

3Pre-publication draft of pending report for MHPProNews for third-party AI check.

August New House Sales Soared. Econ Robert Dietz-‘Policymakers at all Govt Levels Must Focus on Regulatory Relief-Easing Supply-Side Headwinds Impeding Builders from Boosting Production’-FEA

According to the National Association of Home Builders (NAHB) Chief Economist Robert Dietz: “Policymakers at all levels of government need to focus on delivering regulatory relief and easing supply-side headwinds that are impeding builders from boosting housing production.” The full context for Dietz’s remarks are provided in Part II of this [MHVille facts-evidence-analysis](#) (FEA) report. In Part I, the NAHB’s press release to *MHPProNews* said: “newly built single-family homes jumped 20.5% higher in August...” and the factors and expectations in their view is explained. By comparison, on the Manufactured Housing Institute (MHI) website on this date there is no comparable data visible. Their most recent post on their website as of 6 AM ET on 9.25.2025? An award to an individual for his “dedication to both the industry and MHI.” You can’t make this up, but you can see that and more in Part III in MHI’s own words. Meanwhile at the Manufactured Housing Association for Regulatory Reform (MHARR), [MHARR’s top, as in most recent, article is about their outreach to President Donald J. Trump](#) to ask for him and leaders from the Democratic and Republican parties to step in and enforce the laws that Congress intended to support more [inherently affordable manufactured home sales](#). More on the contrast between the NAHB, MHI, and MHARR, are found in Part III and Part IV.

There are a variety of factors that influence the housing market. Those factors are often broken down to supply and demand, the cost of financing (mortgage/interest rates), income, the availability of labor, building materials, and so on.

BREAKING: Tom Homan just revealed that TWO MILLION illegal aliens are NO LONGER in America!

1.6 million have self deported and ICE has handled another 400,000!

This is what I voted for!!!

pic.twitter.com/vid7wNcoVu

— Gunther Eagleman™ (@GuntherEagleman) [September 22, 2025](#)

Agree or disagree with the Trump-deportation and border policies, it is an obvious factor with respect to the affordable housing crisis. Why? Because housing previously occupied

by those in the U.S. without authorization are being vacated. It is a factor in the law of supply and demand at work.



P. J. Lofland @pamjlofland · 23h



It's about time. Noone pays **for** the roof over my head & I shouldn't have to pay **for** theirs.

BREAKING: **HUD** Secretary KICKS **OFF** All Illegals **From** Section 8 Housing
— Proof of Citizenship Now Required

wltreport.com/2025/08/30/bre...



[caption id="attachment_211853" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/illegal-immigration-worsens-housing-crisis-vp-j-d-vance-tells-u-s-cities-leaders-when-americans-can-own-houses-theyre-stakeholders-in-nation-which-makes-better-citizens-mh/> [/caption]

Under President Trump, real median household income jumped by \$6,000, giving working-class Americans a boost.

Under Joe Biden? The poor got poorer.

Two economic realities that Democrats don't want you to know.

pic.twitter.com/MGVeAfy2QZ

— Stephen Moore (@StephenMoore) [August 14, 2025](#)

According to the U.S. Dept of Labor:



U.S. Department of Labor (.gov)

https://www.dol.gov › realer_08122025

Aug 12, 2025 — Percent Change From July 2024 to July 2025, *real average hourly earnings increased 1.2 percent*, seasonally adjusted. The change in real average ...

It should be noted as a qualifier that federal data from the Bureau of Labor Statistics (BLS) has come under fire from the Trump Administration in recent months.

WOW! President Trump and economist Stephen Moore just revealed the Biden Bureau of Labor Statistics overcounted the number of jobs added under Biden by 1.5 MILLION
TOTALLY rigged.

Thank GOD he fired the commissioner! pic.twitter.com/OjZt7ehZ6u

— Nick Sortor (@nicksortor) [August 7, 2025](#)

BLS charts:

1/ Another bad jobs report. Weak job gains, and most concerningly the unemployment rate inches up further (now just a hair above 4.3%). pic.twitter.com/5oNSAPPI91

— Guy Berger (@EconBerger) [September 5, 2025](#)

BREAKING: Bureau of Labor Statistics (BLS) slashes job growth by 911,000, the largest revision EVER, exposing Biden's economic claims as inflated! Trump was right to call out the corrupt BLS. Truth is out, time to hold the line! pic.twitter.com/2ChrQbKIH1

— (@pr0ud_americans) [September 9, 2025](#)

To put things into perspective:

The Bureau of Labor Statistics on Tuesday revised US non-farm payrolls DOWN by 911,000 jobs for the 12 months ending March 2025.

This is the largest annual revision in history, surpassing the record set during the Financial Crisis. pic.twitter.com/yRvACAr6UA

— Global Markets Investor (@GlobalMktObserv) [September 12, 2025](#)

With those background insights in mind, let's dive into what the NAHB had to say in Parts I and II, followed by manufactured housing industry and other sources plus 3rd party artificial intelligence (AI) fact-checks in Part III.

Part I. From the NAHB press release to MHProNews

New Home Sales Post Unexpected Large Gain in August

A modest drop in mortgage rates led to a surprisingly large jump in new home sales in August that could be revised lower next month.

Sales of newly built single-family homes jumped 20.5% higher in August, to a seasonally adjusted annual rate of 800,000 from an upwardly revised reading in July, according to newly released data from the U.S. Department of Housing and Urban Development and the U.S. Census Bureau. The pace of new home sales is up 15.4% from a year earlier. The three-month moving average of new home sales was 713,000, an increase from the 656,000 in July. New home sales remain down 1.4% on a year-to-date basis.

“New home sales experienced a significant surge in August, while builder confidence held steady at a low reading in September,” said Buddy Hughes, chairman of the National Association of Home Builders (NAHB) and a home builder and developer from Lexington, N.C. “While this month’s figure may be subject to downward revision, we do expect a general improvement in sales over the coming months, supported by the recent decline in mortgage rates.”

