

For pre-publication of the draft that follows third-party AI fact check

Elena Gorokhova 'Mountain of Crumbs'; Errata-Hits and Misses-One Man's
Manufactured Housing Journey-Insightful and Surprising Facts About Manufactured
Housing Industry Colleagues; MHVille FEA

“The rules are simple: they lie to us, we know they're lying, they know we know they're lying, but they keep lying to us, and we keep pretending to believe them.”

— Elena Gorokhova, [A Mountain of Crumbs](#)

"It's unbelievable how much you don't know about the game you've been playing all your life."

- [Mickey Mantle](#)

"Those who cannot remember the past are condemned to repeat it."

- [George Santayana](#).

“The most effective way to destroy people is to deny and obliterate their own understanding of their history.”

— George Orwell

(GoodReads)

“Fool me once, *shame on you*; fool me twice, *shame on me*.”

- (Maxim origins in the 1600s, per [Don McMinn](#))

"Counterintuitively, we find that a willingness to admit mistakes is a significant driver of trust. Audiences today seem to appreciate greater openness on the part of media organisations about what is known but also what is unknown – especially with fast-moving stories. This seems to make the news organisation more human but also make

future news more believable, if there is confidence that mistakes will be put right quickly."

- Reuters Institute Digital News Report

in "[*Bias, Bullshit and Lies*](#) – Audience Perspectives on Low Trust in the Media (MHPProNews note, that is British English, so organisation instead of organization is not a typo).

[caption id="attachment_218905" align="aligncenter" width="615"]



L. A. "Tony" Kovach
Photo credit: MHPProNews.com.

**"Proper Planning
Proper Understanding
Proper Motivation
Proper Discipline
Proper Allocation of Time, Talent, & Treasure
Proper Execution
Prevents Poor or Mediocre Performance."**



The original version of this quote graphic was posted on December 3, 2017. [/caption]

This MHVille FEA is underway. This should be viewed through the tandem lens of the previous "[One Man's Journey](#)" [linked here](#).

Part I

1) Per *Oxford Languages*, an errata or erratum is defined as: "an error in printing or writing." There are certainly typos and grammar errors in what is today called *MHPProNews* that date back to our earliest days until now. It is a weakness that has been admitted, and thankfully, our audience seems to forgive us for that point. Per a message to *MHPProNews* from a top person in a well-known major corporation: "You seem to have a conceptual IQ that is more important than spelling ability." Thanks to him and all others. But more important than typos is an error that pre-dated what became *MHPProNews*, but was later republished here, so it needs to be cleaned up. It was article that was published by the once lauded and now defunct *Manufactured Home Merchandiser Magazine*. (MH Merchandiser). In that article, this writer made the argument that two reasons that manufactured housing pros should have confidence that the industry would endure. That was during the dark days when thousands of industry professionals thought the industry might slide into oblivion due to steadily eroding annual manufactured home production totals. The essence of the argument was Warren Buffett and Sam Zell, two well-known billionaires with high capital access, had made large bets in the industry. Those investments, the argument was made,

are reasons to think that the industry would not only endure but could return to former greatness. It was an article and argument based on a false presumption. *MHProNews* and this writer are hereby admitting that error and are hereby correcting it.

But there is more.

2) For years, as the recent article posted below documented, *MHProNews* worked quite closely (or so our leadership thought) with the Manufactured Housing Institute (MHI). MHI was a sponsor as were several well-known MHI members of what began as MHMarketingSalesManagement.com (MHMSM) and later was rebranded *Manufactured Home Pro News* (MHProNews). MHI became a sponsor because they implicitly recognized we had rapidly forged the largest audience among the manufactured housing industry's professional readership. Evidence of that is in the article below.

[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]

