

Draft of pending article on MHPProNews provided to 3rd Party AI for independent pre-publication fact check and analysis.

Acid Test Pending? Innovative Housing Showcase 2025 as Manufactured Housing Institute (MHI) Behavioral Case Study. Will MHI use IHS 2025 to try Prove Their Industry Critics Wrong? MHVille FEA

According to the HUD website: “**HUD's 2025 Innovative Housing Showcase: September 6–10, 2025.**” The entire HUD press release will be provided in Part I of this report, while Part II of this [MHVille facts-evidence-analysis \(FEA\)](#) will share the Manufactured Housing Institute (MHI) post promoting this event. But the job of authentic journalism isn't to merely regurgitate what others have said, as important as that can be. Rather, in the case of HUD Code manufactured housing, it should be to spotlight the tough topics that others may wish to downplay or ignore. Manufactured housing is operating at less than 30 percent of its last highwater mark achieved in 1998, despite sizable population growth, the need for millions of more affordable housing units, and the enactment of two landmark federal laws meant to bolster industry production without the need for housing subsidies. Those two federal laws, as both the Manufactured Housing Institute (MHI) and the Manufactured Housing Association for Regulatory Reform (MHARR) have said at various times over the past 2 decades, have been improperly enforced. The ability of HUD to preempt local zoning that bars manufactured housing, or the ability of the FHFA to compel the Government Sponsored Enterprises (GSEs or Enterprises) of Fannie Mae and Freddie Mac to provided “Duty to Serve” chattel lending support may be analogous the U.S. Mexican border prior to Trump Administration 2.0. Under President Donald J. Trump's (R) leadership, existing laws and tariffs have been used to get the Mexican and other governments, alongside U.S. resources, to reportedly effectively seal the border which the prior Biden-Harris (D) regime had obviously failed to similarly do. But the pressing question in manufactured housing will Trump 2.0 (a.k.a.: T2) enforce existing laws favorable to affordable housing creation using HUD Code manufactured housing? Will T2 official use existing federal laws to potentially create an economic and affordable housing boom unlike anything that the 21st century has ever seen before? Or will IHS 2025 be just one more set of “photo and video ops” (i.e.: opportunities) style distraction and missed opportunity? Put differently, will HUD and MHI prove its critics wrong? Or will this article serve to prove in advance of an event what that event could look like?

To paraphrase Chris Olvera, the editor of the now defunct *Manufactured Home Merchandiser Magazine*, ‘**That is what we are here to find out.**’



In this report with analysis the HUD and MHI website statements will be revealed. Past examples from IHS will be considered. An email outreach to MHI's leadership, board/corporate, to CEO Lesli Gooch, to MHI attorneys, and to Molly Boyle, their designated spokesperson will be provided.

A fax as well as an email to MHI's office will be provided too.

What will those emailed, and fax messages reflect? A direct and public challenge for MHI leaders to prove their critics wrong. This will be a unique opportunity to reverse the years of **'Heads They Win, Tails Everyone Else Loses'** pattern of posturing without substantive performance that yields the steady industry consolidation that several of their own member's public statements have reflected. There is a body of evidence years in the making that three different third-party artificial intelligence platform - Gemini, Grok, and Copilot - have all failed to find ANY evidence of ANY public pushback by MHI against their evidence-based critics.

This time, it will be predictive behavior that is examined in this report. While it would be wonderful if MHI's board/corporate leadership and senior staff would prove its pro-organic growth manufactured housing industry critics wrong, if history is any predictor of behavior, there will be nothing substantively different this time than prior Innovative Housing Showcase (IHS) events under either Democratic or Republican presidents.

Meaning the following. There will be some nice speeches by public officials. There will be some video recorded remarks. There may be words of encouragement to get local public officials to stop discriminating against HUD Code manufactured homes, although the language may be more politically correct than that more blunt statement. But the apparent 'regulatory capture' of HUD by the National Association of Home Builders and ironically by the 21st century leadership of MHI working against the industry's growth interests may prove once more to make all those platitudes and posturing just window dressing and lip service. We may be witnessing pre-history, if the past is prologue, then nothing substantive

will change, despite superlatives of praises for the appealing manufactured homes that will briefly be on the National Mall in Washington, D.C., and then days later will “poof!” Magically be forgotten.

Even if ABC, CBS, NBC, MSNBC, CNN, Fox News, or other major news outlets all showed up with video cameras, and all did national features that praised manufactured housing’s decades of proven performance and thus its future potential, will any of those organization’s put a microphone in front of HUD Secretary E. Scott Turner and ask the truly hard questions? For example.

Secretary Turner, will you announce that the Trump Administration is going to begin to routinely enforce the “enhanced preemption” provision of the Manufactured Housing Improvement Act of 2000?

If Bill Pulte Director of the Federal Housing Finance Agency (FHFA) is present, will any national reporter put a microphone in front of him and ask the following?

Director Pulte, will you announce that the Trump Administration is going to break with precedents of Biden-Harris (D), Obama-Biden, or prior Trump Administration by compelling the GSEs to provide “Duty to Serve” chattel lending support to all HUD Code manufactured homes?

Or will Pulte or Turner make such statements on their own?

Time will tell.

It would be wonderful for millions seeking affordable housing opportunities if they would do so.