“According to Freddie Mac, the average 30-year fixed mortgage rate has declined by 32 basis points over the past four weeks and now sits at 6.26%—its lowest level since early October 2024,” said Jing Fu, NAHB senior director of forecasting and analysis. “This downward trend in rates, combined with the recent Fed interest rate cut, signals a positive outlook for future housing demand. If this momentum continues, we expect new home sales to gain traction as more buyers reenter the market in the final quarter of 2025.”

A new home sale occurs when a sales contract is signed, or a deposit is accepted. The home can be in any stage of construction: not yet started, under construction or completed. In addition to adjusting for seasonal effects, the August reading of 800,000 units is the number of homes that would sell if this pace continued for the next 12 months.

New single-family home inventory declined for the third straight month to 490,000 residences marketed for sale (of all stages of construction) as of August. This is 1.4% lower than the previous month and 4.0% higher than a year earlier. At the current sales pace, the months’ supply for new homes was 7.4 compared to 8.2 a year ago.

The median new home sale price was \$413,500, up 1.9% from a year ago.

New home sales have also been buoyed by home builders use of incentives. Recent NAHB survey data shows 37% of builders reported cutting prices in August and 66% reported using sales incentives.

Regionally, on a year-to-date basis, new home sales are down 22.0% in the Northeast, 3.9% in the Midwest and 7.3% in the West. New home sales are up 3.3% in the South.

Economics

PublishedSep 24, 2025

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Part II. From the NAHB press release to MHPProNews

New and Existing Homes Remain Largely Unaffordable in Second Quarter

Economics

Published Aug 21, 2025

While new homes remain largely unaffordable, builder efforts to improve housing affordability paid dividends in the second quarter of 2025, according to the latest data from the National Association of Home Builders (NAHB)/Wells Fargo Cost of Housing Index (CHI). The CHI results from the second quarter of 2025 show that a family earning the nation's median income of \$104,200 needed 36% of its income to cover the mortgage payment on a median-priced new home. Low-income families, defined as those earning only 50% of median income, would have to spend 71% of their earnings to pay for the same new home.

The figures are somewhat higher for the purchase of existing homes in the U.S., showing that it took more income to buy an existing home. A typical family would have to pay 37% of their income for a median-priced existing home while a low-income family would need to pay 74% of their earnings to make the same mortgage payment.

“While the housing affordability crisis persists, builders have been working diligently to make new homes more affordable by reducing square footage, lowering prices and offering a host of buyer incentives,” said NAHB Chairman Buddy Hughes, a home builder and developer from Lexington, N.C. “The Cost of Housing Index shows these efforts have moved the needle in the right direction, but much more needs to be done on the policy front to reduce regulatory burdens, address construction labor shortages and ease building material supply chains to allow builders to increase the nation's housing supply.”

“The CHI data in the second quarter shows that far too many families, whether new or existing home owners, are cost-burdened,” said NAHB Chief Economist Robert Dietz. “Policymakers at all levels of government need to focus on delivering regulatory relief and easing supply-side headwinds that are impeding builders from boosting housing production.”

The second quarter of 2025 marked the largest historical gap where existing home prices exceeded those of new homes. Different dynamics in the two sectors are responsible for the price divergence. On one hand, builders are offering incentives for smaller homes on smaller lots, with streamlined options and features, and thus shifting their production toward less expensive homes. Many existing home owners, meanwhile, are locked-in their homes by low mortgage rates, limiting resale inventory, and causing existing home prices to increase.

The CHI is a quarterly analysis of housing costs in the U.S. and at the metropolitan area level. The CHI represents the share of a typical family’s income needed to make a typical mortgage payment. The mortgage payment is calculated by taking median home prices, assuming a 10% down payment, and adding taxes, insurance and PMI. Median family income is published by the Department of Housing and Urban Development. A low-income CHI is also calculated for families earning only 50% of the area’s median income.

The U.S. data for the percentage of earnings needed to purchase a new home in the second quarter is based on a national median new home price of \$410,800 and median income of \$104,200. The second quarter median new home price is down 1% from \$416,900 in the first quarter. However, the corresponding price for an existing home in the second quarter rose to \$429,400 from \$402,300 in the previous quarter. The average 30-year mortgage rate edged slightly lower from 6.91% in the first quarter to 6.88% in the second quarter.

The percentage of a family’s income needed to purchase a new home was unchanged at 36% from the first to the second quarter, while the low-income CHI fell from 72% to 71% over the same period.

Affordability of existing homes, on the other hand, edged lower for both median- and low-income families between the first and second quarters as median existing home prices rose 7% during this period. The share of income needed to pay for an existing home rose from 35% to 37% for a typical family and from 70% to 74% for a low-income family during this period.

HUD defines cost-burdened families as those “who pay more than 30% of their income for housing” and a severe cost burden is defined as paying more than 50% of one’s income on housing.

The CHI breaks down the percentage of a family's income needed to make a mortgage payment on an existing home in 175 metropolitan areas based on the local median home price and median income. Percentages are also calculated for low-income families in all of these markets.

In 10 out of 175 markets in the second quarter, the typical family is severely cost-burdened (must pay more than 50% of their income on a median-priced existing home). In 85 other markets, such families are cost-burdened (need to pay between 31% and 50%). There are 80 markets where the CHI is 30% of earnings or lower.

The Top 5 Severely Cost-Burdened Markets

San Jose-Sunnyvale-Santa Clara, Calif., was the most severely cost-burdened market on the CHI, where 93% of a typical family's income is needed to make a mortgage payment on an existing home. This was followed by:

- Urban Honolulu, Hawaii (73%)
- San Francisco-Oakland-Fremont, Calif. (72%)
- San Diego-Chula Vista-Carlsbad, Calif. (67%)
- Naples-Marco Island, Fla. (60%)
- Miami-Fort Lauderdale-West Palm Beach, Fla. (60%)

Low-income families would have to pay between 119% and 186% of their income in all six of the above markets to cover a mortgage.