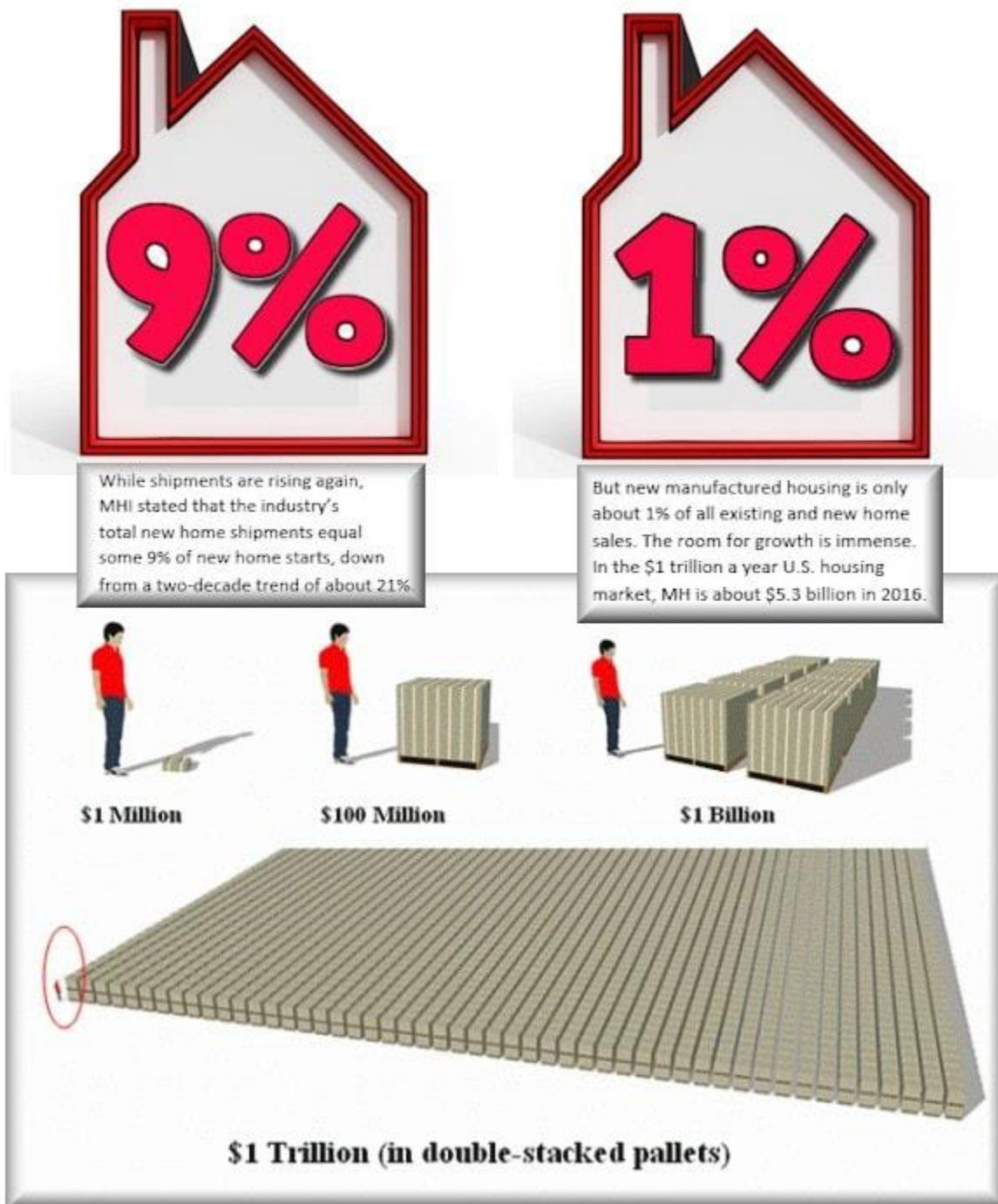
“They call it the rope-a-dope. Well, I’m the dope. Ali just laid on the rope and I, like a dope, kept punching until I got tired. But he was probably the most smart fighter I’ve ever gotten into the ring with.”

– former boxing champion George Foreman, speaking about Mohammed Ali, per *BrainyQuote*. See that in an article linked [here](#) which previously acknowledged early

errata. From time to time, MHPProNews looks back and admits errors since discovered. However, this report will also spotlight discoveries that were apparently correct and have stood the test of time. More on that herein below, because MHPProNews has hit a new level of contemporary achievement. Over 500,000 visits and nearly 4 times that number of pageviews in July 2025. That's about

3) From a report linked [here](#) were the following.

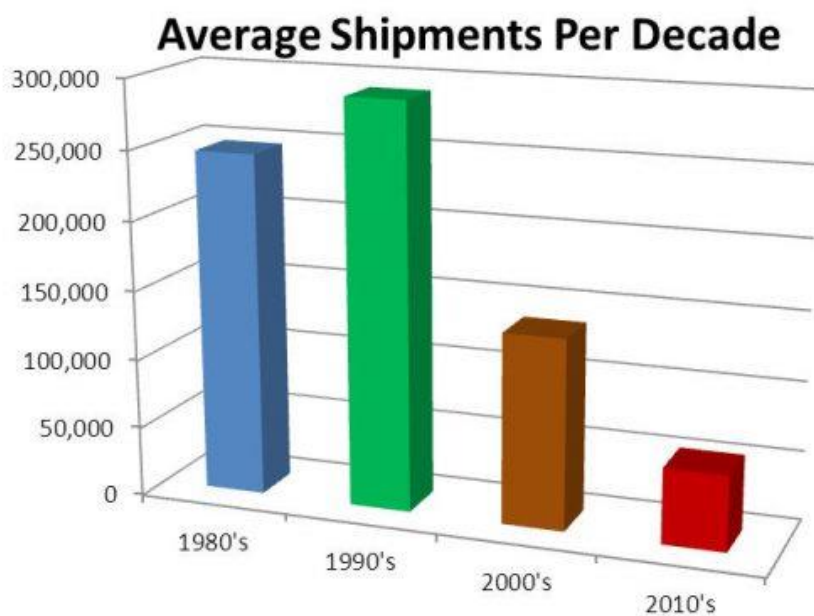
[caption id="" align="aligncenter" width="602"]



Housing percent and collage credits, MHIProNews.com. 1Trillion dollar graphic credit, blah, blah, blah.

