/sites/default/files/research/files/harvard_jchs_pew_report_1_updated_0.pdf) than traditional site built housing.

Though long associated with dingy mobile trailers, by the late 20th century many manufactured houses were nearly indistinguishable from site-built ones, offering full kitchens, pitched roofs, and front porches. Nearly 13 million people lived in them.

Consumers buying manufactured homes “are demonstrating a preference for new construction that is less spacious, has a simpler design with fewer amenities, and uses less expensive materials,” read [one HUD-commissioned report](https://www.huduser.gov/publications/pdf/factory.pdf) from 1998. “Any perception that consumers today would not be interested in new conventionally-built starter homes with very basic designs and fewer ‘extras’ is mistaken.”

5) While [*Vox*](https://www.manufacturedhomepronews.com/wp-content/uploads/2025/07/VoxLeft-LeaningJournalismWikipediaGoogleGemini-7.24.2025MHProNews.png) is demonstrably [left](https://www.manufacturedhomepronews.com/wp-content/uploads/2024/10/LeftRightMediaBias4PatchChartSharylAttkissonAllSidesWikipediaBiasMHProNews.jpg)-leaning, one might say proudly so, those are routinely well supported claims made by Cohen Booth. They merit attention across the spectrum, which may explain why it is being spotlighted by Yahoo and sources such as left-right balanced *Real Clear Politics* (RCP).

[caption id="attachment\_217697" align="aligncenter" width="598"] *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]

The chassis requirement originated in the Mobile Home Construction and Safety Standards Act of 1974, Congress’s first and only national housing code. Lawmakers justified the need for federal standards both to streamline manufacturing and to protect consumers, especially from fire hazards. The law was modeled on the National Traffic and Motor Vehicle Safety Act of 1966, reflecting the industry’s roots in homes on wheels.

6) That is a point that the Manufactured Housing Association for Regulatory Reform (MHARR) founding president/CEO and still senior advisor to MHARR, Danny Ghorbani, has made. Namely, that to get the original legislation through Congress there were concessions made that had a 'trailer' or motor vehicle law influence to it. That's why then [AAR, the Association for Regulatory Reform that later rebranded as MHARR,](https://manufacturedhousingassociationregulatoryreform.org/brief-history-and-objectives-of-the-manufactured-housing-association-for-regulatory-reform-mharr/) long pushed for the [removable chassis](https://manufacturedhousingassociationregulatoryreform.org/?s=chassis) AND [pushed for what ultimately became the 2000 Reform Law](https://manufacturedhousingassociationregulatoryreform.org/brief-history-and-objectives-of-the-manufactured-housing-association-for-regulatory-reform-mharr/).

7) Back to Cohen Booth's report, quoting.

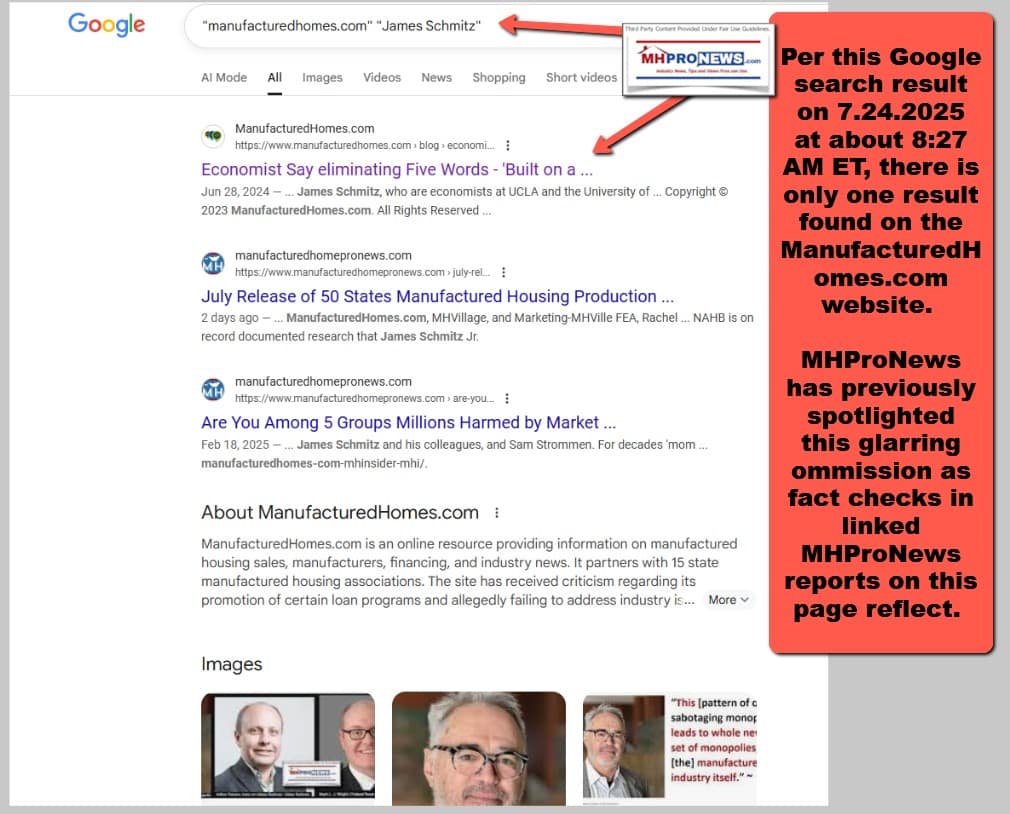
Yet many advocates believe that the chassis rule was included as sabotage by the powerful National Association of Home Builders, which [saw manufactured housing](https://www.minneapolisfed.org/article/2025/learning-from-the-first-and-only-manufactured-housing-boom?utm_source=chatgpt.com) as a fast-growing rival to its site-built homes.