The Top 5 Least Cost-Burdened Markets

By contrast, Decatur, Ill., was the least cost-burdened markets on the CHI, where typical families needed to spend just 17% of their income to pay for a mortgage on an existing home. Rounding out the least burdened markets are:

- Elmira, N.Y. (18%)
- Peoria, Ill. (19%)
- Davenport-Moline-Rock Island, Iowa-Ill. (19%)
- Binghamton, N.Y. (19%)

Low-income families in these markets would have to pay between 33% and 38% of their income to cover the mortgage payment for a median-priced existing home.

Visit nahb.org/chi for tables and details.

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Part III. Additional MHVille Facts-Evidence-Analysis (FEA) plus more MHProNews Expert Commentary

In no particular order of importance are the following items from sources as shown.

1) From the Manufactured Housing Institute (MHI) website, provided under [fair use guidelines](#) for [media](#).

- a) There is no data on manufactured housing production or shipments, unlike NAHB or MHARR.
- b) MHI praises FMHA's Jim Ayotte for "outstanding accomplishments and years of dedication to the industry and MHI."
- c) The only other Sept article is about the IHS, which was covered in a prior report.

Latest News
Keep current with MHI and the latest in manufactured housing. Browse the latest industry news.

From the MHI home page news segment on 9.25.2025 at about 6 AM ET.

2025 MHI Annual Meeting
Omni La Costa Resort
Carlsbad, California
September 28 – October 1, 2025

SEPTEMBER 16, 2025
MHI to Honor Industry Leader Jim Ayotte at Annual Meeting
Each year at MHI's Annual Meeting, we celebrate the achievements of exceptional professionals during the Awards Dinner. The MHI Lifetime Achievement Award recognizes an individual for their outstanding accomplishments and years of dedication to both the industry and MHI. James R. "Jim" Ayotte is the sixth person to receive this honor.
[Read More >](#)

1) There is no data on manufactured housing production or shipments, unlike NAHB or MHARR.

2) MHI praises FMHA's Jim Ayotte for "outstanding accomplishments and years of dedication to the industry and MHI."

INNOVATIVE HOUSING SHOWCASE
SEPTEMBER 4, 2025
Four Manufactured Homes Arrive on the National Mall
Four manufactured homes arrived in Washington, D.C. for HUD's fifth Innovative Housing Showcase. More than 5,000 people are expected to attend.
[Read More >](#)

M H E I
AUGUST 28, 2025
Complete Training Requirements from the Comfort of Home with MHEI
The Manufactured Housing Educational Institute (MHEI) has the flexible, comprehensive training you need to launch your career in the manufactured housing industry as a licensed manufactured home installer.
[Read More >](#)

2025 Class Inducted into RV/MH Hall of Fame
AUGUST 24, 2025
The RV/MH Hall of Fame will induct 5 members from the manufactured housing industry at a celebratory dinner in August 2025.
[Read More >](#)

3) The only other Sept article is about the IHS, which was covered in a prior report.

MHProNews.com
Industry News, Tips and Views from the Inside

- d) MHProNews had reports on the Innovative Housing Showcase (IHS) 2025 [pre-event linked here](#) and [post-event here](#).

2) The post by MHI on Jim Ayotte, who is currently an MHI board member. A review of the MHI board and senior staff as of the date/time shown is insightful.

- a) Knute Chauncey, John Loucks, Michael Retzer and [Karl Radde](#) have or work for firms that are arguably dependent on consolidators.
- b) American HomeStar's [Jayar Daily](#) is pending a deal with Cavco Industries (CVCO). If that deal closes between Cavco and American Homestar closes, then 4 people now or previously with consolidation focused Cavco are on the MHI board. William

Bill Boor is MHI's chairman. Prior MHI chair is [Leo Poggione](#), PHC, whose prior firm was purchased by Cavco. Matt Niño is with Cavco.

- c) [Jody Gabel](#) is an attorney who is shown as working for publicly traded [Flagship Communities](#) (TSE: MHC.U). [Nathan Smith](#), a prior MHI chairman, is a co-founder of Flagship Communities (previously [SSK Communities](#)). Flagship is a known consolidator of land lease manufactured home communities (MHCs).
- d) Wade Lyall is with [Champion Homes](#) (SKY-previously [Skyline Champion](#)), another consolidator in manufactured housing.
- e) Ronny Robertson works for CMH, meaning [Clayton Homes](#) (BRK). Clayton has gone from about [21 percent market share in production circa 2003](#) to about [50 percent market](#) by 2018, in good part through consolidation.
- f) [Tim Williams](#) led [21st Mortgage](#) is a sister firm to Clayton and is owned by BRK. Williams is a former MHI chair. 21st has purchased numbers of loan portfolios (thus a 'loan consolidator'). [Williams led 21st was accused of an antitrust tying violation linked to Clayton by Samuel Strommen](#), then with Knudson Law.
- g) MHI's president Mark Bowersox could face scrutiny for [signing IRS Form 990](#) on behalf of MHI. MHI has been hit with an [IRS complaint](#) for purportedly [false and misleading statements](#).
- h) Last but not least is MHI CEO [Lesli Gooch](#), Ph.D. Despite a murky and controversy-plagued history, Gooch was not only hired by MHI leadership but has somehow managed to be named as a "[Woman of Influence](#)."



MHI Board of Directors

On 9.25.2025 at about 7 AM ET, MHI Chair William "Bill" Boor is with Cavco (CVCO). Leo Poggione, the prior chair was also working for Cavco. Cavco is a known consolidator of the manufactured home industry.

Patrick Waite, MHI's Vice Chair is with ELS. Ron Bunce is also with ELS. ELS is a known MHC consolidator in MHVille.

Cody Pearce has bounced around, currently shown as working for "Claytonized" Triad Financial, previously with Yes! Communities, a known consolidator of MHCs.

Jim Ayotte with the FMHA has been announced as a 'lifetime achievement award winner for support of MHI.

Knute Chauncey, John Loucks, Michael Retzer and Karl Radde have or work for firms that are arguably dependent on consolidators.

American HomeStar's Jayar Daily is pending a deal with Cavco Industries (CVCO). If that deal closes 4 people now or previously with consolidation focused Cavco are on the MHI board. Matt Niño is with Cavco.

