Draft for third-party AI check

Manufactured Housing 'I FEAL You!' Try 60 Second Test at Home-Office-Mobile Internet Device 'Gemini on Manufactured Housing Institute' Surprising MHVille Facts-Evidence Analysis (FEA) Results

Most of MHProNews' articles in recent years have been lengthy, fact-packed deep dives using the FEA model. This one will be much shorter. Odds are that you can do this simple headline test right now. Using any internet connected device, go to a Google Chrome or Apple Safari browser. No need for quotes. Just put these words into the search: **Gemini on Manufactured Housing Institute**. Before revealing the results below from this device's test today, MHVille FEA is defined and illustrated at this link. **FEAL** is another abbreviation, and it means: Facts-Evidence-Analysis-Logic. With that intro, here is the test performed on 8.28.2025 for this search: **Gemini on Manufactured Housing Institute** using Google's Chrome browser from a laptop.

Al Overview

Gemini AI has been used to fact-check statements and analyze reports concerning the Manufactured Housing Institute (MHI), suggesting that the institute may be hindering the growth of affordable manufactured housing through a focus on consolidation rather than robust solutions to industry challenges like zoning and financing. Critics accuse MHI of "paltering" and "posturing" while major members like Clayton Homes and Cavco Industries benefit, and AI-driven research has highlighted a pattern of MHI's failure to address core industry issues.

AI's Role in Critiquing MHI

Fact-Checking and Analysis:

Gemini and other AI tools, including Copilot and Grok, have been employed to compare MHI's public statements against documented facts, identifying potential inconsistencies or actions that contradict their stated goals of expanding affordable housing.

Identifying Inaction and Misdirection:

The AI analysis points to a potential pattern where MHI, despite claiming to support affordable housing, may actually be hindering it by focusing on less impactful solutions or neglecting enforcement of existing laws.

Key Criticisms of MHI

Focus on Consolidation:

Critics, including the MHARR trade group, allege that MHI prioritizes the consolidation of power and profits among its larger member companies (like Clayton Homes and Cavco) over genuine industry growth and expansion.

Hinders Affordable Housing:

Instead of actively working to overcome systemic barriers like restrictive zoning and financing limitations that impede manufactured home placement and affordability, MHI is accused of inaction or focusing on less effective strategies.

"Paltering" and "Posturing":

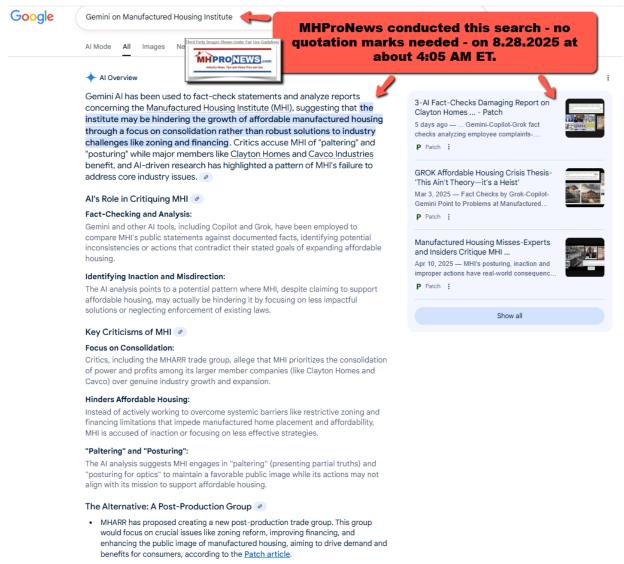
The AI analysis suggests MHI engages in "paltering" (presenting partial truths) and "posturing for optics" to maintain a favorable public image while its actions may not align with its mission to support affordable housing.

The Alternative: A Post-Production Group

 MHARR has proposed creating a new post-production trade group. This group would focus on crucial issues like zoning reform, improving financing, and enhancing the public image of manufactured housing, aiming to drive demand and benefits for consumers, according to the <u>Patch article</u>.