“They put it in the original law in 1974 because they were worried about a competitive disadvantage and it’s lived there ever since,” said Lesli Gooch, the head of the Manufactured Housing Institute, the largest trade group for the industry.

Regardless of [whether one believes](https://www.construction-physics.com/p/on-yglesias-on-manufactured-homes) the site-built housing industry was originally responsible for hobbling manufactured housing with the chassis rule, it’s indisputable that NAHB [was one of the most ardent champions](https://www.manufacturedhomepronews.com/wp-content/uploads/2021/12/NAHB-HUD-Keep-PermanentChassisManufacturedHomeManufacturedHousing1985MHProNews.pdf) for keeping it there.

*MHProNews* notes that her article linked *MHProNews* twice, and one of those links are shown above.

But Cohen Booth arguably broke ground for mainstream media reporting by specifically cited (linking) the research by James A. "Jim" Schmitz Jr. and his often-Federal Reserve System linked colleagues. Those articles about Schmitz et al are not found on the MHI website. But they are found and are routinely referenced by MHProNews. It is logical that Cohen Booth found it on our website, because that research is not, per Copilot (see Part III below, on MHI, nor on MHI-linked MHInsider or ManufacturedHomes.com.

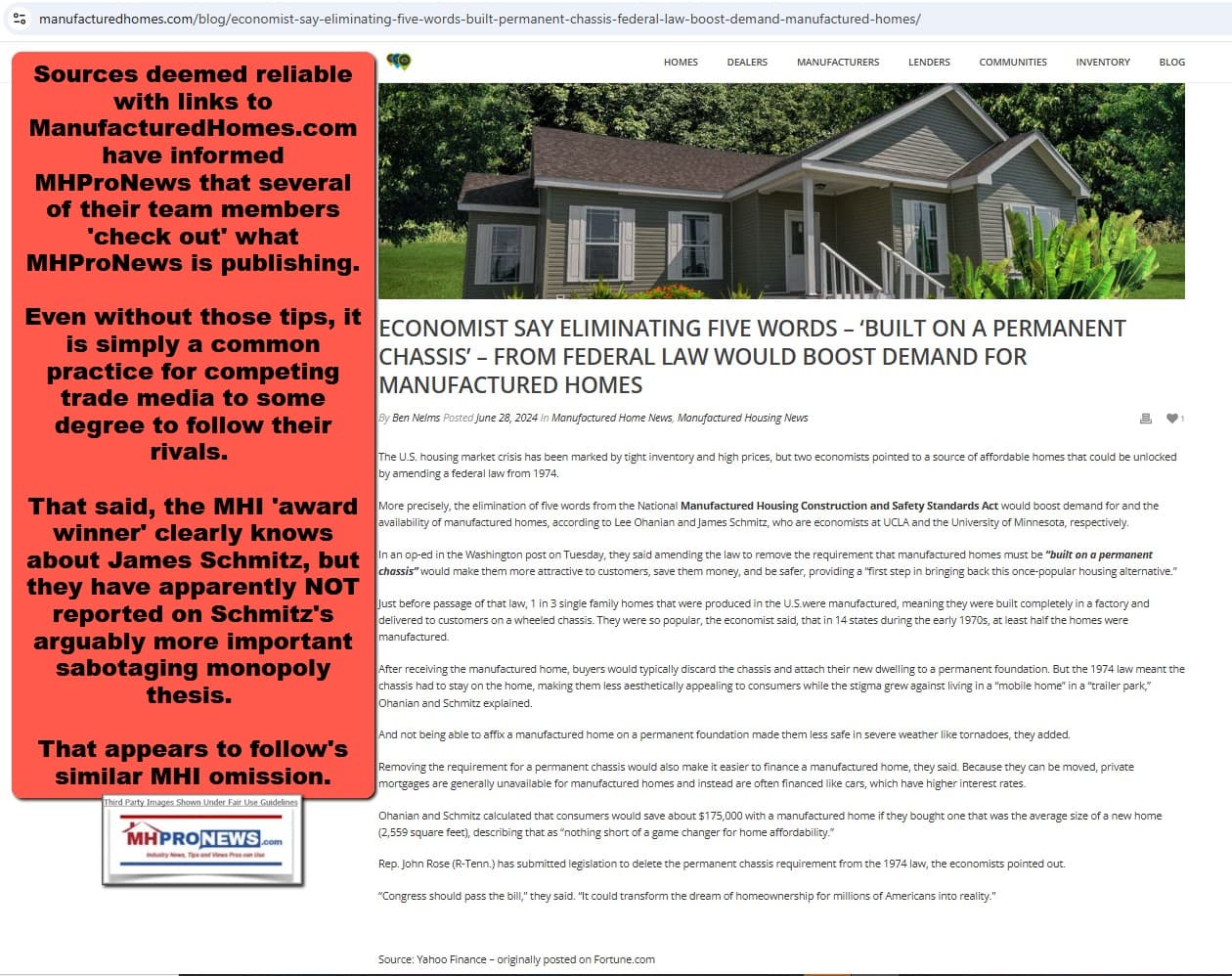
[caption id="attachment\_217762" align="aligncenter" width="610"] *MHProNews Note: depending on your browser or device, many images in this report and others on MHProNews can be clicked to expand. Click the image and follow the prompts. For example, in some browsers/devices you click the image and select '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]