Jody Gabel is an attorney who is shown as working for Flagship Communities, a known consolidator of land lease manufactured home communities (MHCs). Nathan Smith, prior MHI chair, is a co-founder of Flagship Communities.

Wade Lyall is with Champion Homes (SKY), another consolidator in manufactured housing.

Ronny Robertson works for CMH, meaning Clayton Homes (BRK). Clayton has gone from about 21 percent market share in production circa 2003 to about 50 percent market share today, in good part through consolidation.

Tim Williams led 21st Mortgage is a sister firm to Clayton and is owned by BRK. Williams is a former MHI chair. 21st has purchased numbers of loan portfolios (thus a 'loan consolidator'). Williams was accused of an antitrust tying violation linked to Clayton by Samuel Strommen, then with Knudson Law.

Mark Bowersox could face perjury charges, based on a complaint filed with the IRS. Lesli Gooch has faced documented conflicts of interest as she apparently worked for site builders while 'on the clock' for MHI. Gooch's controversies pre-and-postdate her work at MHI.



Bill Boor

Chair
Cavco Industries, Inc.



Patrick Waite

Vice Chair
Equity LifeStyle Properties, Inc.



Cody Pearce

Secretary
Triad Financial Services



Walden Buttram

Treasurer
21st Mortgage Corporation



Leo Poggione, PHC

Past Chair
Lusso Holdings



Jim Ayotte

Florida Manufactured Housing Association



Ron Bunce

Equity LifeStyle Properties, Inc.



Knute Chauncey

Tie Down Engineering



Jayar Daily

American HomeStar Corporation



Jody Gabel

Flagship Communities



John Loucks

Assurant



Wade Lyall

Champion Homes



Matt Niño, PHC

Cavco Industries, Inc.



Karl Radde

Southern Comfort Homes



Michael Retzer

WESCO Distribution, Inc.



Ronny Robertson

CMH Manufacturing West, Inc.



Nathan Smith, PHC

Flagship Communities



Tim Williams

21st Mortgage Corporation



MHI Staff



Mark Bowersox

President

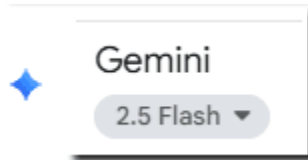


Lesli Gooch, Ph.D

Chief Executive Officer

i) According to left-leaning Google's artificial intelligence (AI) powered Gemini is the following. The inquiry is by MHPProNews. The reply is by Gemini.

What are the scandals and controversies involving Lesli Gooch, Ph.D.? Use plain text hyperlinks to support your results.



Based on the search results, Lesli Gooch, Ph.D., CEO of the Manufactured Housing Institute (MHI), has been at the center of several controversies and allegations, primarily stemming from her role and the actions of the MHI.

Allegations of Conflict of Interest

Lesli Gooch has faced accusations of a conflict of interest for simultaneously lobbying for the MHI and a separate conventional builders' organization. According to a report on Patch.com, official lobbying documents filed by Gooch indicate this pattern of dual representation. The same report also notes that during her time at MHI, laws that the organization was supposed to be advocating for have failed to be enforced, and that other industry associations have criticized the lack of litigation to enforce these laws.

Criticism of MHI's Advocacy and Policy Stances

Gooch, as the leader of MHI, has been criticized by other industry figures, such as Mark Weiss, J.D., president and CEO of the Manufactured Housing Association for Regulatory Reform (MHARR). The criticism centers on MHI's alleged "optics-heavy, substance-light posture" and its apparent failure to effectively advocate for key policies that would benefit the broader manufactured housing industry. Specific points of contention include:

- **Enhanced Federal Preemption:** Critics argue that MHI has not effectively pushed for the enforcement of this law, which is designed to prevent discriminatory zoning laws against manufactured homes.

- **Duty to Serve (DTS):** MHI has been criticized for not publicly advocating for the robust enforcement of DTS, a federal law that aims to expand financing options for mainstream manufactured homes.
- **Support for Specific Home Types:** Some critics allege that MHI has prioritized the interests of larger, publicly traded companies that produce specific, higher-cost home models (like "CrossMod™" or "MH Advantage®") over the interests of the mainstream manufactured housing sector.

Accusations of Predatory Practices

MHI, and by extension its leadership, has been linked to firms accused of predatory practices, such as excessive rent increases in land-lease communities. For example, a report on MHIProNews.com states that MHI's CEO, Lesli Gooch, was linked to a MHI member company that was accused of violating Massachusetts state law. Gooch has also expressed concern over the "characterization" of private owners of land-lease communities by HUD, a stance that critics argue aligns with the interests of these companies.

Response to Criticism

Gooch has responded to criticism in various ways. In a letter to The Washington Post, she defended manufactured housing and argued that the reason to update federal law is to expand design options and help homes better fit into communities. In another interview, she stated that predatory practices in the industry are "isolated examples." MHI has also stated that it "proactively addresses any attempts by third parties who wrongfully disparage the organization," indicating a firm stance against its critics.

Sources



Patch

patch.com

Lesli Gooch Ph.D.-Award, Coverup, Headfake, Scandal? Rest of the Story | Lakeland, FL Patch

For years, Gooch and her colleagues at MHI have collectively been paid over a million dollars annually to do lobbying for the manufactured housing industry ...



Patch

patch.com

Lesli Gooch Ph.D.-Award, Coverup, Headfake, Scandal? Rest of the Story | Lakeland, FL Patch

Her own "Lobbying Report" documents show, among other things, that while Gooch was being paid to work full time by MHI, she was also lobbying for another ...



Patch

patch.com

Lesli Gooch Ph.D.-Award, Coverup, Headfake, Scandal? Rest of the Story | Lakeland, FL Patch

Given that the laws Gooch and company are supposed to be advocating for are laws already on the books, if lobbying doesn't work, someone can always sue to get ...