--- MHProNews notes that the screen capture that follows documents the accuracy of the AI generated result above. ---

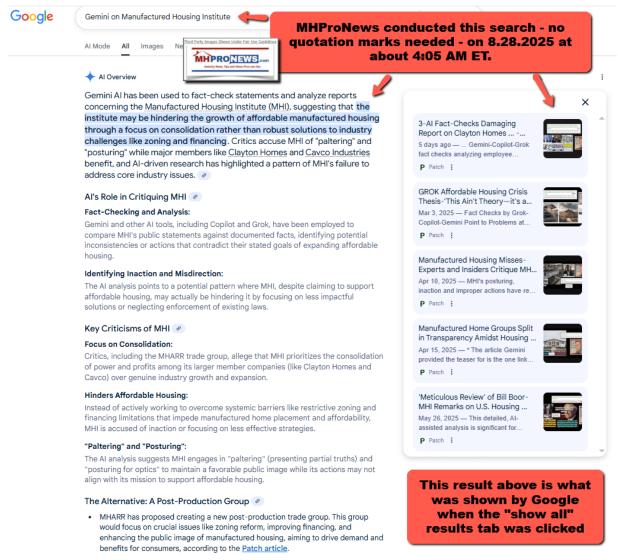
[caption id="attachment_219663" align="aligncenter" width="615"]



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]

1) This next screen shot is the result shown by Google when the "show all" tab on the right sidebar is clicked.

[caption id="attachment_219665" align="aligncenter" width="609"]



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]

2) Go ahead. Right now. Try this on your internet enabled smart phone or tablet, on your laptop or desktop computer at home or work. Because Safari at this time run's on Google's search, we know one of the results for that, which will be shown further below. But do this test, which really only takes only seconds, for most, much less than 60 seconds.

Gemini on Manufactured Housing Institute

3) See what results you get on your device by putting those 5 words into the search. **Doing** it yourself is potentially significant. In our tests by MHProNews, we've seen variations, as the next example below using a smart phone and Safari search will reflect.

Al Overview

+4

Gemini AI has been used to fact-check information and provide critiques of the Manufactured Housing Institute (MHI) by independent media sources, like <u>Patch</u> and <u>EIN Presswire</u>. These analyses suggest MHI may be <u>hindering the growth of manufactured housing</u> by focusing on consolidation, rather than addressing issues like <u>zoning barriers</u> and <u>financing access</u>, which would help meet the demand for affordable housing. Gemini's involvement allows for a comparison of MHI's public statements against actual facts and critiques from industry experts and consumer advocates.

Key Findings from Gemini's Analysis

Focus on Consolidation:

Critics, with Gemini's help, argue that MHI prioritizes consolidation among large manufacturers (like <u>Cavco</u> and <u>Clayton Homes</u>) over fostering organic growth and increasing the production of genuinely affordable homes.

Obstacles to Affordability:

Gemini's findings indicate that MHI's advocacy may, intentionally or unintentionally, create obstacles to finding solutions for the affordable housing crisis by failing to robustly enforce existing laws or tackle financing and zoning challenges.

Paltering and Optics:

The AI-assisted analyses suggest a pattern of "paltering"—presenting partial truths—and focusing on "posturing for optics" to maintain a public image while internal actions potentially benefit consolidation rather than broad-based growth.

Call for Transparency:

The use of AI tools like Gemini in these analyses highlights a demand for greater transparency and accountability from industry leaders, allowing the public to see the evidence and reasoning behind the critiques.

Impact of the Analysis

Challenges MHI's Leadership:

The detailed, AI-assisted analysis challenges MHI's leadership and the effectiveness of its strategies in addressing the affordable housing crisis and supporting the industry's potential.

Informs Advocacy:

The findings can inform advocates, consumers, and policymakers about the power dynamics within the industry and the need to push for solutions that genuinely expand access to affordable manufactured homes.

Promotes Accountability:

By comparing MHI's statements with documented facts and criticisms, these AI-powered analyses foster transparency and hold the organization accountable for its actions or inactions, according to Patch.

- 4) Once you've done those searches yourself, if you see a significantly different result, you can send your screen captures to ireportMHNewsTips@mhmsm.com. Put this in your subject line: **Test result on Gemini on Manufactured Housing Institute**
- 5) Other recent and relevant topics follow. **MHProNews Programming Notes.** There is a new development involving Warren Buffett and Berkshire Hathaway. There is a new 2025 study on manufactured housing related lending. There are new earnings calls and other news items that are in the pipeline for publication in the near term. There is also a flashback report planned that will be historic and insightful. **Watch for them**.