But if regulatory capture is a real thing, and if past is prologue, do not hold your breath. That said, if they do so, few if any will publicly cheer such announcements more or louder than MHProNews and MHLivingNews. Time will tell if this article is prescient (or prophetic), or if MHI and federal officials will reveal themselves to be what they have been for much of the past 2 decades? Either way, smaller businesses, retail investors, and potentially millions of affordable housing seekers would be the winners. *MHProNews* can editorially accept the hanky and wipe some proverbial egg off the face IF public officials and MHI pivot from years of examples that reflect the opposite.

- Keep in mind this historical fact. That the MHI has failed for years to use June as National Home Ownership month to properly promote the manufactured housing industry, while the National Association of Home Builders (NAHB) and the National Association of Realtors (NAR) do that annually.

- Keep in mind this difficult to dispute historical fact. That MHI for years has failed to use the power of video to capture an FHFA official or a HUD Secretary appointed by either major party (Democrat or Republican) on camera saying more than platitudes about how wonderful modern mainstream manufactured homes are.
- Keep in mind that MHI has been promoting a branded product, CrossMod ® homes, despite the fact that they are perhaps the most-costly manufactured home and despite the fact that they have themselves admitted in writing that developers are ‘moving away’ from CrossMod ® homes.

Possible Developing News?

After months of periodically pounding on concerns that a lack of published statements point to a very low acceptance of so-called CrossMod homes, there is a claim that the FHFA has recently said that some 8000 such loans have been made since 2020 under the Fannie Mae (MH Advantage) and Freddie Mac (CHOICEHome) programs. If so, that would be a significantly higher number than prior evidence suggested.

But even if it is true that over 8000 such loans have been originated, **compare those totals to the annual production of HUD Code manufactured homes since the new class of manufactured housing was announced in 2016.** From all of 2016 through July of 2025, using [official annual data compiled by MHARR](#), some **829,474 new manufactured homes have been built in those years.** That would suggest that less than 1 percent of all manufactured homes sold since 2016 have been financed with MH Advantage (Fannie Mae) or CHOICEHome (Freddie Mac) loans. It is still tokenism. It would still fail to be the often touted breakthrough that MHI, [Kevin Clayton](#), and others have been claiming for years.

More on those financing and CrossMod points in Part III.

Part IV of this report will provide additional information including flashbacks from past IHS events, crosschecks and insights using 3rd party artificial intelligence systems. Also, in Part IV will be the email and fax sent to MHI board, senior officials, and Molly Boyle.

This [MHVille FEA](#) is well underway.

Part I - HUD Press Release on Innovative Housing Showcase (IHS) 2025



Exhibitors



HUD's 2025 Innovative Housing Showcase: September 6–10, 2025

HUD's Innovative Housing Showcase Will Return to the National Mall from September 6–10, 2025. This year's showcase — "The American Home is the American Dream" — will highlight history-defining events in housing, the pride of achieving the American Dream of homeownership, and the future of housing innovation, in accordance with [President Trump's Executive Order](#) (EO) celebrating America's 250th Birthday.

The annual public event raises awareness of innovative and affordable housing designs and technologies that have the potential to increase housing supply, reduce barriers to construction, and build for stability while reducing housing expenses for owners and renters.

Notable events:

- **Saturday, September 6, 2025, 10 AM:** Showcase Kickoff with remarks from HUD Deputy Secretary Hughes
- **Saturday, September 6, 2025, 6-8 PM:** "Foundation of Faith: Prayer, Action, and Hope in Times of Disaster," with remarks from Faith Leaders and a special musical performance by Sean Feucht
- **Sunday, September 7, 2025:** Community Day
- **Monday, September 8, 2025:** HUD Secretary Turner Tours the Showcase and [Media Row](#)
- **Tuesday, September 9, 2025:** [Industry Educational Panels](#)
- **Wednesday, September 10, 2025:** [Media Row](#)

Members of the press should register to attend the Innovative Housing Showcase by using this link:

Please visit the [Past Showcases](#) page to learn more about the [2019](#), [2022](#), [2023](#), and [2024](#) Innovative Housing Showcases.

For further information, please contact housingshowcase@hud.gov.

Part II - According to the Manufactured Housing Institute (MHI) website provided under [fair use guidelines](#) for [media](#)

1)

Posts

Date Published

September 4, 2025

News Type

Advocacy

Four Manufactured Homes Arrive on the National Mall



On Tuesday, four manufactured homes arrived in Washington, D.C. for HUD's fifth annual Innovative Housing Showcase. More than 5,000 people, including policymakers, housing industry representatives, media, and the public, are expected to attend the event, which will open on Saturday, Sept. 6 and run through Sept. 10.

UMH Properties is once again exhibiting homes on the National Mall—marking its fifth time participating in this important event. This year, UMH is sponsoring three homes in partnership with Cavco Industries, Champion Homes and Ritz-Craft.

Clayton Homes is also exhibiting a home for the showcase, displaying a single-section CrossMod® home that highlights the innovation and versatility of this home category.

MHI appreciates the engagement of these exhibitors, as the showcase continues to be an effective way to demonstrate to policymakers the quality and attainability of manufactured housing. The homes on display represent a range of types and siting options that respond to the nation's diverse housing supply needs.

MHI members have an exclusive opportunity to engage with national issues and federal policymakers during MHI on the Hill, held in conjunction with the Innovative Housing Showcase on September 9 and 10 in Washington, D.C.

MHI members will be briefed on the latest issues and will meet with policymakers who shape the laws and regulations that impact manufactured housing. Members will connect and collaborate during several networking events, including an open house for elected officials, hosted by HUD.