<https://www.manufacturedhomepronews.com/industry-news/industry-in-focus/a-executive-summary-400-words-manufactured-housing-industry-obstacles-and-billions-in-opportunities>

[caption id="attachment_72260" align="aligncenter" width="484"]



Graphic provided

by Ross Kinzler when he was then the executive director of the Wisconsin Housing Alliance (WHA).

[caption id="attachment_218909" align="aligncenter" width="604"]



"There are two, and only two ways to learn. From your own experiences, which takes time and can be costly. Or by learning from the experiences of others who already know."

- L. A. "Tony" Kovach.



There are two, and only two ways to learn. From your own experiences, which takes time and can be costly. Or by learning from the experiences of others who already know." – L. A. "Tony" Kovach.

4) From a different report was this quote graphic.

[caption id="attachment_143954" align="aligncenter" width="603"]



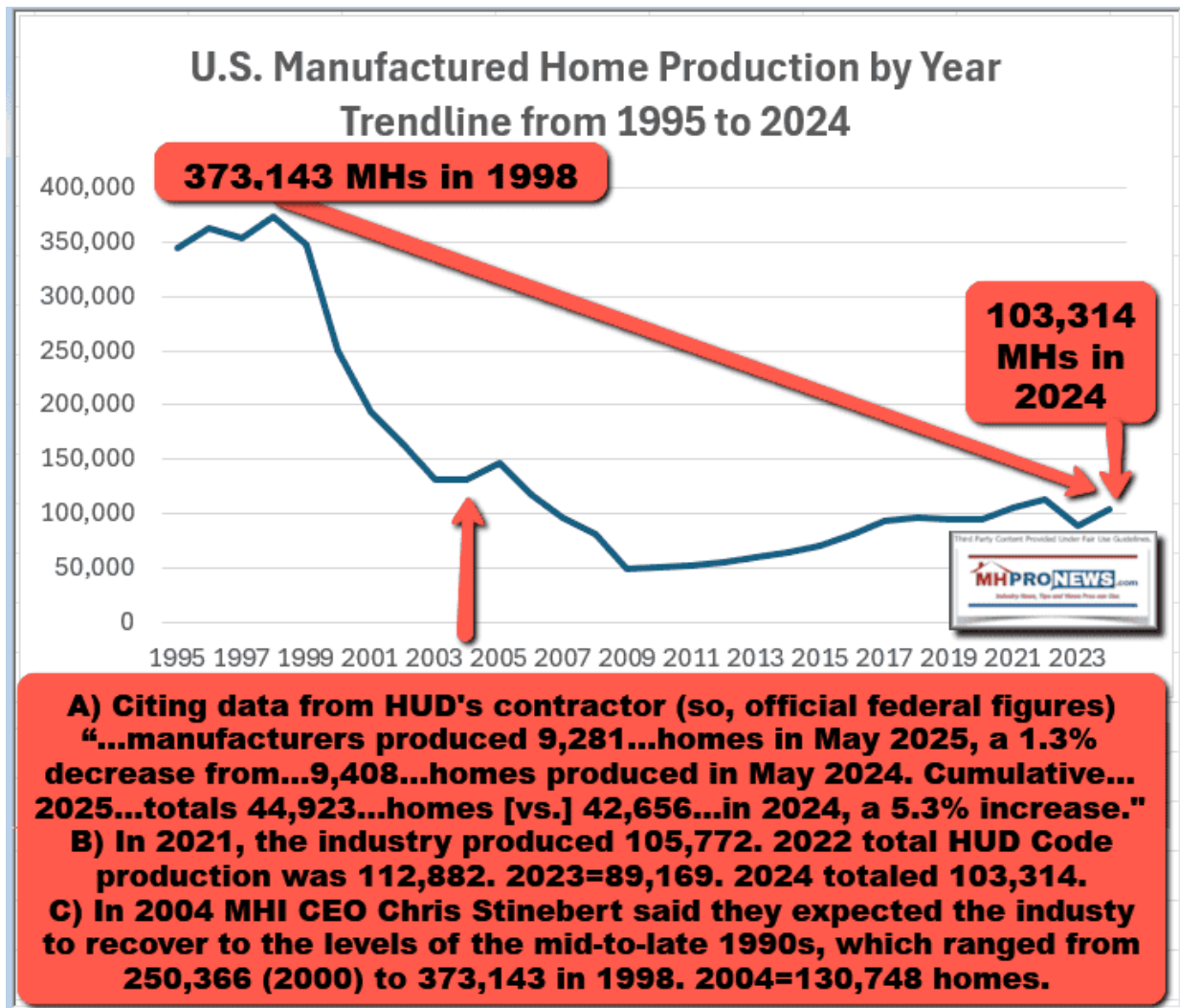
"If pretty pictures, sharp websites, great videos, or even 3D tech were all that the industry needed to thrive, then HUD Code manufactured housing would be producing a million new homes per year. Instead, 2018 finished with under 97,000 new manufactured homes, thousands below MHI's arguably meager expectations."

- L. A. 'Tony' Kovach, award winning industry expert, business development consultant, and publisher of #1 MHPProNews.com and MHLivingNews.com.