Sources deemed reliable with links to ManufacturedHomes.com have informed MHProNews that several of their team members 'check out' what MHProNews is publishing.

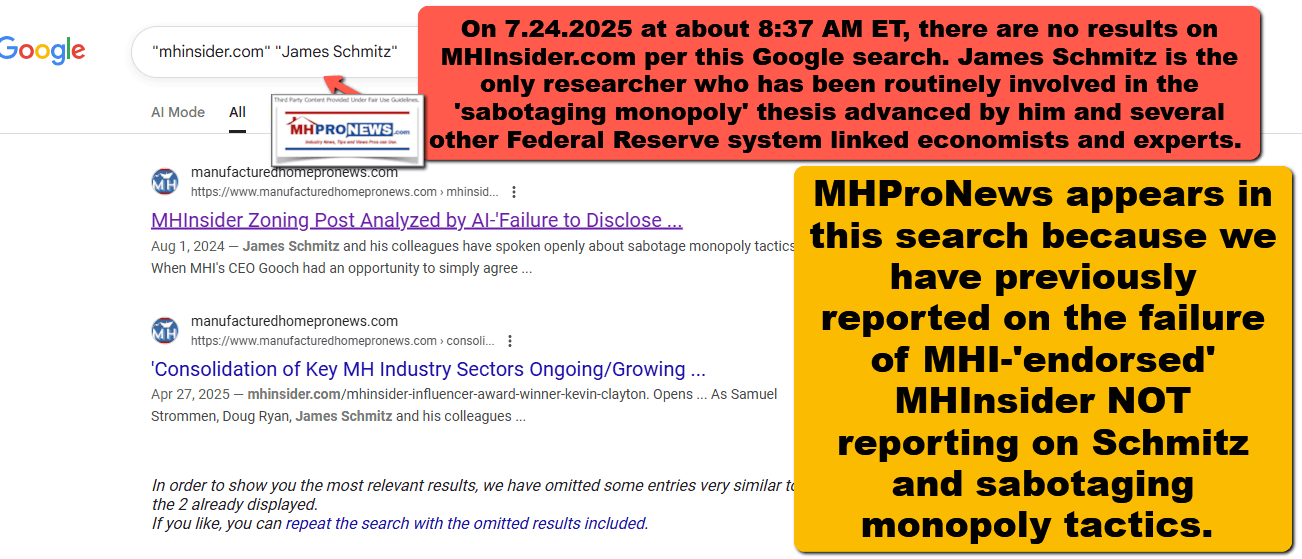
Even without those tips, it is simply a common practice for competing trade media to some degree to follow their rivals.

That said, the MHI 'award winner' clearly knows about James Schmitz, but they have apparently NOT reported on Schmitz's arguably more important sabotaging monopoly thesis.

That appears to follow's similar MHI omission.

[caption id="attachment\_217763" align="aligncenter" width="604"] *MHProNews Uses arguably fluff articles that may have decent keywords but routinely fail to do any sort of 'investigative' journalism. Who says? How about Copilot? See Part III. 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]

On 7.24.2025 at about 8:37 AM ET, there are no results on MHInsider.com per this Google search. James Schmitz is the only researcher who has been routinely involved in the 'sabotaging monopoly' thesis advanced by him and several other Federal Reserve system linked economists and experts. MHProNews appears in this next search because we have previously reported on the failure of MHI-'endorsed' MHInsider NOT reporting on [Schmitz et al](https://www.manufacturedhomepronews.com/mass-production-of-homes-in-u-s-factories-first-and-only-experiment-was-tremendous-success-by-elena-falcettoni-james-a-schmitz-jr-mark-l-j-wright-plus-sunday-weekly-mhville-head/) and their [well-documented sabotaging monopoly tactics thesis](https://www.manufacturedhomepronews.com/wp-content/uploads/2021/05/JamesSchmitzJrAlrtonTelexieraMarkWrightMHProNewsquotesMonopoliesOligopiesAreDifficultToDetectFormPowerRelationshipsComplexHardToUntangle.png).