Register now for this unique MHI member experience.

[MHProNews notes that hotlinks have been removed from the above, but the text is as shown on the MHI website on 9.5.2025 at about 4:55 AM ET.]

2) a prior MHI post on this same topic of IHS.

Posts

Date Published

June 16, 2025

News Type

Advocacy

HUD's Innovative Housing Showcase "The American Home is the American Dream" Returns to the National Mall

Secretary Scott Turner announced the return of the U.S. Department of Housing and Urban Development (HUD)'s Innovative Housing Showcase from September 6 – 10 to the National Mall in Washington, D.C. Previously, the Innovative Housing Showcase was scheduled to take place May 30 – June 1.

This year's showcase will highlight history-defining events in housing, the pride of achieving the American Dream of homeownership, and the future of housing innovation, in accordance with [President Trump's Executive Order](#) (EO) celebrating America's 250th Birthday.

The annual public event raises awareness of innovative and affordable housing designs and technologies that have the potential to increase housing supply, reduce barriers to construction, and build for stability while reducing housing expenses for owners and renters. Interactive exhibits will include full-sized prototype homes and innovative building technologies.

“I am thrilled to welcome back the Innovative Housing Showcase to the National Mall as we commemorate 250 years of American independence. During this special celebration we will remember through the decades, the American Dream of homeownership ties generations together and is a core part of our nation’s excellence,” Secretary Turner said. “In accordance with President Trump’s inspirational vision for Salute to America 250, HUD is proud to highlight housing solutions that honor our past while building a strong, bright future for American homeownership. I look forward to seeing the talented exhibitors in Washington and presenting what I know will be a remarkable showcase to the American people.”

In addition to the exhibits, visitors will have the chance to attend expert-led discussions, workshops and live demonstrations that address defining moments in the history of housing, as well as affordability and resilience in the future of housing. This is a family-friendly event, open to the public. More than 5,000 people, including policymakers, housing industry representatives, media, and the public, are expected to attend.

MHI is coordinating with members to bring manufactured homes to the event. For more information, contact [MHI](#).

Part III

1) MHI itself admitted the following.

More than 5,000 people, including policymakers, housing industry representatives, media, and the public, are expected to attend.

2) According to [left](#)-leaning Wikipedia:

National Mall

The park receives approximately 24 million visitors each year

3) According to Google's AI powered preview.

While an exact figure is not available, it is estimated that over two million people live within a 30-minute drive of the National Mall in Washington, D.C., considering the populations of the District of Columbia and the surrounding Maryland and Virginia suburbs. This is based on the population of D.C. itself, which is over 700,000, and the significant commuter population that comes from outside the city, with large percentages commuting from nearby Maryland and Northern Virginia suburbs.

So, if 5000 people attend, and there were 2 million people within a thirty-minute drive, that means MHI expects to get 0.0025 of the local population. Yet they admit that some industry professionals and others (presumably some of whom are from out of town) will be coming. This is the opposite of sound promotion. MHI are setting an expectation for a tiny turnout.

4) To be clear, these IHS events do have *potential* value. They do produce *potentially* useful information and statements. But that begs the question:

- ***why isn't MHI taking that potential and turning it into reality?***
- ***Why bother with the posturing, unless the posturing is their point?***

Per MHI member Terry Decio, then with Skyline Homes (now part of Champion Homes (SKY)).

[caption id="attachment_137213" align="aligncenter" width="600"]



Joe Stegmayer in a video posted at the link below oddly says something similar to what Terry Decio did, namely, that in many ways manufactured housing is an untold story. MHI claims to be promoting the industry, if so, then why is it an untold story?

<https://www.manufacturedhomepronews.com/joe-stegmayer-cavco-industries-mhi-chairman-insights-from-innovative-housing-showcase/>[/caption]

5) A sampling of prior MHPProNews reports on this IHS topic.

[caption id="attachment_138205" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/hud-secretary-carson-to-host-innovative-housing-showcase-featuring-affordable-housing-solutions/> [/caption]

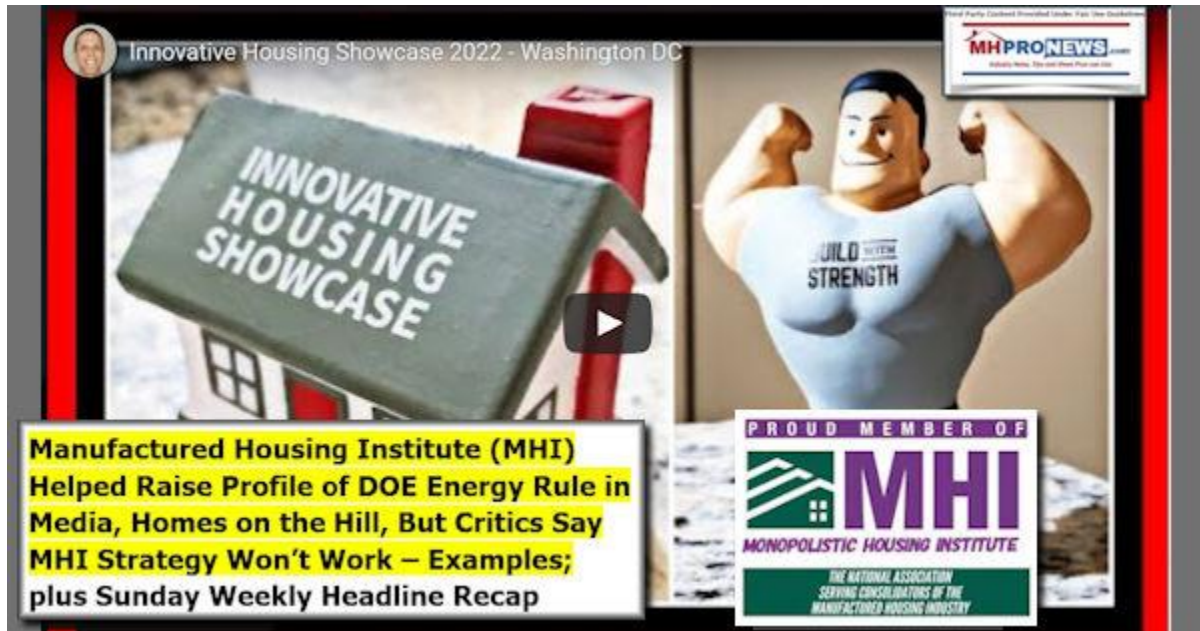
<https://www.manufacturedhomepronews.com/fhfas-mark-calabria-ph-d-address-at-hud-nahbs-innovative-housing-showcase/>