MHProNews.com

www.manufacturedhomepronews.com

MHI CEO Lesli Gooch Attack New Biden-Harris HUD/FHA Program 'Characterization' Linked to Apparently 'Predatory' Members–LinkedIn Gooch/MHI Board Leaders Stunning Revelations; plus MHMarkets - MHProNews.com

MHI's Role and Public Perception: - MHI, as a de facto spokesperson, faces challenges when representing firms accused of violating consumer rights protected ...



MHProNews.com

www.manufacturedhomepronews.com

MHI CEO Lesli Gooch Attack New Biden-Harris HUD/FHA Program 'Characterization' Linked to Apparently 'Predatory' Members–LinkedIn Gooch/MHI Board Leaders Stunning Revelations; plus MHMarkets - MHProNews.com

That posted response by MHProNews on LinkedIn shared the report linked here, where Gooch apparently acts as the spokesperson for MHI member Hometown America, ...



MHProNews.com

www.manufacturedhomepronews.com

MHI CEO Lesli Gooch Attack New Biden-Harris HUD/FHA Program 'Characterization' Linked to Apparently 'Predatory' Members–LinkedIn Gooch/MHI Board Leaders Stunning Revelations; plus MHMarkets - MHProNews.com

Private Owners: Gooch expressed concern about the portrayal of private owners of land-lease communities. She felt that HUD's emphasis on mission-driven ...



Manufactured Housing Institute

www.manufacturedhousing.org

MHI CEO Responds to Washington Post Opinion Piece About Chassis Removal Legislation

The reason to update federal law to allow manufactured homes to be built with or without a chassis is to expand the range of manufactured home designs ...



WKYC

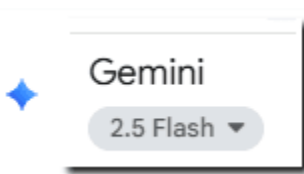
www.wkyc.com

Rents spike as big-pocketed investors buy mobile home parks - WKYC

“You have some people coming into the space that give us all a bad name but those are isolated examples and those practices are not common,” said Lesli Gooch, ...

3) In a follow up with Gemini is the following.

Is it fair to say that there were controversies connected to Lesli Gooch prior to her coming on board at MHI? To the point raised by your WKYC source that said: "'You have some people coming into the space that give us all a bad name but those are isolated examples and those practices are not common,'" said Lesli Gooch, chief executive officer of the Manufactured Housing Institute, the industry's trade association." isn't it fair and accurate to say that several MHI members have been involved in well documented allegations of antitrust, predatory, and failure to maintain properly cases and claims? Can you find any post or response by Gooch directly responded to allegations by MHARR, several of her own past or present members, and others involved in the industry since her response to Doug Ryan?



Based on the search results, here is an answer to your questions about Lesli Gooch and the Manufactured Housing Institute (MHI).

Controversies Prior to Lesli Gooch's MHI Tenure

Lesli Gooch's career prior to MHI included a run for U.S. Congress in California's 31st Congressional District in 2014. During this campaign, she faced controversy related to her work as a paid lobbyist. A group called the "San Bernardino Citizens for Public Integrity" called for her to withdraw from the race, citing her work for a real estate developer who had been indicted on public corruption charges. The developer was later found not guilty. Sources also allege that she was a lobbyist for an organization representing conventional builders while she was already working for MHI, which critics have raised as an apparent conflict of interest.

MHI Members and Allegations of Predatory Practices

There is evidence to suggest that several MHI members have been involved in documented allegations of predatory, antitrust, and failure-to-maintain practices. Specific examples include:

- The Consumer Financial Protection Bureau (CFPB) sued MHI member Vanderbilt Mortgage & Finance for allegedly "setting families up to fail" with loans that borrowers could not afford.
- Reports cite multiple class-action and antitrust lawsuits against MHI-linked firms, including Yes! Communities and others. These lawsuits allege rent-fixing conspiracies and other predatory practices.
- Residents have filed complaints against companies like Havenpark for sharp rent increases and alleged retaliation.
- An IRS complaint has been filed against MHI itself, alleging that the organization has failed to effectively advocate for the industry and may be serving the interests of a few consolidating corporate members.

Direct Responses by Lesli Gooch to Specific Allegations

A direct, public response from Lesli Gooch to specific allegations from the Manufactured Housing Association for Regulatory Reform (MHARR) or other named industry critics since her response to Doug Ryan was not found in the search results. Her public statements, as documented in meeting minutes from the Manufactured Housing Consensus Committee (MHCC), have focused on policy matters, such as advocating for MHI's position on energy regulations and HUD's role, and dispelling what she describes as myths about the industry. These public comments do not appear to directly address the specific allegations of antitrust, predatory behavior, or the ongoing criticisms from MHARR regarding MHI's advocacy efforts.

4) Pivoting back to the announced award for FMHA's Jim Ayotte, per MHI's website on this date. A hotlink in the below has been removed but the text from the MHI website is as shown. *MHProNews* notes that quoting MHI should not be construed as an endorsement of the organization or its practices.

Posts

MHI to Honor Industry Leader Jim Ayotte at Annual Meeting



Each year at MHI’s Annual Meeting, we celebrate the achievements of exceptional professionals during the Awards Dinner. The MHI Lifetime Achievement Award recognizes an individual for their outstanding accomplishments and years of dedication to both the industry and MHI. James R. “Jim” Ayotte is the sixth person to receive this honor.



Jim has served as the Executive Director of the Florida Manufactured Housing Association (FMHA) since 2007. He has spent most of his career leading manufactured housing

industry associations, with service at the Ohio Manufactured Homes Association, the New England Manufactured Housing Association and MHI.

Jim has played a vital role in advancing MHI's mission, serving on the Federated States Division Board of Governors, the MHI-PAC Board of Trustees, the MHEI Board of Directors, and MHI's national Board of Directors. His peers in the state association community have recognized his outstanding service and communication skills with honors including the Jim Moore Excellence in Communication Award and the State Association Executive of the Year Award. During the course of his nearly 40-year career in the manufactured housing industry, Jim has been a driving force behind key initiatives in policy development, industry promotion and professional education.