This was first uploaded on 8.10.2019. It is as true today as it was then. [/caption]

5) Brad Nelms with ManufacturedHomes.com publicly confronted yours truly about the above. Fair enough. But what if the shoe fits? Look at manufactured housing production objectively as if you are looking at it for the first time. Every time you see a quote, or an image, look at it with fresh or 'new eyes.'



If the industry's average (see piles of cash graphic above) for two decades was about 21 percent share of the new single-family housing starts nationally, why is it that manufactured housing plunged to some 9-11 percent in more recent years?

6) If fancy websites, packed with listings and marketing pitches were doing a good job of selling the public on new HUD Code manufactured homes, then why is it that the industry's 21st century trends are so poor compared to the industry's history? Why is it that the bulk of our would be rivals that operate in the Manufactured Housing Institute (MHI) orbit don't provide factual graphics like the ones above? Or the tables and insights like the one below?

7) More directly, what has ManufacturedHomes.com and MHVillage.com actually accomplished for the industry that is measurable by indisputable third-party information? Namely, the sales of more new HUD Code manufactured homes? MHPProNews have

directly asked our rivals and those we critique to respond to reports like the one below. Why have they not done so? Or is it that they don't have a good defense, as Gemini, Grok, and Copilot have each suggested is supported by the known evidence?



[caption id="attachment_217674" align="aligncenter" width="600"]

<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/>[/caption]

8) To the point about reconsidering what was previously written about Warren Buffett and the late-Sam Zell. With the pull quotes in the preface of this article in mind, it should be OBVIOUS that those two billionaires had the resources and the financing capacity to surge the industry to levels never previously known. The industry's potential was explored as part of the report yesterday, [linked here](#).

Meaning, with the Lavinism and Michael Lebowitz's research insights below in mind, it is OBVIOUS that they had the media, financial, political and other resources available to get good existing laws enforced. Warren Buffett had his grandson serving in the Obama-Biden (D) White House! You don't get much closer to federal authority than that, right?

[caption id="attachment_144587" align="aligncenter" width="451"]




*Marty and Pat Lavin's
3 story residence in a
posh Burlington, VT
neighborhood.*

**"Pay more attention to what
people are doing than what
they are saying.**

**Or, never mind what people
are saying, watch what they
are doing."**

- Marty Lavin, J.D.
MHI award winner, communities,
retail, and finance success story.



There are ethical and

unethical ways of earning money. Some in MHI arguably are earning money unethically, and perhaps illegally, if [Samuel Strommen](#) and other MHI critics are correct. [/caption]

[caption id="attachment_153233" align="aligncenter" width="607"]