<https://www.manufacturedhomepronews.com/pushing-back-against-nimbyism-hud-secretary-ben-carson-nahb-innovative-housing-showcase-schedule/>

<https://www.manufacturedhomepronews.com/positive-congressional-reactions-innovative-housing-showcase-hud-mhec-mhi-and-other-insights/>

<https://www.manufacturedhomepronews.com/cribs-with-carson-tiny-house-manufactured-homes-innovative-housing-showcase-national-mall-washington-d-c-video-report/>

[caption id="attachment_180328" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/manufactured-housing-institute-mhi-helped-raise-profile-of-doe-energy-rule-in-media-homes-on-the-hill-but-critics-say-mhi-strategy-wont-work-examples-plus-sunday-weekly-headlin/>[/caption]

<https://www.manufacturedhomepronews.com/joe-stegmayer-cavco-industries-mhi-chairman-insights-from-innovative-housing-showcase/>

<https://www.manufacturedhomepronews.com/new-hud-videos-of-secretary-ben-carson-innovative-housing-showcase-2019-surprising-manufactured-housing-institute-reveals/>

6) Sampling of prior MHLivingNews articles that include video on IHS, the second article being Dr. Carson's fine speech on HUD Code manufactured homes.

[caption id="attachment_141376" align="aligncenter" width="600"]



<https://www.manufacturedhomelivingnews.com/we-as-a-nation-can-solve-the-affordable-housing-crisis-says-secretary-ben-carson-spotlighting-manufactured-homes-other-emerging-housing-technologies/>[/caption][caption id="attachment_141381" align="aligncenter" width="600"]



<https://www.manufacturedhomelivingnews.com/hud-secretary-ben-carson-speech-on-manufactured-homes-manufactured-housingactive-ingredientmedicationfor-a-stronger-america/>[/caption]

7) Per *YouTube* videos as shown Note this first one calls this event out. Notice that all three of these videos have low viewership too.

More than 2,500 people, including policymakers, housing industry representatives, media, and the general public, are expected to attend. But will it make a difference? Or is it just a photo op for the politicians and VIP's who are dealing with breathing conditions and watery eyes as the smoke from the Canadian wildfires filled the air on day one of the event?

a)

Innovative Housing Showcase! Prefab Homes Tour and Affordable Housing Solutions with US Dept of HUD



[Dave Cooper LIVE](#)

209 views Streamed live on Jun 14, 2023 [WASHINGTON](#)

Is this event B R A V O or BUST? Join us for the on Location TOUR of the US Department of Housing and Urban Development Innovative Housing Showcase on the National Mall in Washington, D.C. full tour available ONLY on YouTube....See Secretary of Housing Marcia Fudge engaging with the crowd as Building Professionals present the latest solutions for affordable housing, emerging building products and technologies many of which using off-site construction to deliver. With the U.S. Capitol Building in the backdrop, dozens of [#Prefab](#) and [#SystemsBuilt](#) homes are assembled on the National Mall in a display of building technologies and housing solutions that are making housing more innovative, resilient, and affordable for American families. More than 2,500 people, including policymakers, housing industry representatives, media, and the general public, are expected to attend. But will it make a difference? Or is it just a photo op for the politicians and VIP's who are dealing with breathing conditions and watery eyes as the smoke from the Canadian wildfires filled the air on day one of the event?

<https://www.youtube.com/watch?v=dXaQMy8zKVI>

b) Per a HUD video from the first IHS.

Innovative Housing Showcase: Day 1



[HUDchannel](#)

1,097 views Jun 12, 2019

The inaugural Innovative Housing Showcase features new building technologies and housing solutions that are making homeownership more affordable for American families and homes more resilient during natural disasters. The Showcase includes panel discussions, on-stage interviews, and demonstrations with exhibitors, lawmakers, entrepreneurs, and leaders in the housing industry.