[caption id="attachment\_169622" align="aligncenter" width="599"][](https://www.manufacturedhomepronews.com/sabotaging-monopolies-minneapolis-fed-researchers-charge-hud-collusion-w-builders-to-sabotage-manufactured-housing-independents-created-u-s-housing-crisis/) *This quote graphic was uploaded to MHProNews on March 19, 2021. Regular and detail minded MHProNews readers were 5 YEARS ahead of anyone in MHVille on this topic. That's arguably an example of why our publication dominates in traffic by about 6x over* [*MHI and their allied bloggers COMBINED, as Copilot and Grok*](https://www.manufacturedhomepronews.com/mhvilles-top-35-in-jan-feb-2025-as-xais-grok-using-similarweb-other-data-stated-manufactured-home-pro-news-has-more-than-6x-traffic-of-manufactured-housing-institute-and-mhi-allied-b/) *confirmed.* [*https://www.manufacturedhomepronews.com/sabotaging-monopolies-minneapolis-fed-researchers-charge-hud-collusion-w-builders-to-sabotage-manufactured-housing-independents-created-u-s-housing-crisis/*](https://www.manufacturedhomepronews.com/sabotaging-monopolies-minneapolis-fed-researchers-charge-hud-collusion-w-builders-to-sabotage-manufactured-housing-independents-created-u-s-housing-crisis/)[/caption][caption id="attachment\_217764" align="aligncenter" width="601"] *Regular and detail minded MHProNews readers were 5 YEARS ahead of anyone in MHVille on this topic. More specifically, others have YET to report, even if they have mentioned Schmitz's name. That's arguably an example of why our publication dominates in traffic by about 6x over* [*MHI and their allied bloggers COMBINED, as Copilot and Grok*](https://www.manufacturedhomepronews.com/mhvilles-top-35-in-jan-feb-2025-as-xais-grok-using-similarweb-other-data-stated-manufactured-home-pro-news-has-more-than-6x-traffic-of-manufactured-housing-institute-and-mhi-allied-b/) *confirmed.* [*https://www.manufacturedhomepronews.com/sabotaging-monopolies-minneapolis-fed-researchers-charge-hud-collusion-w-builders-to-sabotage-manufactured-housing-independents-created-u-s-housing-crisis/*](https://www.manufacturedhomepronews.com/sabotaging-monopolies-minneapolis-fed-researchers-charge-hud-collusion-w-builders-to-sabotage-manufactured-housing-independents-created-u-s-housing-crisis/)[/caption]

8) Quoting Cohen Booth.

When I asked Gooch why it’s taken so long for Congress to tackle this issue, she acknowledged her group didn’t really start applying pressure until eight years ago.

“In 2017, I had a dialogue with our technical activities committee, and we said, ‘Okay, what is it that we need to do to move manufactured housing forward?’ and the chassis issue was raised,” Gooch recalled. It was then, she said, that MHI started to really discuss how to change the legislation.

MHI now takes credit for neutralizing opposition from traditional homebuilders, and notes some of its biggest members are also members of NAHB, which likely helped too. Other advocates I spoke to argue that NAHB just is in a weaker place politically to fight these kinds of reforms than in the past, given the scale of the housing crisis.

Liz Thompson, a spokesperson for NAHB, told me that while her group is not “publicly lobbying” against changing the chassis rule, they do still have “concerns” that the manufactured housing sector is being held to less stringent wind and energy standards, creating “an economic disadvantage” for their site-built home members.

9) While many parts of her article raise useful and important background and issues, it is that section above that arguably is a 'damning,' as Copilot put it with respect to MHI's behavior in much of the 21st century. Regardless of if Gooch made that 2017 claim up or not, either way, it is a problematic revelation for MHI. How so? Because if MHI truly said at that time, per CEO Gooch:

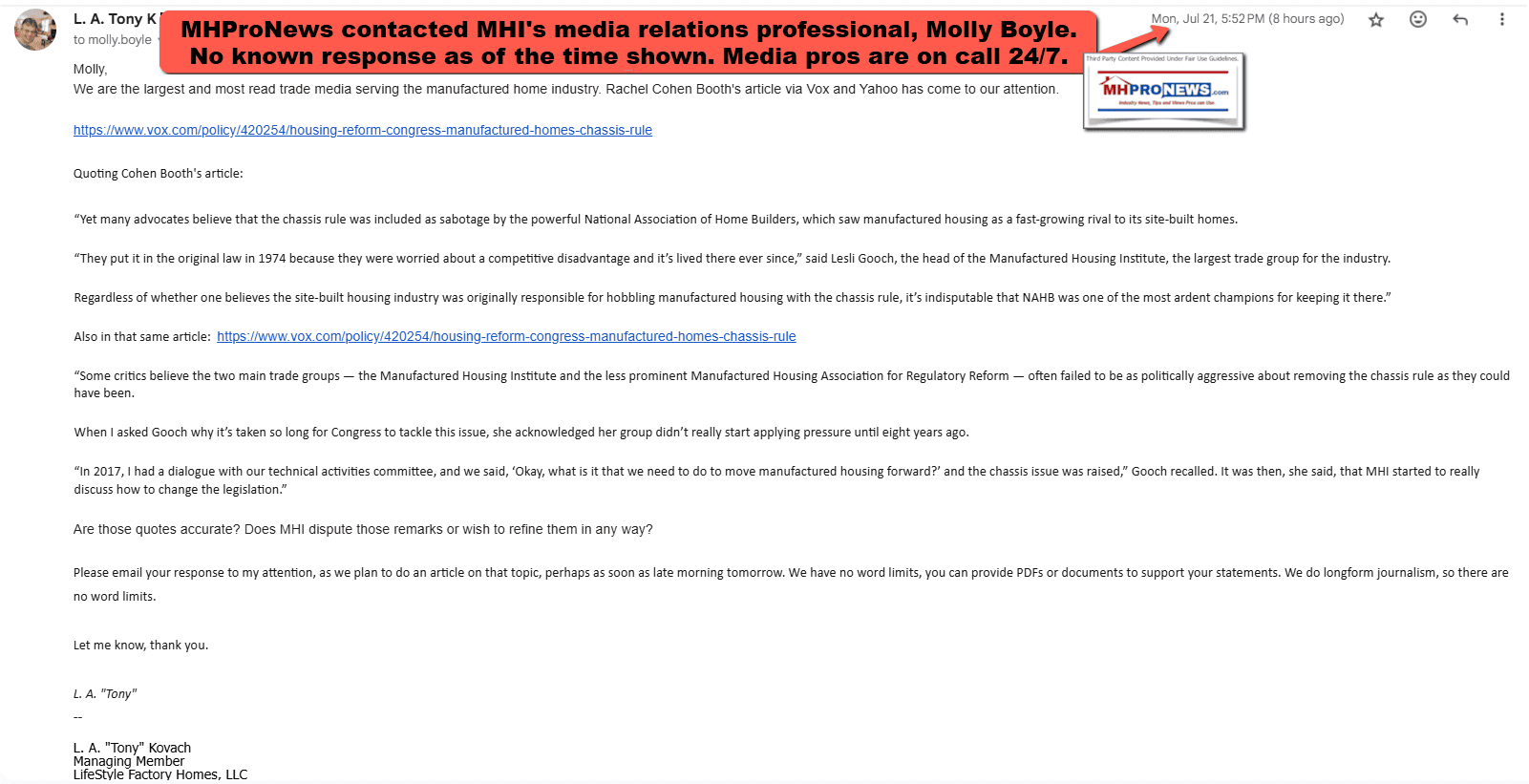
"what is it that we need to do to move manufactured housing forward?’ and the chassis issue was raised,”

Why not mention the 2000 Reform Law? And why did they wait until 2017, when Chris Stinebert told the Wall Street Transcript in 2004 that the industry was ready to recover to late 1990 levels? All of those key notions point to years of reporting by *MHProNews.*They also underscore Mark Weiss, J.D., President and CEO of MHARR's remarks on the topic.