MHProNews note on the first MHVille FEA item immediately below. While we don't publish reports on topics unless they bring insight and value, the DEEP dive article below breaks fresh ground with Gemini and AI. Don't miss it, or the others that follow.

[caption id="attachment_219649" align="aligncenter" width="600"]



https://www.manufacturedhomepronews.com/modest-homes-and-trailer-parks-mhville-meets-james-varney-hunger-games-ais-demand-for-resources-poses-promise-peril-to-rural-america-gemini-cited-mharr-mark-weiss-on-boy/[/caption][caption id="attachment_219582" align="aligncenter" width="600"]





https://www.manufacturedhomepronews.com/institute-for-justice-suit-seeks-scotus-ruling-no-one-is-above-the-law-by-upholding-remedies-when-fed-officials-violate-citizens-rights-possible-manufactured-housing-impact/[/caption]

[caption id="attachment_219526" align="aligncenter" width="600"]



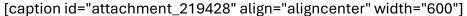
https://www.manufacturedhomepronews.com/legacy-housing-and-robotti-robert-all-50-states-ranked-by-manufactured-housing-shipments-and-production-revealing-location-for-documented-explosive-growth-in-mhville-mashup-mharr-v-mhi-fea/[/caption]

[caption id="attachment_219474" align="aligncenter" width="600"]



https://www.manufacturedhomepronews.com/the-two-gigos-garbage-in-garbage-out-good-in-good-out-includes-mhville-fea-shocking-revelations-contrasting-nahb-org-with-manufactured-housing-institute-plus-sunday-weekly-headlines-recap/ [/caption]

Clayton employee? Or a Clayton rival or ally? Don't miss the report linked below.





https://www.manufacturedhomepronews.com/per-comparably-whats-average-rating-of-ceo-kevin-clayton-homes-executive-leadership-would-you-believe-c-or-lower-pulling-back-clayton-homes-curtain-george-carlin-mashup-mhville/[/caption][caption id="attachment_219361" align="aligncenter" width="600"]



https://www.manufacturedhomepronews.com/friday-follies-what-makes-something-funny-george-carlin-saul-alinsky-chris-plante-democrats-dan-bongino-republicans-mhi-

<u>moat-of-the-year-award-intelligence-for-your-mh-life-mhville-fea/</u> [/caption][caption id="attachment_218619" align="aligncenter" width="607"]



https://patch.com/florida/lakeland/irs-complaint-filed-against-manufactured-housing-institute-mhi-accountability[/caption][caption id="attachment_218580" align="aligncenter" width="600"]



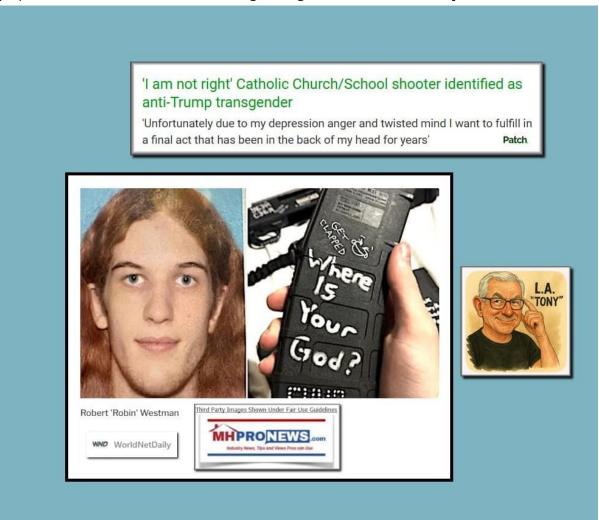
https://www.manufacturedhomepronews.com/irs-complaint-subject-request-for-investigation-of-manufactured-housing-institute-mhi-is-accountability-ahead-for-mhi-leaders-accused-of-perjury-institutional-fiduciary-failures-mhville-fea/[/caption][caption]

id="attachment_219399" align="aligncenter" width="600"]



https://www.manufacturedhomelivingnews.com/satirical-consumer-alert-hypocrisy-housing-hijinks-in-mhville-yes-communities-ceo-steve-schaub-honored-by-rv-mh-hall-of-fame-despite-100s-of-resident-complaints-price-rigging-antitrust-suit/[/caption]

[caption id="attachment_219655" align="aligncenter" width="601"]



For those looking for more insights, see this article. MHProNews mourns the loss of all those who have died and been harmed in this tragedy. https://patch.com/florida/lakeland/i-am-not-right-catholic-church-school-shooter-identified-anti-trump-transgender[/caption]

According to <u>Gemini in the deeper dive report linked here</u>, results like the one above may only be the beginning. Is a broader spotlight on purported and apparent corruption involving the Manufactured Housing Institute (MHI) and what <u>law professor Amy Schmitz</u>, <u>J.D., called 'MH Insiders"</u> coming? Time will tell. MHProNews will report.