<https://www.youtube.com/watch?v=1shEjZO-RGo>

c) Per an NAHB video from IHS 2023

Innovative Housing Showcase 2023



[NAHBTV](#)

439 views May 8, 2023

The National Association of Home Builders (NAHB) and the U.S. Department of Housing and Urban Development (HUD) are teaming up once again for the third Innovative Housing Showcase on the National Mall, June 9-11, 2023. The Innovative Housing Showcase is a free three-day event featuring new building technologies and housing solutions that are making housing more innovative, resilient and affordable for American families. Dozens of exhibitors — including full-sized prototype homes, displaying innovative building technologies that address affordability, resiliency and the future of housing — take part in the event. Learn more: <https://www.nahb.org/education-and-ev...>

<https://www.youtube.com/watch?v=taC-DYjHgf4>

d)

<https://www.youtube.com/watch?v=F7duitVBjgM>

Innovative Housing Showcase Preview



[HUDchannel](#)

1,020 views Jun 12, 2019

The final touches for the inaugural Innovative Housing Showcase are nearly complete! The Innovative Housing Showcase will feature new building technologies and housing solutions that are making homeownership more affordable for American families and homes more resilient during natural disasters. The Showcase will include panel discussions, on-stage interviews, and demonstrations with exhibitors, lawmakers, entrepreneurs, and leaders in the housing industry.

8) MHPProNews notes that MHARR has said that HUD has a 'duty' to promote manufactured housing. From a [MHARR press release](#).

‘HUD’s Role in Manufactured Housing Not Just Structural, Also for Facilitating More Manufactured Homes’

According to Mark Weiss, J.D., President and Chief Executive Officer (CEO) of the Washington, D.C. based MHARR, HUD’s role in manufactured housing is broader than many may imagine it to be. “Look,” said Weiss, “HUD Code manufactured housing is regulated by HUD itself. And HUD’s authority over – and responsibility for – the manufactured housing industry is quite broad.”

“That’s why HUD’s regulations under the National Manufactured Housing Construction and Safety Standards Act of 1974 did – and still do – refer to HUD’s “superintendence” of the industry. That language was not an accident. It refers to HUD’s statutory obligation to advance the availability and accessibility of affordable HUD Code manufactured housing for all Americans as a necessary and essential affordable housing resource. And, just in case there was any doubt, when Congress updated the law in 2000, it explicitly emphasized that HUD’s mission with respect to manufactured housing involves more than mere “structural” regulation. Thus, in the “Purposes” section of the Manufactured Housing Improvement Act of 2000, Congress stated that one of the key purposes of the law (and

hence, of HUD's regulation of manufactured housing), was "to facilitate the availability of affordable manufactured homes and to increase homeownership for all Americans." ...

Again, the word "facilitate" was not an accident. It was chosen to reflect an affirmative statutory obligation, on the part of HUD, to use all of the powers and authorities available to it, to advance the availability and utilization of HUD Code manufactured homes across all areas of the United States, among all groups and populations, and among all income levels."

...

Weiss told MHPProNews the following. "Congress extended the scope of federal preemption not just to state and local building standards, but to all state or local "requirements" affecting manufactured housing. Indeed, key sponsors and proponents of the 2000 law, made the connection between HUD's expanded role and authority, and made that connection unmistakably clear in a 2003 letter to HUD, where they wrote, "the 2000 Act expressly provides, for the first time," that federal preemption "be 'broadly and liberally construed' to ensure that local 'requirements' do not affect 'federal superintendence of the manufactured housing industry.'" "These combined changes have given HUD the legal authority to preempt local requirements or restrictions which discriminate against the siting of manufactured homes...."

One of MHARR's key issues as a production-focused national trade organization is to get the MHIA's so-called "enhanced preemption" of manufactured housing properly implemented and fully enforced. MHARR's leaders believe the fastest and most cost-effective way to solve the affordable housing crisis could be for HUD to fully implement "enhanced federal preemption" of HUD Code manufactured homes.

MHARR's full remarks on Affirmatively Furthering Fair Housing (AFFH) rule under the Biden-Harris (D) regime are found below.

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

**AFFIRMATIVELY
FURTHERING FAIR
HOUSING**

HUD released a proposed rule, **Affirmatively Furthering Fair Housing (AFFH)**, to faithfully fulfill the promise of the 1968 Fair Housing Act.

What does that mean?