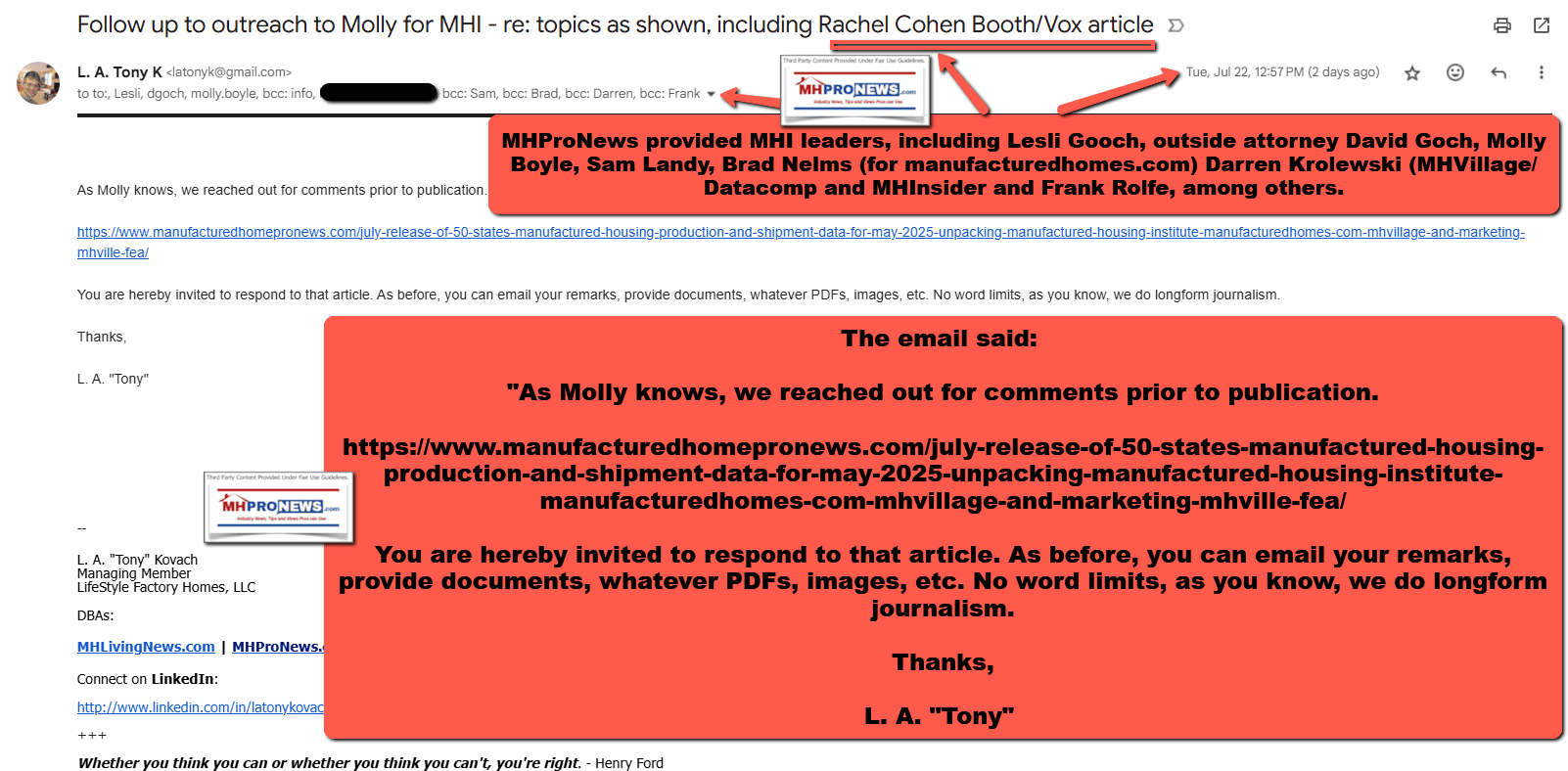
**"The consolidation of key industry sectors is an ongoing and growing concern that MHI has not addressed because doing so would implicate their own members. Such consolidation has negative effects on consumers (and the industry) and is a subject that MHProNews and MHLivingNews are quite right to report 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 the Manufactured Housing Association for Regulatory Reform (MHARR) in on the record remarks emailed to MHProNews.

MHI is proverbially 'sleeping with the enemy,' per Gooch's own statement. Gooch, and MHI leaders were given an opportunity to respond to the Vox report to correct or clarify the published Gooch statements. They declined comment. Those people are either so smug, so guilty, so stupid, or so short sighted that they failed to see that the multi-year smokescreen could be coming to an end.



10) In this next email, *MHProNews* provided MHI leaders, including Lesli Gooch, outside attorney David Goch, Molly Boyle, Sam Landy, Brad Nelms (for manufacturedhomes.com) Darren Krolewski (MHVillage/Datacomp and MHInsider and Frank Rolfe, among others. Sources deemed reliable by MHProNews have confirmed that those messages were received. Put differently, MHI leaders are playing silent, which left-leaning Google's AI powered Gemini said is a common tactic advised by general counsels to keep even more attention going to an issue that accused parties feel they can't properly explain or defend. Copilot has confirmed and amplified that point.

[caption id="attachment\_217769" align="aligncenter" width="601"] *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]

That message invited a reaction to the Cohen Booth article and the recent critiques involving several in MHVille. It in large part the following.

**As Molly knows, we reached out for comments prior to publication.**

* [**https://www.manufacturedhomepronews.com/july-release-of-50-states-manufactured-housing-production-and-shipment-data-for-may-2025-unpacking-manufactured-housing-institute-manufacturedhomes-com-mhvillage-and-marketing-mhville-fea/**](https://www.manufacturedhomepronews.com/july-release-of-50-states-manufactured-housing-production-and-shipment-data-for-may-2025-unpacking-manufactured-housing-institute-manufacturedhomes-com-mhvillage-and-marketing-mhville-fea/)

**You are hereby invited to respond to that article. As before, you can email your remarks, provide documents, whatever PDFs, images, etc. No word limits, as you know, we do longform journalism.**

There is an argument to be made that MHI would be hard pressed to get a better offer from any independent publication, other than media that they may have in their own hip pockets, than that offer. There has been no response after 2 days.