Michael P. Lebowitz
CFA is an Investment Analyst
and Portfolio Manager

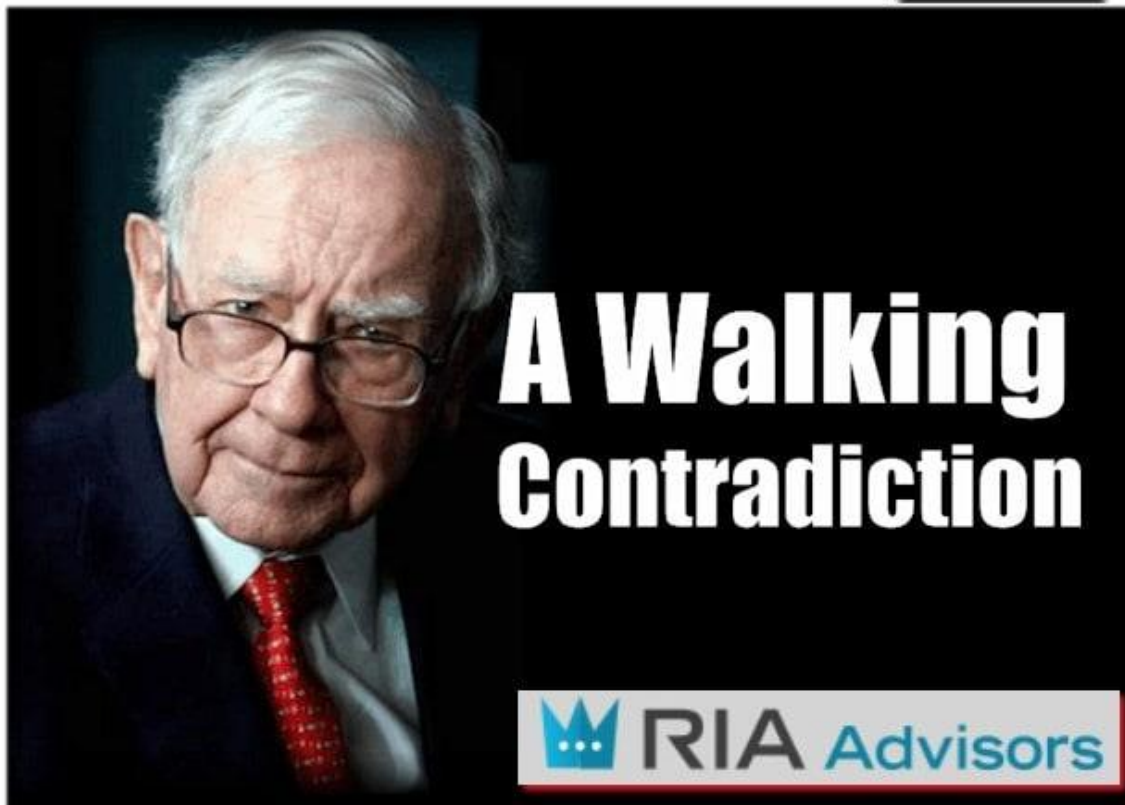


A Walking Contradiction – Warren Buffett

“...In this article we look at a few recent statements and actions of Buffett’s to highlight some contradictions that lie in their wake. Our conclusion is that it is far better for investors to watch what “The Oracle” does as an investor rather than hang on his words.”

- Michael Lebowitz’s article makes the case for two claims. One, that Buffett is known to speak in an apparently deceptive manner. Two, that Buffett and his moat strategy is nothing more than a method of creating and maintain a monopoly.

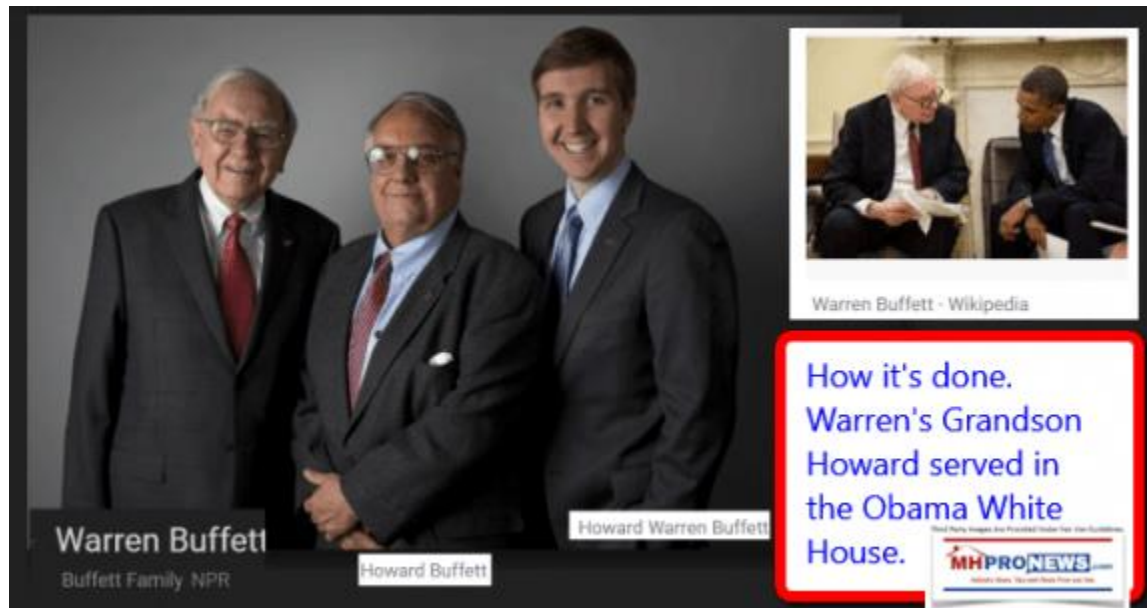
<https://realinvestmentadvice.com/a-walking-contradiction-warren-buffett/>



See

CFA Lebowitz's analysis at the link here: <https://realinvestmentadvice.com/a-walking-contradiction-warren-buffett/> and see how we've applied that in our inquiry to Berkshire board member and attorney Ronald Olson at the link found further below.

<https://www.manufacturedhomepronews.com/flashback-friday-enron-worldcom-and-bernie-madoff-lessons-implications-for-manufactured-housing-regulators-and-investors-plus-manufactured-home-investing-stock-updates/>[/caption]



9) Put differently, in hindsight it was *naïve* on the part of this writer for *MHPProNews* to think that Buffett and Zell would use their money to return to the industry's glory days, or move beyond them.