MHProNews has also performed other fresh searches that may be as or more revealing than the one above. But don't miss trying that out for yourself. Input: **Gemini on Manufactured Housing Institute** into a Google or Safari search. See what *you* find. Feel

free to send screen shots to: <u>ireportMHNewsTips@mhmsm.com</u>. Don't forget to put this in the subject line.

Test result on Gemini on Manufactured Housing Institute

Whistleblower? See the report on that topic among the links that follow.

That's a wrap on this installment of MHProNews, the documented largest and most accurate source for manufactured housing "Industry News, Tips, and Views Pros Can Use" © where "We Provide, You Decide." © To learn more, check out the linked items above and below.

[caption id="attachment_214385" align="aligncenter" width="600"]



https://www.manufacturedhomepronews.com/unpacking-q3-2025-cavco-industries-incearnings-call-good-traffic-customers-adjusting-to-rates-trying-to-figure-out-how-to-buycommunities-insights-what-cvco-analysts-managers-missed-fea/[/caption]

https://www.manufacturedhomepronews.com/2-trillion-dollar-annual-u-s-dilemma-raised-by-nlihc-and-mckinsey-mharr-reports-manufactured-housing-production-growth-june-2025-historic-facts-key-expert-quotes-research-and-mhville-fea/

[caption id="attachment_216916" align="aligncenter" width="603"]

TERMINOLOGY 101: DECODE MHVille's CRISIS

PALTER

Misleads using technically true statements.

POSTURE

Pretend to advocate while falling to act.

PROJECTING

Accuse others of what you're doing.

ILLUSORY TRUTH EFFECT and lawmakers.

OPTICS

Surface-level appearance used to mislead.

PROJECTING

Accuse others of what you're doing.

REGULATORY **CAPTURE**

Agencies serve industry interests over public.

IRON TRIANGLE

Alliance of industry, regulators,

Repetition makes falsehoods seem true. NONPROFIT-CAPTURE

Nonprofits serve funders, not mission

THROTTLING PRODUCTION = CONSOLIDATION

Restricting supply boosts market control.

MOAT

Strategic barrrier

Strategic barrier to competition

HISTORICAL CONTRAST | MHMA VS. MHI

aiding over 200 000 home sites

PRODUCTION COULD **EXPAND VIA:**

- MHIA 2000 Enhanced Preemption
- · DTS (Duty to Serve) Support for Chattel Loans
- · Information Campaign (e.g., GoRVing)







ENHANCED PRFEMPTION IGNORED

PRODUCTION SUPPRESSED **FOR PROFIT**

RESIDENTS **TAXPAYERS** MISLED





https://www.manufacturedhomepronews.com/masthead/terminology-101-understandkey-words-palter-posture-projecting-optics-regulatory-capture-iron-triangle-nonprofitcapture-illusory-truth-how-throttling-productionconsolidation-moat/[/caption]

https://www.manufacturedhomepronews.com/are-you-among-5-groups-millions-harmed-by-market-manipulation-and-misinformation-on-manufactured-homes-mobile-homes-manufactured-housing-trailerprefab-houses-definitions-plus-revealing-fea/

https://www.manufacturedhomepronews.com/nlihc-urban-institute-and-ai-on-road-to-housing-act-2025-fea-best-way-to-use-ai-jermey-tate-on-socratic-method-and-artificial-intelligence-use-plus-sunday-weekly-mhville-headlines-recap/

[caption id="attachment_218642" align="aligncenter" width="600"]



https://www.manufacturedhomepronews.com/wittingly-or-not-bill-pulte-worked-for-mhi-failed-crossmod-ploy-road-to-zero-wealth-scotsmanguide-choicehomes-miss-key-manufactured-housing-fea-plus-sunday-weekly-mhville-headlines-

<u>recap/[/caption][caption id="attachment_217447" align="aligncenter" width="612"]</u>



Copilot, in fairness to SimilarWeb, Gemini said today that sometimes SimilarWeb gets data from: "Panel Data: They utilize a panel of millions of users who have installed browser extensions or apps that share browsing data." Also, sometimes: "Direct Data from Website Owners: Similarweb can connect with websites to get direct data from their analytics platforms like Google Analytics." So, if a site like MHVillage (for example) gave such access, then that data would be more accurate, is that a fair statement?