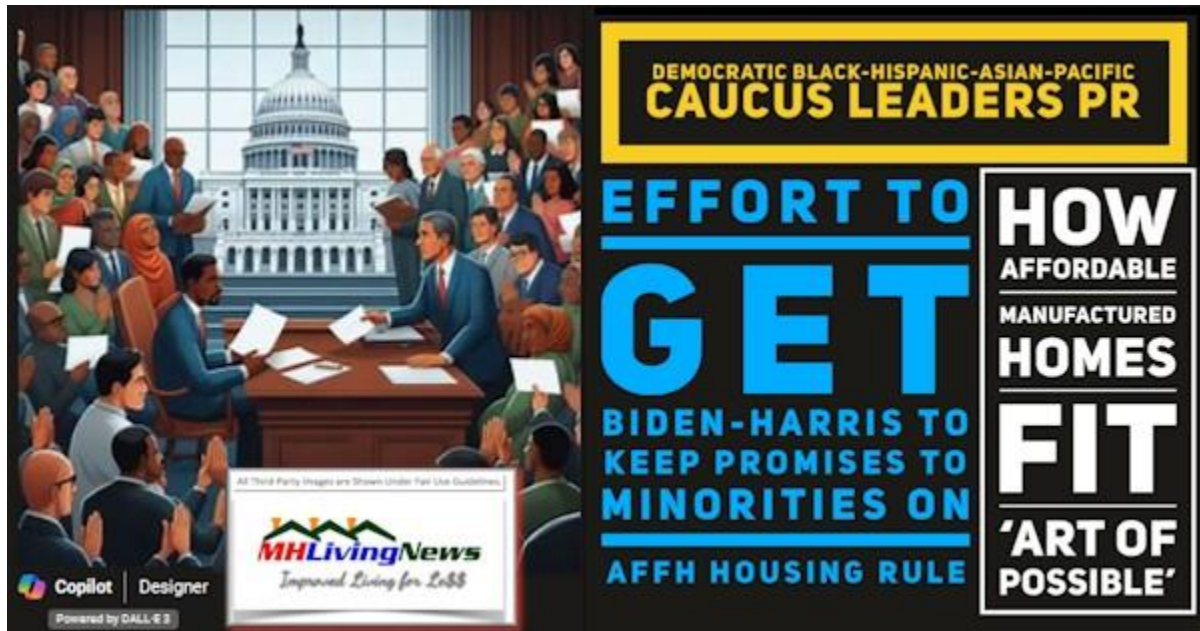
U.S. DEPARTMENT OF HOUSING
AND URBAN DEVELOPMENT

MHARR
Manufactured Housing Association for Regulatory Reform
Preserving the American Dream of Home
Ownership Through Regulatory Reform

<https://manufacturedhousingassociationregulatoryreform.org/mharr-presses-hud-for-specific-inclusion-of-hud-regulated-manufactured-housing-in-new-affirmatively-furthering-fair-housing-affh-rule/>[/caption]

8) But to further frame the picture, the Biden-Harris (D) regime denied not only MHARR's call to action, they also apparently ignored the call to action on AFFH by the Black, Hispanic and Asian Caucuses too.

[caption id="attachment_201431" align="aligncenter" width="600"]



<https://www.manufacturedhomelivingnews.com/democratic-black-hispanic-asian-pacific-caucus-leaders-pr-effort-to-get-biden-harris-to-keep-promises-to-minorities-on-affh-housing-rule-how-affordable-manufactured-homes-fit-art-of-possible/>[/caption]

9) HUD's own researchers have spelled it out more than once. For 50 years, Democrats and Republicans have been talking about affordable housing, they know the root causes of the problems are often linked to limited access to financing for affordable manufactured homes and to zoning/regulatory barriers in general.

[caption id="attachment_211004" align="aligncenter" width="600"]

Opportunities to Increase Housing Production and Preservation

In this article, Pam Blumenthal and Regina Gray discuss the impact of regulatory barriers on housing affordability.



Regina Gray, Director, Affordable Housing Research and Technical Studies, HUD Office of Policy Development & Research

Pamela Blumenthal, Government Finance Officers Association

REVISITING PAMELA BLUMENTHAL AND REGINA GRAY HUD EDGE REPORT

'OPPORTUNITIES TO INCREASE HOUSING PRODUCTION AND PRESERVATION'

PLUS STAR PARKER & HUD SEC TURNER WITH FACTS AND MHVILLE ANALYSIS

<https://www.manufacturedhomelivingnews.com/revisiting-pamela-blumenthal-and-regina-gray-hud-edge-report-opportunities-to-increase-housing-production-and-preservation-plus-star-parker-hud-sec-turner-with-facts-and-mhville-analysis/>



'FIFTY YEARS OF EFFORTS TO REDUCE REGULATORY BARRIERS'.

PAMELA M. BLUMENTHAL-HUD OFFICE OF POLICY DEVELOPMENT AND RESEARCH

UNPACKING 5 DECADES OF AFFORDABLE HOUSING MISQUES INCLUDE MHVILLE FEA

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Copilot

MHPRONews.com

<https://www.manufacturedhomepronews.com/fifty-years-of-efforts-to-reduce-regulatory-barriers-pamela-m-blumenthal-hud-office-of-policy-development-and-research-unpacking-5-decades-of-affordable-housing-miscues-incl/>

10) As low as those totals were on those HUD, NAHB, and independent videos that covered some past Innovative Housing Showcase (IHS) events, MHI's video views tally is embarrassingly even lower than those are. None of them broke 100 views total. One of them is for 19 views. The one where a congresswoman is "wowed" has only had 22 views. Videos featuring HUD Secretary Marcia Fudge is for 34 and 20 views of those videos on this date.

[caption id="attachment_220197" align="aligncenter" width="616"]

The screenshot shows the YouTube channel for the Manufactured Housing Institute (MHI). The channel name is 'manufactured housing institute' and the description states 'The Manufactured Housing Institute (MHI) is the only national trade organization representing the manufactured housing industry'. Below the channel name is a 'Subscribe' button. The 'Videos' tab is selected, showing a row of six video thumbnails. Red arrows point from red callout boxes to specific videos:

- Video 1:** 'Manufactured Housing is Delivering on the American...' (71 views • 3 years ago). Callout box: **Facts to some extent can speak for themselves. This is MHI's YouTube channel. From IHS 3 years ago, 71 views on this date.**
- Video 2:** 'In Washington, Seeing is Believing' (21 views • 3 years ago). Callout box: **Just 21 views in 3 years of this IHS linked video.**
- Video 3:** 'HUD Secretary Fudge Kicks Off Innovative Housing...' (20 views • 3 years ago). Callout box: **HUD Secretary Marcia Fudge, 20 views (in 3 years). HUD had reportedly about 9600 employees that year. Not even the number equal to 1 percent of HUD's employees watched this video.**
- Video 4:** 'MHI Manufactured Housing is Part of the Solution' (34 views • 3 years ago). Callout box: **MHI Manufactured Housing is Part of the Solution**
- Video 5:** 'Bringing Manufactured Homes to the National Mall' (19 views • 3 years ago). Callout box: **Get ready to be "WOWED" by how few people watched this video 22 views in 3 years.**
- Video 6:** 'Get Ready to be "WOWED!"' (22 views • 3 years ago). Callout box: **Get ready to be "WOWED" by how few people watched this video 22 views in 3 years.**

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]

By contrast, some tiny house videos have had millions of views.