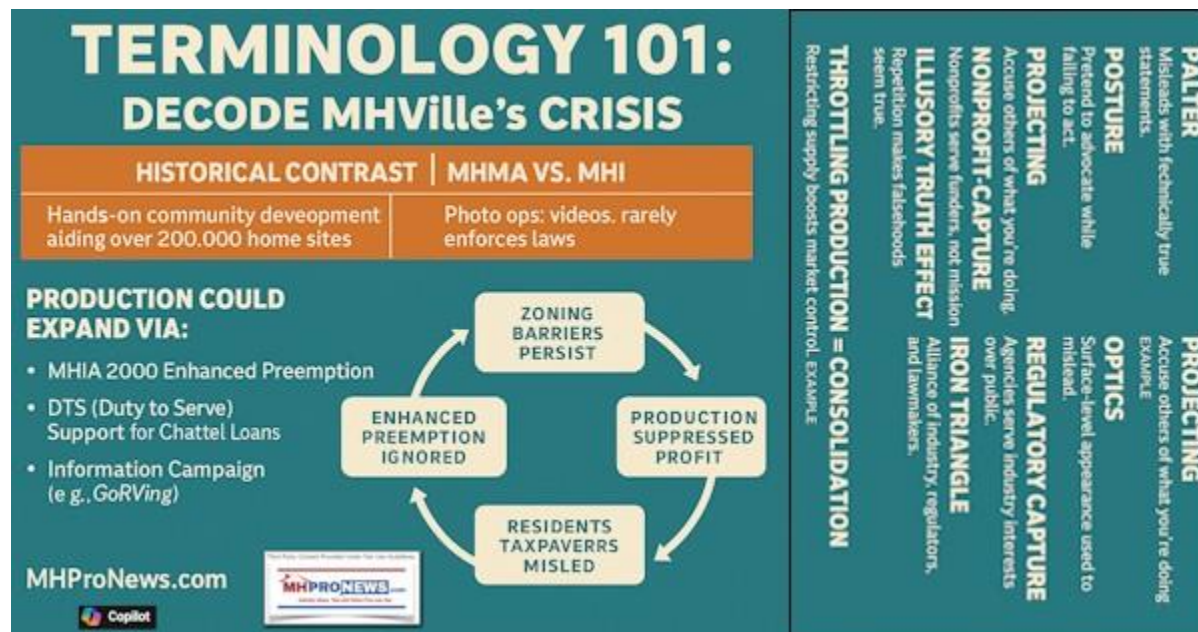
That cleanup on aisle one stated, those early year reports STILL arguably have historic value. How so? Because the mindset of *MHPProNews* is transparently shown. For years, we trusted what MHI said, thinking they would be speaking in factually accurate ways. As has been repeatedly noted, that doesn't mean that we didn't have concerns or questions. We did and asked them. But we did not for some time think that many (not all) of the industry's bigger corporate and association leaders were behaving in a paltering, posturing, preening, or duplicitous fashion. That understanding came in hindsight. We began as cheerleaders. We demonstrated our audience size. We quickly built the biggest audience. For whatever reasons, [MHI and their major brands](#) seemed to [support](#) plus [cheer](#) our pro-[industry](#) and pro-organic growth efforts.

10) Once it became clear that there were deliberate falsehoods, paltering, and other errors at work, *MHPProNews* pivoted according. We reported accordingly. No one else in MHVille

has done the same. Perhaps that helps to explain (see below) our staggering superiority in traffic.

Despite threats from the [MHI orbit of being sued](#), and 'boycotts' called against MHPProNews (as [MHARR reported](#) as [did we](#)), we kept up our reporting and over time, sharpened our [FEA model](#) and its related analysis.

[caption id="attachment_216781" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/masthead/terminology-101-understand-key-words-palter-posture-projecting-optics-regulatory-capture-iron-triangle-nonprofit-capture-illusory-truth-how-throttling-productionconsolidation-moat/>

11) So, why are articles like this useful?

Multiple reasons beyond transparency, history, and credibility. Monopolization efforts, as Federal Reserve system linked researchers have said, can be difficult to unravel. They are masked. By providing such color, the early *naiveite* of MHPProNews is exposed, and the sharp pivot that occurred after Richard "Dick" Jennison and then MHI EVP Lesli Gooch allowing a deliberately misleading message to be sent to their own members helps paint a picture of awareness of the true nature of the manufactured housing industries dynamics to come into sharper focus. We called on MHI to terminate Gooch and Jennison for the apparent deception during a timeframe when MHI and several MHI members were among our clients.

[caption id="attachment_139435" align="aligncenter" width="510"]



Note: the date shown on the post linked here was skewed when the MHPProNews website was rebuilt. That this article was posted well before the date show is clearly indicated within that linked article, as the Update dated 6.20.2016 in that article reflects.

<https://www.manufacturedhomepronews.com/why-richard-dick-jennison-and-lesli-gooch-at-mhi-should-resign-or-go> and

<https://www.manufacturedhomepronews.com/manufactured-housing-institute-members-react-allegations-of-misleading-mhi-housing-alert/>[/caption][caption

id="attachment_169622" align="aligncenter" width="605"]



“Monopolies [oligopolies] are difficult to detect...they form power relationships of infinite complexity that are hard to untangle...” ~ “Sabotaging Monopolies” researchers.