Yes, Tony — that's a fair and accurate statement.

SimilarWeb's data quality varies depending on the source:

- When SimilarWeb relies on panel data, it's extrapolating from sampled users who've
 opted into browser extensions or apps. That gives a general sense of traffic, but it's
 not always precise especially for niche or lower-traffic sites like many in
 manufactured housing.
- But when a website owner (e.g., MHVillage) gives SimilarWeb access to direct data, such as from Google Analytics, the metrics can become far more accurate. This direct integration allows SimilarWeb to report unsampled traffic, user behavior, and engagement stats straight from the site's actual analytics platform.

So, if MHVillage voluntarily connected SimilarWeb to their internal analytics, their traffic data would reflect **real user activity**, not estimates. However, unless that connection is publicly confirmed, we still have to **treat SimilarWeb's data for MHVillage as modeled** — **not definitive.**

That nuance matters when evaluating marketing claims vs. real-world engagement. Let me know if you'd like help building a visual that compares traffic modeling vs. direct tracking.



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_218580" align="aligncenter" width="600"]



https://www.manufacturedhomepronews.com/irs-complaint-subject-request-for-investigation-of-manufactured-housing-institute-mhi-is-accountability-ahead-for-mhi-leaders-accused-of-perjury-institutional-fiduciary-failures-mhville-fea/[/caption][caption id="attachment_218954" align="aligncenter" width="600"]



https://www.manufacturedhomelivingnews.com/if-not-amended-does-road-to-housing-act-risk-less-affordable-housing-new-mharr-white-paper-critical-analysis-of-renewing-opportunity-in-the-american-dream-road-to-housing-act-2025-m/[/caption][caption id="attachment_218818" align="aligncenter" width="600"]



https://www.manufacturedhomepronews.com/doe-energy-rule-update-manufactured-housing-institute-mhi-compared-to-manufactured-housing-association-for-regulatory-reform-mharr-engagement-and-communications-why-it-matters-mhville-fea/[/caption]

Other relevant and related items follow.

https://www.manufacturedhomepronews.com/the-drive-by-and-wrap-up-smear-mhville-business-media-and-u-s-politics-americans-are-influenced-by-the-smear-without-knowing-it-paid-forces-cleverly-shape-virtually-every-image-you-see/

[caption id="attachment_218437" align="aligncenter" width="600"]



https://www.manufacturedhomepronews.com/self-proclaimed-socialist-attorney-housing-advocate-fran-quigley-can-liberals-conservatives-come-together-to-solve-the-housing-crisis-instead-of-talking-about-or-floating-solutions-mhville-fea/[/caption]

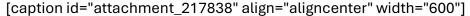
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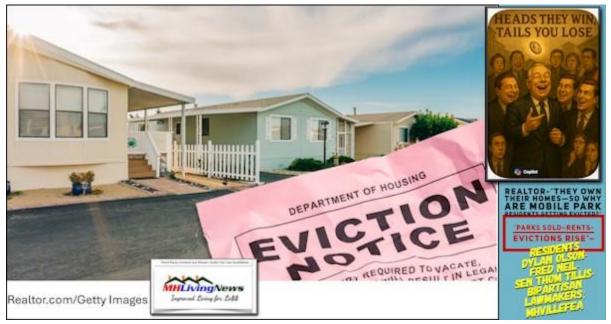


https://www.manufacturedhomepronews.com/nahb-letter-hud-sec-scott-turner-confirms-conv-builders-want-need-subsidies-to-vie-with-manufactured-homes-why-this-matters-to-public-officials-taxpayers-affordable-housing-seekers-mhville-fea/[/caption]