But perhaps the obvious point, once more, is this. MHI is posturing an effort. They may have spent thousands per video. Why not spend the money to promote the videos once they are produced? Where is the follow through? Which brings someone back to the logical and obvious conclusion.

Posturing effort arguably is MHI's point.

11) Where was their effort over the years for National Home Ownership month?

[caption id="attachment_215301" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/hud-secretary-scott-turner-celebrates-june-as-national-homeownership-month-advancing-affordability-access-and-american-dream-of-homeownership-turner-on-manufactured-housing-mhville-fea/>

[caption][caption id="attachment_202298" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/june-is-national-home-ownership-month-affordable-housing-manufactured-housing-institute-controversies-plus-industry-facts-figures-trends-challenges-in-may-2024-the-top-40-plus-mhville-markets-upda/>[/caption]



"NATIONAL HOME OWNERSHIP MONTH"



MEMBERS ABOUT MHI PROGRAMS CONSUMERS RESEARCH ADVOCACY & ISSUES

No Results Found

6/1/2022

The page you requested could not be found. Try refining your search, or use the navigation above to locate the post.

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Just days ago, this date still said 2017. It has been updated to read 2022, apparently as a result of a recent MHPProNews fact check that pointed out this error, and other apparent issues.

12) Following that and other past critiques by *MHPProNews*, in 2024, here is what MHI offered to the public. 5 words: "during Homeownership Month in June." But as the IHS views above revealed, almost no one has seen those videos. MHI claims to have 1000 members. If even one person from every MHI member firm had watch each MHI videos it would total 1000 views, right? But not even that paltry outcome was achieved.


[caption id="attachment_220198" align="aligncenter" width="597"]

manufacturedhousing.org/news/manufactured-housing-returns-to-the-national-mall/

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Following past reported criticisms published by MHProNews, in 2024, MHI offered this: "during Homeownership Month in June.



Manufactured Housing will take center stage in Washington, D.C. during Homeownership Month in June.

Manufactured homes will be on the National Mall June 7-9 as part of the U.S. Department of Housing and Urban Development (HUD)'s [Innovative Housing Showcase](#).

MHI will support the event as a sponsor, and UMH is coordinating with CAVCO and Champion Homes to display homes on the National Mall as a part of this event.

Email [MHI](#) to join the interest list for the event.

Date Published
April 24, 2024

News Type
Industry News

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_220199" align="aligncenter" width="620"]

The screenshot shows the MHI website search results for the query "June National Home Ownership Month". The URL in the browser is "manufacturedhousing.org/?s=June+National+Home+Ownership+Month". The MHI logo is visible. Three red callout boxes with black text provide additional context:

- Top Left:** "This is about IHS and has 5 words: 'during Homeownership Month in June.'"
- Top Right:** "Lest anyone think that MHPProNews has 'cherry picked' information, here is EVERYTHING MHI offers on 9.5.2025."
- Bottom Left:** "Whatever this is it is hidden behind a member only login. Nothing at all for 2025, per their website on this date. Years of little or nothing."

The search results show the title "Search Results: June National Home Ownership Month". Below it, there are two article snippets:

- Manufactured Housing Returns to the National Mall**
Manufactured Housing will take center stage in Washington, D.C. during Homeownership Month ...
[Read More](#)
- MHI News & Updates June 7, 2023**
This page is available to MHI members only. If you are already ...
[Read More](#)

A small MHPRONEWS.com logo is also visible, with a red arrow pointing to the second article snippet.

Note: depending on your browser or device, many images in this report and others on MHPProNews 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]

13) If this is MHI's idea of promotion, is it any wonder that production is hovering under 100,000 homes annually for the last 6 years?

- From 2018-2024, the total production for the industry was 593,383 HUD Code manufactured homes. That is an average of 98,897 per year for the past 6 years.
- Since 2002, when Berkshire Hathaway invested in bankrupt Oakwood Homes, the industry produced 2,037,280 total homes. That is only 88,577.3913043 average per year.

- In stark contrast, the industry nationally produced 2,226,665 from 1995 to 2001.

Year	Production
1995	344,930
1996	363,345
1997	353,686
1998	373,143
1999	348,075
2000	250,366
2001	193,120
	2,226,665

14) Is it any wonder that notorious MHI member Frank Rolfe said that he blames MHI?