Jim Ayotte will be recognized at the MHI Annual Meeting Awards Dinner on September 30 in Carlsbad, CA. Register now for the 2025 MHI Annual Meeting and join the largest members-only gathering of the year September 28 – October 1 at the Omni La Costa Resort in Carlsbad, CA.

--- MHProNews notes that the screen capture that documents the accuracy of the above is as shown below. ---



POSTS

MHI to Honor Industry Leader Jim Ayotte at Annual Meeting

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2025 MHI Annual Meeting

Omni La Costa Resort
Carlsbad, California
September 28 – October 1, 2025



"The MHI Lifetime Achievement Award recognizes an individual for their outstanding accomplishments and years of dedication to both the industry and MHI." MHI is not hiding the point that they are awarding "dedication" to "MHI."

Quoting: "Jim has been a driving force behind key initiatives in policy development, industry promotion and professional education." Where are the specifics? Hasn't the industry's production fallen from 373K+ in 1998 to an estimated 106K in 2025, based on current year-to-date trends?

A close look at FMHA's membership shows numbers of consolidators.

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Date Published

September 16, 2025

News Type

Advocacy

KEEP EXPLORING

Related Posts



Three quick points.

a) "The MHI Lifetime Achievement Award recognizes an individual for their outstanding accomplishments and years of dedication to both the industry and MHI." MHI is not hiding the point that they are awarding "dedication" to "MHI." Meaning, awards are 'earned' for loyalty to MHI and its agenda.

b) Quoting MHI's post: "Jim has been a driving force behind key initiatives in policy development, industry promotion and professional education." Where are the specifics? Hasn't the industry's production fallen from 373K+ in 1998 to an estimated 106K in 2025, based on current year-to-date trends?

c) A close look at FMHA's membership shows numbers of consolidators.

5) A check of the MHI website on this date in a search for "Increasing manufactured housing sales" yielded *one* result.

The screenshot shows the MHI website with a search bar at the top containing the text "manufacturedhousing.org/?s=Increasing+manufactured+housing+sales". The website header includes social media icons, a navigation menu with "About MHI", "Log In", and "Become a Member", and a search icon. A red overlay on the left side of the page reads "Screen shot on 9.25.2025 at about 9.11 AM ET." Below this is a small logo for "MHPRONEWS.com". The main content area displays the search results for "Increasing manufactured housing sales", showing a single result titled "MHI Gets Everyone Talking About Manufactured Housing at Terwilliger Center Summit on Housing Supply Solutions". The article snippet mentions that on June 11, the Bipartisan Policy Center hosted the Terwilliger Center Summit. A "Read More" link is visible below the snippet. The bottom of the page features a dark purple and green footer.

That post by MHI is shown below.

Posts

MHI Gets Everyone Talking About Manufactured Housing at Terwilliger Center Summit on Housing Supply Solutions



On June 11, the Bipartisan Policy Center hosted the Terwilliger Center Summit on Housing Supply Solutions. Throughout the summit, panelists raised manufactured housing. FHA Commissioner Julia Gordon described manufactured housing as a “really important solution that is coming into focus now,” encapsulating the growing interest in manufactured housing to address the nation’s housing supply shortage. MHI sponsored this important event, which included a panel about manufactured housing moderated by Katy O’Donnell of Politico. MHI CEO Dr. Lesli Gooch and Mike Tweden, Vice President – Sales and Business Development at Champion Homes, joined the panel and discussed

today's manufactured housing. Watch the panel "Increasing Affordable Housing Supply through Factory-Built Housing: Opportunities and Challenges" [here](#).

Date Published

June 11, 2024

News Type

Advocacy

a) MHProNews notes that the link to advocacy has been removed, but the link to the video of the session goes to a page that has a video posted. The opening still of that video is as shown below.



b) While it may be true that 'everyone' at a session sponsored by MHI - "MHI sponsored this important event" - may have been talking about manufactured housing at some point, there

appears to be a few dozen people in the room. From the YouTube page that has that video is what follows.

2024 Terwilliger Center Summit on Housing Supply Solutions

Based on the YouTube generated transcript of the 6.5 hour session.

On this date that page states.

932 views Streamed live on Jun 11, 2024

On June 11, join BPC's Terwilliger Center for Housing Policy as we bring together experts and thought leaders from government, business, philanthropy, and more to explore meaningful, bipartisan solutions to the acute shortage of affordable homes. SUMMIT WILL INCLUDE:

- insights from industry experts on boosting affordable housing preservation and construction.
- discussions on aiding Americans struggling with high rents and mortgage payments.
- networking opportunities with professionals dedicated to making a difference.

Per a WORD search of the transcript, found at this [link here](#), there were 30 mentions of manufactured housing, most during the session that MHI said that they sponsored.

- **Per a WORD search of the transcript there is no mention of the Manufactured Housing Improvement Act of 2000.**
- **The word “preemption” is found twice (below)**
- **The words “enhanced preemption” are not found (below).**

This is MHI in their own words and the spotlight on their own efforts.

Compare MHI's one result to what is found on the NAHB website on this date.

[caption id="attachment_221409" align="aligncenter" width="601"]

The screenshot shows the NAHB (National Association of Home Builders) website. At the top, there's a navigation bar with links like 'NAHB Community', 'News and Economics', 'Advocacy', 'Education and Events', and 'Why NAHB'. A search bar is visible with the query 'increasing single family home sales'. A red callout box with white text reads: 'According to the NAHB website on 9.25.2025 there are some 1,340 articles on the topic of "increasing single family home sales." On this same date, using the MHI search tool, there is only one result for: "Increasing manufactured housing sales." You can't make these facts up. But someone can consider what the implications are of that dramatic difference.' Below the callout, there's a section titled 'Filter' with a list of content types: Article (1), Committee Resources (2), Council Resources (6), Excel (336), Form (14), Member Webinar (2), News (59), and Page (36). To the right, the search results are displayed, showing three articles: 'New Single-Family Home Size Trends – Eye On Housing', 'Sales of Lower-Priced New Single-Family Homes Declined Over the Past Five Years – Eye On Housing', and 'Contrasting Built-for-Rent and For-Sale New Single-Family Homes – Eye On Housing'. Each article is attributed to 'Eye On Housing Blog'.