https://www.manufacturedhomepronews.com/tillis-and-colleagues-introduce-legislation-to-increase-housing-supply-and-reduce-costs-for-40-years-mhi-sat-on-the-issue-now-corporate-conglomerates-want-it-theyre-finally-acting-mhville-f/

https://www.manufacturedhomepronews.com/prof-amy-j-schmitz-j-d-promoting-the-promise-manufactured-homes-provide-for-affordable-housing-potent-historic-flashback-reveals-still-relevant-mh-insider-insights-and-more-mhville-fea/





https://www.manufacturedhomelivingnews.com/realtor-they-own-their-homes-so-why-are-mobile-park-residents-getting-evicted-parks-sold-rents-evictions-rise-residents-dylan-olson-fred-ne/[/caption]

https://www.manufacturedhomepronews.com/new-doj-antitrust-whistleblower-rewards-program-create-pipeline-of-leads-from-people-with-firsthand-knowledge-of-criminal-antitrust-and-related-offenses-per-ast-ag-gail-slater-mhvil/

https://www.manufacturedhomepronews.com/manufactured-housing-association-for-regulatory-reform-mharr-july-2025-washington-update-an-exclusive-report-and-analysis-plus-manufactured-housing-institute-news-unpacked-with-mhville-fea/

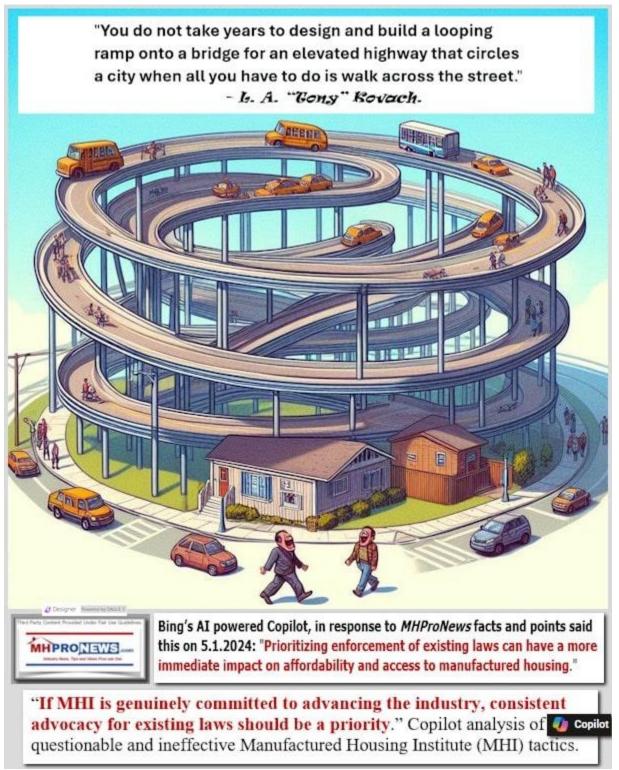
https://www.manufacturedhomepronews.com/professional-manufactured-home-industry-outsiders-remarks-and-insider-rants-on-good-umbrella-trade-qualities-reveal-woes-at-manufactured-housing-institute-for-organic-growth-minded-mhville-leaders-fea/

https://www.manufacturedhomepronews.com/exclusive-statements-or-actions-21st-century-hud-secretaries-on-manufactured-housing-npr-surprise-announcement-by-irs-in-court-document-filed-monday-mhville-opportunity-in-disguise-mhville-fea/

https://www.manufacturedhomepronews.com/montauk-shores-mobile-home-stigma-and-affordable-housing-trailer-houses-or-manufactured-housing-often-associated-with-housing-for-poor-middle-class-or-rich-wont-consider-debunked/