11) MHProNews has also reached out to the [NAHB for comment](https://www.manufacturedhomepronews.com/wp-content/uploads/2025/07/EmailFromMHProNewstoNAHB-MediaRelationsMHProNews.png). No known responses.

12) MHARR's President and CEO Mark Weiss, J.D., DID respond as follows.

**"Rachel Cohen Booth with Vox spoke with me on behalf of MHARR last Monday. None of my remarks were quoted, but some may have been alluded to in her article.**

**While MHARR would agree that: '... the Manufactured Housing Institute... often failed to be as politically aggressive about removing the chassis rule as they could have been,' It would be inaccurate to say the same about MHARR.**

**As MHProNews has reported, MHI backed out of the removable chassis deal when the Hiler Amendment was poised to become law some 35 years ago.**

**It seems that MHI's Lesli Gooch, per Vox, has also failed to take an aggressive stance.**

**Per Vox: 'When I asked Gooch why it’s taken so long for Congress to tackle this issue, she acknowledged her group didn’t really start applying pressure until eight years ago. In 2017, I had a dialogue with our technical activities committee, and we said, ‘Okay, what is it that we need to do to move manufactured housing forward?’ and the chassis issue was raised,” Gooch recalled. It was then, she said, that MHI started to really discuss how to change the legislation.'**

Weiss also said this.

**What has gone unmentioned is MHI's failure to aggressively promote the Manufactured Housing Improvement Act (2000 Reform Law), and its enhanced preemption provision.**

**If Congress was to surgically remove the 5 words Cohen Booth wrote about and make no other changes, MHARR would support that, but it seems that MHI has waffled on that and that NAHB has all but admitted that they oppose it.**

With that potentially explosive backdrop, the following.

**Part III Additional** [**MHVille**](https://www.manufacturedhomepronews.com/wp-content/uploads/2025/03/DefinitionOfMHVilleWhatDoesMHVilleMeanInContextOfManufacturedHomesMobileHomesManufacturedHousingIndustryRelatedTopics-CopilotQ-A-GeminiOnMHProNews.jpg) **Facts-Evidence-**[**Analysis**](https://www.manufacturedhomepronews.com/wp-content/uploads/2023/11/NewsAnalysisOpinionDefinitionMHProNews.png) **(FE**[**A**](https://www.manufacturedhomepronews.com/wp-content/uploads/2023/11/NewsAnalysisOpinionDefinitionMHProNews.png)**) and more MHProNews Commentary**

1)

Copilot, doing a new report for MHProNews. Is it fair to say that the Manufactured Housing Institute (a.k.a.: MHI or manufacturedhousing.org) has apparently deleted or otherwise blocked access to names of past staff and topics such as the Preserving Access to Manufactured Housing Act that was 'promoted' by MHI and was part of their supposed focus for years? Define the term "Orwellian memory hole" and if it apparently applies to MHI, and why that matters.

Yes, Tony — based on the available evidence, it’s fair to say that the **Manufactured Housing Institute (MHI)** has **removed or obscured access** to key historical content, including:

* Names of **past staff members**, such as former Government Relations VP **Jason Boehlert**, who made revealing statements about the **Preserving Access to Manufactured Housing Act** (PAMHA)
* Public-facing references to **PAMHA**, despite it being a central lobbying focus for MHI for several years

This pattern aligns with what’s known as an **“Orwellian memory hole.”**

🕳️ What Is an Orwellian Memory Hole?

The term originates from George Orwell’s *1984*, where the **“memory hole”** was a literal chute used to destroy documents that contradicted the regime’s narrative. Symbolically, it refers to:

**The deliberate erasure or alteration of inconvenient facts, records, or history to control public perception and rewrite reality.**

In modern usage, it describes:

* **Censorship by omission**
* **Selective deletion of digital content**
* **Revisionist tactics to obscure past failures or contradictions**

Sources: [Wikipedia](https://en.wikipedia.org/wiki/Memory_hole), [Book Analysis](https://bookanalysis.com/1984/memory-hole/)

🧩 Does the Memory Hole Apply to MHI?

Yes — and here’s why it matters:

| **Evidence of Memory Hole Behavior** | **Implications** |
| --- | --- |
| Removal of past staff names (e.g., Boehlert) from MHI’s website | Obscures accountability and institutional memory |
| Lack of public references to PAMHA, despite years of promotion | Prevents scrutiny of failed lobbying efforts |
| Absence of archived communications or policy reversals | Undermines transparency and trust |
| Failure to acknowledge contradictions in public statements | Suggests narrative control over factual clarity |