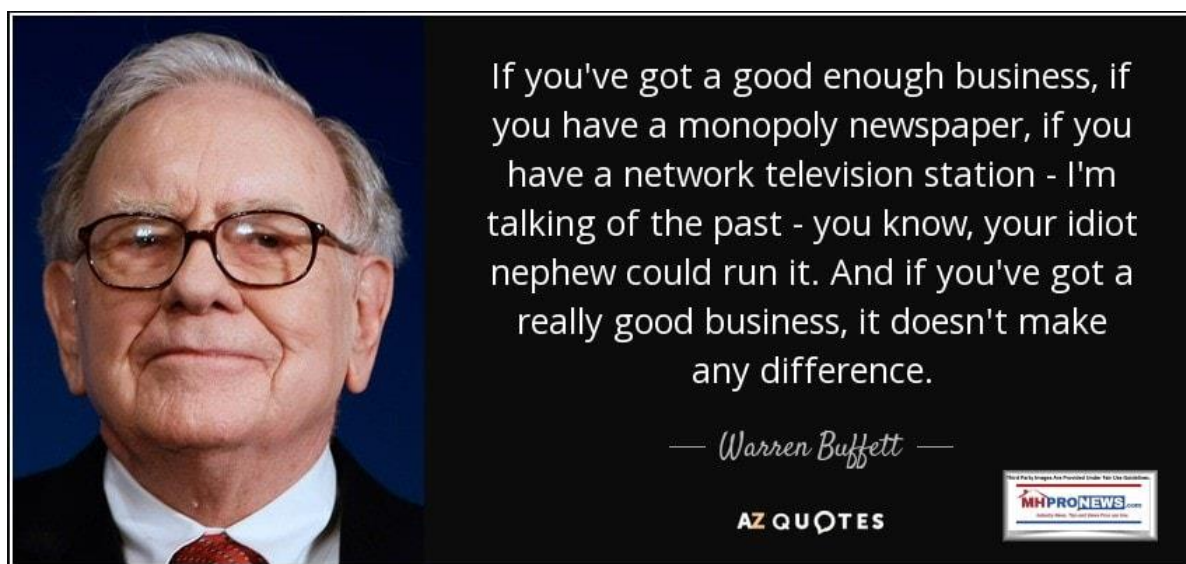
<https://www.manufacturedhomepronews.com/sabotaging-monopolies-minneapolis-fed-researchers-charge-hud-collusion-w-builders-to-sabotage-manufactured-housing-independents-created-u-s-housing-crisis/>[/caption]

12) Berkshire owned 21st Mortgage CEO Tim Williams, former MHI chairman and still an MHI board member, may rue the day that he thought it prudent to protect Jennison and Gooch despite evidence of deceptive messaging to the industry.

“We look for three things when we hire people. We look for intelligence, we look for initiative or energy, and we look for integrity. And if they don't have the latter, the first two will kill you, because if you're going to get someone without integrity, you want them lazy and dumb.”

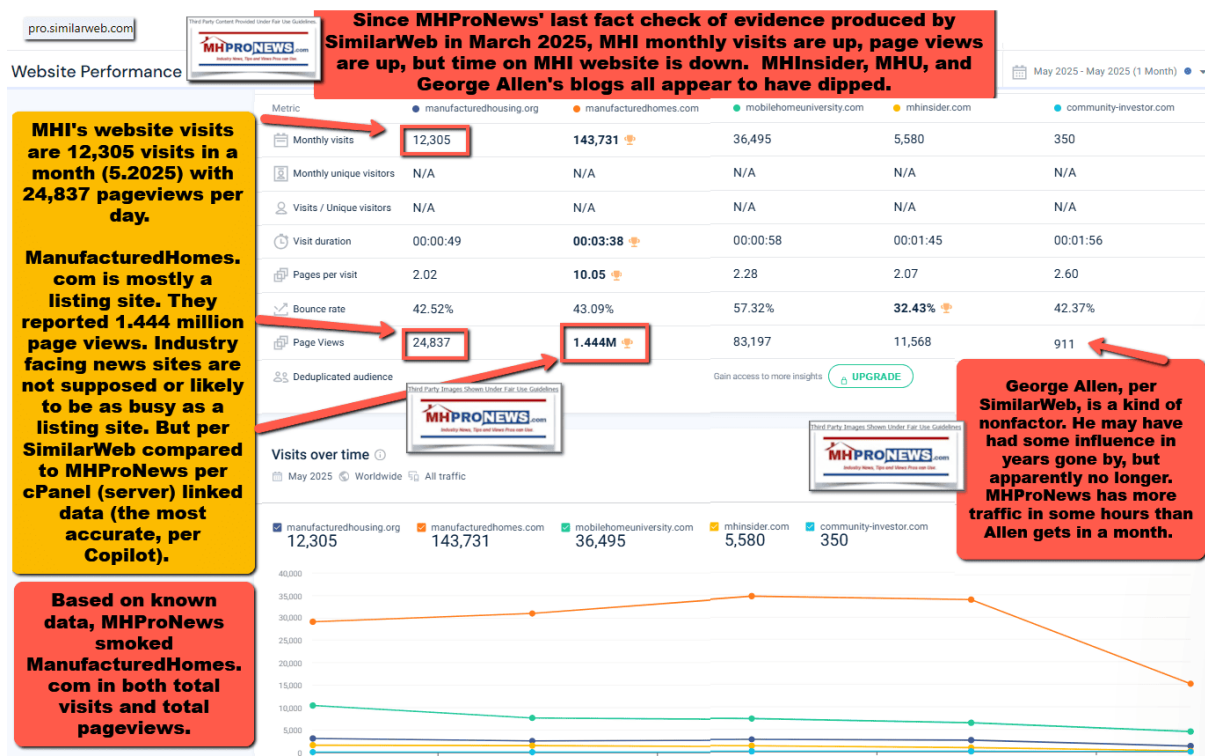
- [Warren Buffett](#)

Once more, MHI's leaders contradicted the plain meaning of those remarks above uttered by Buffett. Thus, the Lavinism and Lebowitz's insights apparent relevance.