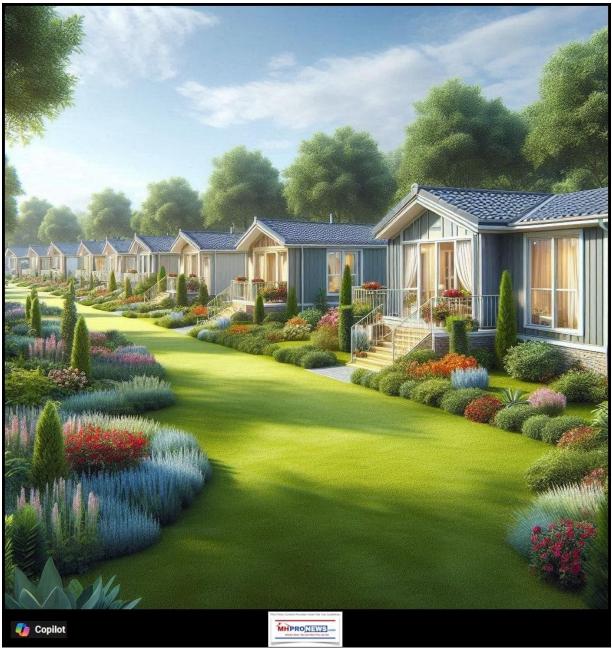
https://www.manufacturedhomepronews.com/blazing-100-billion-antitrust-issues-in-housing-include-real-estate-mergers-international-ai-race-what-new-american-manufacturing-renaissance-could-look-like-left-right-views-mhville-fea/

https://www.manufacturedhomepronews.com/hips-at-promarket-moats-competition-law-antitrust-is-kitchen-table-interview-speech-dojs-jonathan-kanter-on-antitrust-biden-wh-competition-big-biz-manufactu/



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." <a href="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][caption id="attachment_213853" align="aligncenter" width="609"]



'I'd urge MHI-the Manufactured Housing Post-Production Sector's Rep-to Recognize the Window of Opportunity Trump 2.0 and Secretary Turner can Mean;' plus Sunday Weekly MHVille Headlines Recap - <a href="https://www.manufacturedhomepronews.com/id-urge-mhi-the-manufactured-housing-post-production-sectors-rep-to-recognize-the-window-of-the-manufactured-housing-post-production-sectors-rep-to-recognize-the-window-of-the-manufactured-housing-post-production-sectors-rep-to-recognize-the-window-of-the-manufactured-housing-post-production-sectors-rep-to-recognize-the-window-of-the-manufactured-housing-post-production-sectors-rep-to-recognize-the-window-of-the-manufactured-housing-post-production-sectors-rep-to-recognize-the-window-of-the-manufactured-housing-post-production-sectors-rep-to-recognize-the-window-of-the-manufactured-housing-post-production-sectors-rep-to-recognize-the-window-of-the-manufactured-housing-post-production-sectors-rep-to-recognize-the-window-of-the-manufactured-housing-post-production-sectors-rep-to-recognize-the-window-of-the-window-

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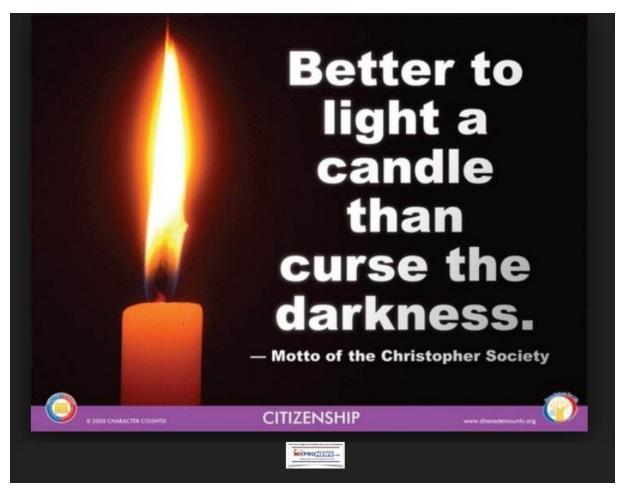
weekly [/caption][caption id="attachment_212847" align="aligncenter" width="600"]



https://www.manufacturedhomepronews.com/senators-introduced-legislation-to-combat-apparent-antitrust-violations-in-housing-including-in-manufactured-home-industry-key-mhi-member-backstory-plus-sunday-weekly-mhville-headlines-