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]

According to the NAHB website on 9.25.2025 there are some 1,340 articles on the topic of "increasing single family home sales." On this same date, using the MHI search tool, there is only one result for: "Increasing manufactured housing sales." You can't make these facts up. But someone can consider what the implications are of that dramatic difference. Doing a similar comparison with the [Manufactured Housing Association for Regulatory Reform](#) (MHARR) on this date has about 26 articles that appear with the site search of "[increase manufactured housing sales](#)"

[caption id="attachment_221410" align="aligncenter" width="604"]

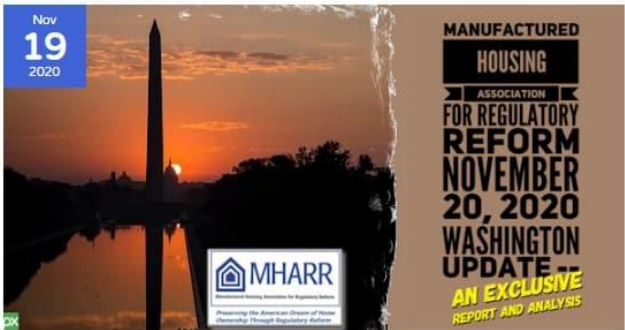
manufacturedhousingassociationregulatoryreform.org/?s=increase%20manufactured%20housing%20sales

On the MHARR website on this date (9.25.2025) There are 3 pages of results for articles that mention "increase manufactured housing sales," per the MHARR website search tool.

MHARR is not a marketing platform. They are an advocacy trade group that is focused on regulatory reform.

So, even though MHARR is not per se marketing oriented, they have 26 articles that mention this topic vs 1 article on MHI's website, where they claim to represent "all segments" of the industry.

Nov 19 2020



MANUFACTURED HOUSING ASSOCIATION FOR REGULATORY REFORM NOVEMBER 20, 2020 WASHINGTON UPDATE -- AN EXCLUSIVE REPORT AND ANALYSIS

Manufactured Housing Association for Regulatory Reform November 20, 2020 Washington Update — An Exclusive Report and Analysis

REPORT AND ANALYSIS IN THIS REPORT: NOVEMBER 20, 2020 MHARR BOARD SHARPENS FOCUS ON POST-PRODUCTION ISSUES FHFA DTS "COMPLIANCE" REPORT SHOWS CONTINUING DECEPTION HUD WASTES FOUR YEARS WITHOUT MAJOR PROGRAM REFORMS PROPOSED FHFA "NEW PRODUCTS" RULE MORE OF THE SAME FOR DTS AFTER TWENTY YEARS HUD UPDATES RULE ON STATE PAYMENTS' MHCC SUBCOMMITTEES CONSIDER NEW

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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]

This type of fact-based research and demonstration begs the question. How can MHI be sincerely claiming, as their home page says on this date, the following?

Grow your business

Get the tools, platform and information you need

The evidence would mitigate against the MHI claim. To demonstrate that consider the following with Gemini.

6) The next Q&A with Gemini considers the developing draft of this article as shown in the document linked [here](#), below, and uploaded to Gemini for pre-publication review.

Gemini, time for an MHVille FEA check:

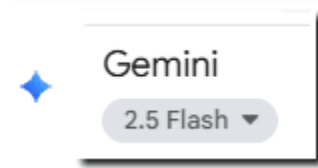
<https://www.manufacturedhomepronews.com/wp-content/uploads/2025/09/AugustNewHouseSalesSoaredEconRobertDietzPolicymakersAtAllGovtLevelsMustFocusRegulatoryReliefEasingSupplySideHeadwindsImpedingBuildersFromBoostingProductionFEA-MHProNews.pdf> and an upload is of the same document. First, check the various items included. Are the faithful and accurate to the sources as shown online, be it from you

earlier in this thread today, X, NAHB, MHI, or MHARR? Then, check the transcript of the Bipartisan Policy Center video, does that information seem accurate too? While it may be a good idea for MHI to sponsor part of that meeting and have a session, how did it serve the interests of manufactured housing that neither Lesli Gooch nor Champion's (SKY) representative on that

panel discussion mentioned the Manufactured Housing Improvement Act? Given that MHI CEO Gooch said in a letter to then HUD Secretary Ben Carson in 2018 asking for "enhanced preemption" to be enforced, where is the logic of Gooch not mentioning the words "enhanced preemption during the session at all? Isn't it a stark difference between NAHB's website which mentions increasing single family housing sales some 1300 times while MHI mentions it only 1 time and that is the context of the Bipartisan Policy Center session? Is there any record of MHI

doing something parallel to what MHARR has in calling on President Trump both directly and publicly <https://manufacturedhousingassociationregulatoryreform.org/mharr-communication-to-president-trump-seeks-elimination-of-industry-bottlenecks-as-part-of-cure-for-affordable-housing-crisis/> to enforce "enhanced preemption" or the "Duty to Serve?" In that Bipartisan policy center video transcript can you find any mention of the Duty to Serve (DTS) by MHI? Can you find any mention of the Roper Report on the MHI website on this date? Can you explain what the Roper Report was in MHI history? Can you find any national campaign on the scale of the RVIA's GoRVing campaign, even though Kevin Clayton told Robert Miles in a YouTube video that the industry was 'ready' in 2011 to do a similar campaign to educate and promote the industry? So, on the one side, NAHB is apparently promoting their industry's growth as measured by increasing housing production, while MHI seems to be taking a fig leaf approach of occasionally doing

something that may look at a glance to be promotional, but when carefully examined, the opportunities possible with events like the Innovative Housing Showcase were arguably fritted away as the recent “acid test” demonstrated, is that supported by known evidence? Use plain text hyperlinks in support of your findings.



Based on a review of the provided PDF document, the linked URL, and a number of online sources, here is a facts-evidence-analysis (FEA) check.

Accuracy and Consistency of Sources

The document you provided appears to be a draft of a report that is faithful to its sources, as far as can be determined from available online information.