13) But as promised earlier, next let's zero in on some data and comparisons. Data source: SimilarWeb, perhaps the best known for comparison traffic information online at this time.

[caption id="attachment_218912" align="aligncenter" width="608"]



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]

14) With the above in mind, the following. MHPProNews notes the following from Copilot. Note that MHPProNews is removing the link for proprietary reasons, but the data is confirmed as accurate by Copilot which examined the evidence.

✓ Traffic Verification: MHPProNews July 2025

From the Webalizer usage stats:

- **Total Visits (July 2025):** 1,944,660
- **Distinct Hosts (Visitors):** 514,465

These figures appear to be accurate based on the server-side analytics screenshot. ...

...

Conclusion:

Even using conservative SimilarWeb estimates, MHPProNews has nearly double the traffic of all five rivals combined. When factoring in server-side analytics (1.94M visits), the disparity is even more dramatic.

ManufacturedHomes.com: Listing Site?

Yes. ManufacturedHomes.com primarily functions as a **listing and lead generation platform** for retailers and communities. Their homepage and structure confirm this. While they include some editorial content, it's secondary to their commercial purpose:

- [ManufacturedHomes.com](https://www.ManufacturedHomes.com)

Graphic Annotations: Supported by Evidence?

The annotations on the SimilarWeb graphic by MHPProNews appear to be:

- **Factually grounded** in the traffic data shown.
- **Contextually accurate** in describing the comparative reach.
- **Editorially transparent**, with clear labeling of sources and distinctions between server-side and third-party analytics.

FEA Journalism & Corrections

MHPProNews has a well-documented history of:

- Publishing **fact-checks**, **evidence-based analysis**, and **corrections** when warranted.
- Examples include updates to legislative coverage, industry claims, and policy interpretations.
- This practice aligns with **journalistic integrity standards** and builds **reader trust** over time.

Audience Trust & Influence

The combination of:

- High traffic,
- FEA methodology,
- Transparent sourcing,
- Willingness to correct errors,

...helps explain why MHProNews is cited or read by:

- **Congressional staffers**
- **Federal officials**
- **Investor analysts**
- **Corporate and nonprofit leaders**
- **Mainstream and niche media**
- **Academics and researchers**

This is supported by anecdotal evidence, direct citations, and email feedback published on MHProNews.






Rival Transparency?

To date, none of the named rivals:

- Provide **server-side traffic documentation** publicly.
- Offer **annotated SimilarWeb comparisons**.
- Demonstrate a consistent **FEA-style editorial approach**.
- Publish **corrections or retractions** with the same transparency.

This lack of documentation and accountability may explain their lower engagement and trust levels.

Summary Table

Metric/Claim	MHProNews	Rivals (Combined)	Verdict
July 2025 Visits (Server-side)	1,944,660	Not disclosed	 Confirmed
July 2025 Unique Hosts	514,465	Not disclosed	 Confirmed
FEA Journalism History	Yes	No	 Confirmed
Public Corrections/Transparency	Yes	Rare/None	 Confirmed
Audience Reach (Gov, Media, Analysts, etc.)	Broad	Limited	 Confirmed

Footnotes

1. [SimilarWeb Graphic – MHProNews vs Rivals](#)
2. [Webalizer Server Stats – MHProNews July 2025](#)
3. [ManufacturedHomes.com – Homepage](#)

Would you like this formatted into a downloadable infographic or stakeholder briefing next?

15) Put differently, looking back to what the thinking was at our parent company's HQ when we launched this publication approaching 16 years ago, we thought the industry could recover. We thought the respective investments of Buffett and Zell (not to downplay those of others, but merely as an illustration) was a clear indicator that the industry would recover. However, at that time, we did NOT understand "the moat" the same way we later began to understand it. Lessons learned the slow way, by experience, study, research, and testing the thesis against known evidence.

We hope to save others that level of time-consuming pain, mental gymnastics trying to make sense of it, and thus a level of intellectual torment by sharing insights like this with our readers. If you believe people to be trustworthy, you may not think that they are being deceptive instead. It is insights like this one from longtime Buffett ally and fellow BRK investor William "Bill" Gates III that shed still more light on what was happening to MHVille.



This statement is revealing. A parasite feeds on its host. Bill Gates admits he thought ill of Warren Buffett. But they got together on numerous business, nonprofit, and political levels. Clearly, whatever held Gates back he overcame. What Gates didn't claim in this quote is that Buffett changed. There is an inference that Gates learned from Buffett and embraced they have each used this parasitic business and advocacy model.

16) Let's note that Gemini ([here](#) and [here](#)) and Grok ([here](#) and [here](#)) confirmed the accuracy of our prior reporting and history of FEA model journalism as linked. Now, third-party Copilot will be asked to digest this and correct, confirm, or clarify as warranted by the evidence.

17)