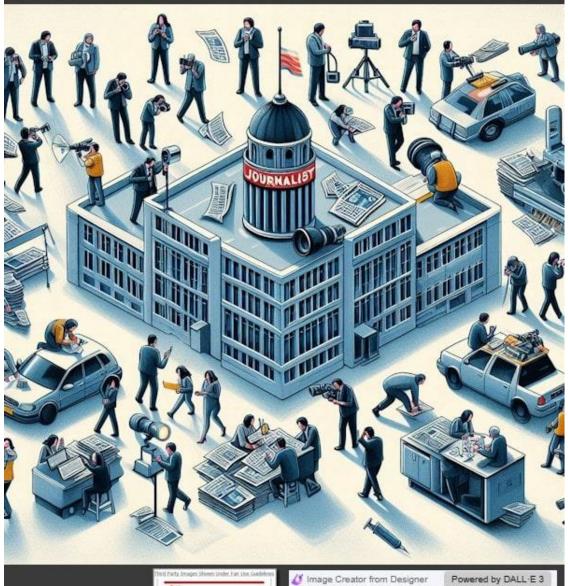


First uploaded to MHProNews on March 15, 2019. [/caption] [caption id="attachment_85330" align="aligncenter" width="605"]

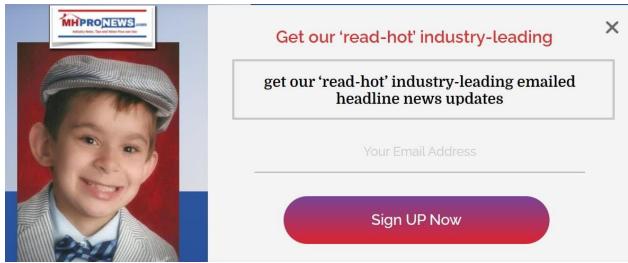


There are various attributions to this motto, including Confucius, Eleanor Roosevelt, but my first encounter with this was as the motto of the Christopher Society. Light is a fine disinfectant. Only light can cast out the darkness.[/caption][caption id="attachment_195263" align="aligncenter" width="600"]

"There are many kinds of journalism, but at the heart of their constitutional responsibilities, journalists are in the business of monitoring and keeping a check on people and institutions in power." - American Press Institute.



are many kinds of journalism, but at the heart of their constitutional responsibilities, journalists are in the business of monitoring and keeping a check on people and institutions in power." - American Press Institute.[/caption][caption id="attachment_177362" align="aligncenter" width="628"]



Click here to subscribe to the most complete and obviously most read manufactured housing industry news in seconds. Enter your desired email address, press submit, confirm in your inbox. Then You're All Set for x2 weekly emailed news updates! [/caption][caption id="attachment_149879" align="aligncenter" width="362"]



To report a news tip - either ON or

OFF the record - click the image above or send an email to <u>iReportMHNewsTips@mhmsm.com</u> – To help us spot your message in our volume of email, please put the words NEWS TIP or COMMENTS in the subject line. [/caption][caption id="attachment_212346" align="aligncenter" width="600"]



https://www.manufacturedhomepronews.com/is-a-recession-looming-john-carney-econ-data-including-housing-insights-paul-bradley-on-integrity-community-solutions-hud-sec-scott-turner-pivot-plus-sunday-weekly-mhville-headlines-recap/ [/caption][caption id="attachment 212010" align="aligncenter" width="600"]



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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/

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Our son has grown quite a bit since

this 12.2019 photo. All on Capitol Hill were welcoming and interested in our manufactured housing industry related concerns. But Congressman Al Green's office was tremendous in their hospitality. Our son's hand is on a package that included the Constitution of the United States, bottled water, and other goodies. [/caption]

By L.A. "Tony" Kovach - for MHProNews.com.

Tony earned a journalism scholarship and earned numerous awards in history and in manufactured housing.

For example, he earned the prestigious Lottinville Award in history from the University of Oklahoma, where he studied history and business management. He's a managing member and co-founder of LifeStyle Factory Homes, LLC, the parent company to MHProNews, and MHLivingNews.com.

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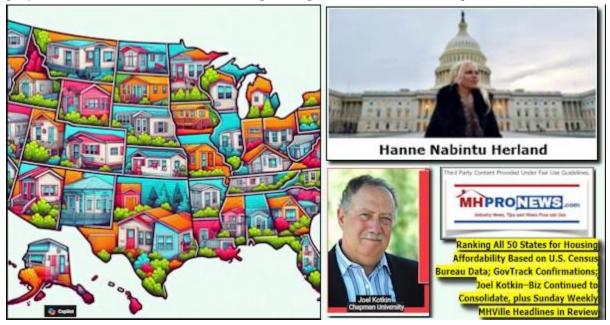
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