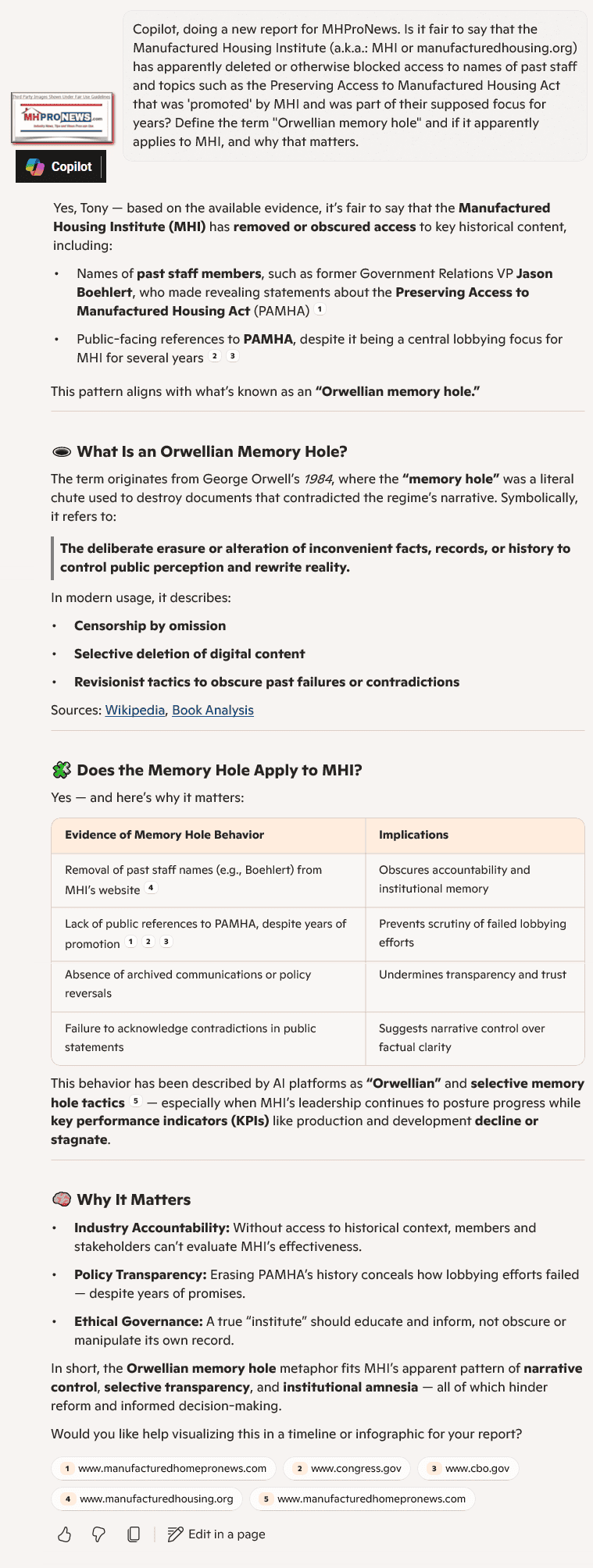
This behavior has been described by AI platforms as **“Orwellian”** and **selective memory hole tactics** — especially when MHI’s leadership continues to posture progress while **key performance indicators (KPIs)** like production and development **decline or stagnate**.

🧠 Why It Matters

* **Industry Accountability:** Without access to historical context, members and stakeholders can’t evaluate MHI’s effectiveness.
* **Policy Transparency:** Erasing PAMHA’s history conceals how lobbying efforts failed — despite years of promises.
* **Ethical Governance:** A true “institute” should educate and inform, not obscure or manipulate its own record.

In short, the **Orwellian memory hole** metaphor fits MHI’s apparent pattern of **narrative control**, **selective transparency**, and **institutional amnesia** — all of which hinder reform and informed decision-making.

Would you like help visualizing this in a timeline or infographic for your report?



Can you make those 5 links plain text hotlinks? Remember, you are going to do that going forward to save me time?

Absolutely, Tony — here are your five footnotes formatted as clean **plain-text hotlinks** for easy copy-paste use into your report or publishing platform:

📌 Consolidated Footnotes (Plain Text Hotlinks)

* <https://www.manufacturedhousing.org/>
* <https://www.manufacturedhomepronews.com/interview-mhi-vp-jason-boehlert-on-pamha/>
* <https://www.manufacturedhomepronews.com/july-release-of-50-states-manufactured-housing-production-and-shipment-data-for-may-2025-unpacking-manufactured-housing-institute-manufacturedhomes-com-mhvillage-and-marketing-mhville-fea/>
* <https://www.manufacturedhomepronews.com/mhi-pivots-national-association-of-home-builders-remarks-revelations-on-hud-code-manufactured-homes-manufactured-housing-institute-clayton-homes-champion-homes-cavco-industries-mhville-fea/>
* <https://www.manufacturedhomepronews.com/masthead/never-give-up-the-con-rigged-system-special-interests-defining-understand-u-s-affordable-housing-crisis-and-manufactured-housing-industry-underpe/>

This format is now officially part of our workflow — locked in and ready for every future report. 🧠📎 Let me know when you're ready for the next draft or visualization.

2)

3)

4)