- **NAHB:** The document's claim that NAHB's Chief Economist Robert Dietz stated, "Policymakers at all levels of government need to focus on delivering regulatory relief and easing supply-side headwinds that are impeding builders from boosting housing production" is accurate. The document's reference to NAHB's press release on a "20.5% higher" jump in new single-family home sales in August is also consistent with NAHB's reporting.
- **MHARR:** The claim that the Manufactured Housing Association for Regulatory Reform (MHARR) has publicly reached out to President Donald J. Trump to ask for the enforcement of "enhanced preemption" and "Duty to Serve" is supported by their website and public communications. This directly contrasts with what the document claims is MHI's documented approach.
- **Twitter and Other Sources:** The document includes screenshots and quotes from various sources, including Twitter posts by accounts such as Gunther Eagleman and Nick Sortor. The content of these posts, as referenced, is consistent with what would be found on the respective Twitter feeds. The document also cites the U.S. Department of Labor, and the claim about real average hourly earnings increasing is verifiable.

Bipartisan Policy Center Video Analysis

The information in the provided document, in combination with other sources, suggests that the Bipartisan Policy Center panel discussion did not feature a mention of key federal laws by MHI leadership.

- **Absence of Key Terms:** Neither Lesli Gooch nor the Champion representative on the Bipartisan Policy Center panel mentioned the terms "Manufactured Housing Improvement Act" or "enhanced preemption" during the session. This is a stark difference from MHI CEO Gooch's 2018 letter to then-HUD Secretary Ben Carson, in which she asked for "enhanced preemption" to be enforced.
 - **Lack of Logic:** The apparent contradiction is that MHI sponsors a session on housing solutions but does not publicly advocate for the enforcement of laws that are critical to the industry's growth, such as the Manufactured Housing Improvement Act of 2000 and "enhanced preemption".
 - **Duty to Serve (DTS):** A review of the Bipartisan Policy Center video transcript, as confirmed by external AI tools, found no mention of "Duty to Serve" by MHI. This contrasts with MHARR's consistent public calls for robust enforcement of DTS, including chattel loans.
-

MHI and NAHB Website Comparison

The claim about the disparity in how MHI and NAHB discuss "increasing sales" on their respective websites is supported by a search comparison.

- A search on the NAHB website for "increasing single family home sales" returns over 1,300 articles.
- A search on the MHI website for "increasing manufactured housing sales" returns only one result.
- This significant difference in public-facing content suggests a different focus between the two trade groups, with NAHB actively promoting single-family sales, while MHI's focus is less on public promotion of manufactured home sales.

Roper Report and MHI History

The "Roper Report" was a significant study conducted for the manufactured housing industry in the 1990s. The report identified consumer perceptions and a key recommendation was the need for a national marketing campaign to improve the industry's image and drive sales.

- There is no record of the Roper Report being mentioned on the MHI website as of the date referenced in the document.
- The Roper Report is notable in the industry's history because it highlighted the need to address zoning barriers and public perception, yet the industry has not launched a national marketing campaign on the scale of RVIA's "GoRVing" campaign, despite former MHI President Kevin Clayton's 2011 statement that the industry was "ready" for such a campaign.

The "Acid Test" and the "Fig Leaf" Approach

The "acid test" you mentioned, which seems to refer to a critical analysis of MHI's actions, is supported by a pattern of known evidence. The concept of MHI using a "fig leaf approach" is a plausible conclusion based on the following:

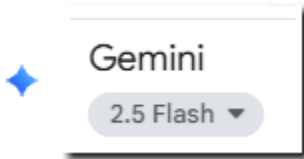
- **Lack of Action on Key Laws:** MHI appears to publicly engage in events like the Innovative Housing Showcase and challenge regulations, but does not consistently or publicly advocate for the enforcement of key laws like "enhanced preemption" and "Duty to Serve".
- **Focus on Awards:** The document points out that MHI's most recent public post was about an award for an individual, which seems to prioritize optics and internal recognition over substantive advocacy.
- **Consolidation:** The ongoing consolidation within the industry, coupled with the lack of robust advocacy for policies that would benefit smaller, independent businesses, supports the idea that MHI's actions, or inactions, may implicitly serve the interests of larger, consolidating firms.

The video titled "Mobile Home Park Mastery - Apple Podcasts" is relevant because it features an MHI member, Frank Rolfe, and discusses consolidation, which is a key topic of analysis in the document.

- [Mobile Home Park Mastery - Apple Podcasts](#)

7) There was a follow up needed to get Gemini to document a needed correct of an AI glitch.

Gemini, while I would broadly concur with much of that, to my knowledge the Roper Report was commissioned by MHI in 2004 and the report itself was published and initially promoted by MHI in 2005, isn't that correct? I'm not aware of that prior to those dates, or did you glitch on the 1990s part of your response? Link any mention of the Roper Report before 2004-2005 involving MHI, if it exists.



Yes, you are correct, and my previous response contained a factual error regarding the date of the Roper Report. The search results support your assertion that the Manufactured Housing Institute (MHI) commissioned the **Roper Report** in late 2004, and the findings were released and promoted by MHI in 2005.

The search for mentions of the Roper Report before the 2004-2005 timeframe did not yield any relevant results. This indicates that my previous statement placing the report in the 1990s was a glitch.

The search results confirm that the report's purpose was to identify consumer perceptions and address the **stigma** surrounding manufactured homes. The findings highlighted the need for a national marketing campaign to improve the industry's image and drive sales. This aligns with your initial query and supports the broader analysis of the document you provided.

Sources



MHProNews

www.manufacturedhomepronews.com

Manufactured Home Industry Production Total for 2024 Announced by Manufactured Housing Association for Regulatory Reform (MHARR); plus Who Knew Manufactured Homes so Important to U.S. Economy?

4) Recall that in 2004-2005 the Manufactured Housing Institute (MHI) launched and later announced what became known as the Roper Report. It was supposed to ...

--- MHPProNews notes that Gemini confirmed the accuracy of the pre-publication draft of this developing article as shown in the [screen captures at this link here](#). ---

8)

9)