[caption id="attachment_199093" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/i-blame-mhi-sales-could-be-much-better-mhi-insider-finger-points-essential-for-hud-to-use-mhia-authority-affordable-housing->

[crisis-should-yield-manufactured-housing-in-reports-plus-mhmarke/ and https://www.manufacturedhomepronews.com/gross-incestuous-symbiosis-bloodbath-claims-denial-by-manufactured-housing-institute-mhi-firms-frank-rolfe-andrew-keel-passive-investing-subculture-interview-rent-control-hit-mhi/](https://www.manufacturedhomepronews.com/gross-incestuous-symbiosis-bloodbath-claims-denial-by-manufactured-housing-institute-mhi-firms-frank-rolfe-andrew-keel-passive-investing-subculture-interview-rent-control-hit-mhi/)[/caption]

15) Or is it any wonder that Rolfe said that there is no serious desire to solve the affordable housing crisis in the U.S.? Too many special interests like the status quo, he said. Do we need another 50 years of HUD research to prove the point that Rolfe has also made?

[caption id="attachment_202552" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/frank-rolfe-denounces-special-interests-dont-tell-me-we-cant-solve-affordable-housing-truth-is-we-dont-want-to-solve-affordable-housing-c/>[/caption]

16) Do we need another quarter century before the obvious reality becomes clear? Namely, that since the so-called Berkshire Hathaway era of manufactured housing, the industry has never had a longer, lower production streak since dating back to the earliest days of the mobile home industry when the nation's population was much smaller.

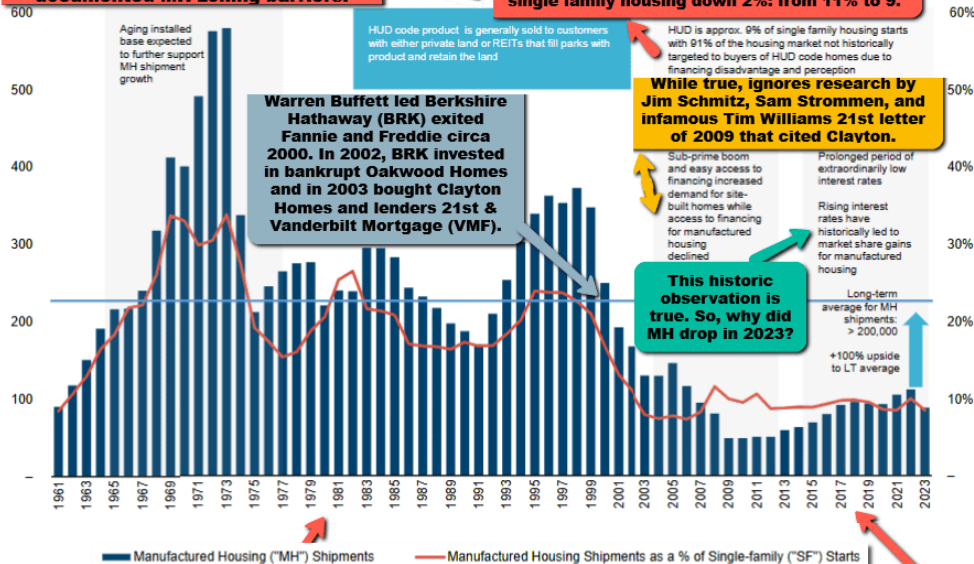
[caption id="attachment_209244" align="aligncenter" width="619"]

HUD Industry Overview

The Manufactured Housing Industry (HUD Product) has Significant Upside as Financing Returns

While true, this remark ignores well documented MH zoning barriers.

Based on May 2023 SKY IR pitch, MH share of single family housing down 2%: from 11% to 9.



Source: (1) U.S. Census Bureau

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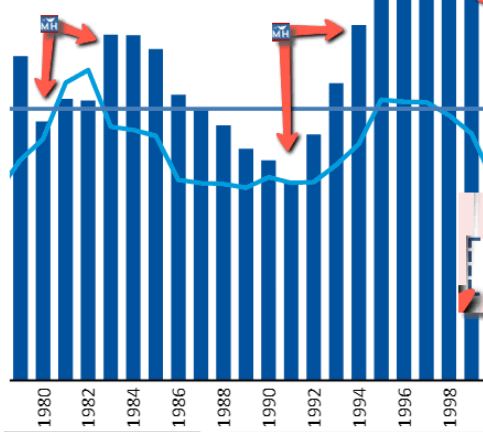
Per fellow MHI member Cavco Industries (CVCO) 12.2023 IR pitch deck: "188K Average annual home shipments since HUD Code adoption in [6.15] 1976"

The lack of reference by SKY to the Manufactured Housing Improvement Act (a.k.a.: MHIA, 2000 Reform Law, 2000 Reform Act) raises concerns about Champion's corporate and similarly MHI's fiduciary responsibilities due to apparently missing material facts.

Champion reportedly has over '\$500 million in free cash.' They have multiple idled plants. They claim they want to grow organically and via acquisitions.

Why aren't they using their legal and financial resources to sue to get the 2000 Reform Law enforced? Especially post Loper Bright decision, the odds for success and increased opportunities for sales are per MHARR better.

SKYLINE CHAMPION



2) The base graphic is from a SKY IR pitch. It made the argument that the industry could grow 141% from 2018 to historic LT average.


1) The two pink shaded callouts below are by MHI member Skyline Champion.

3) 5 years after that 2018 production level of 96,555 the 2023 U.S. production of new HUD Code manufactured homes fell back to 89,169.

ADU production in CA soared after statewide preemption kicked in. Similarly, if federal preemption under the 2000 Reform Law were enforced by HUD routinely manufactured housing production could soar nationally. That would ease affordable housing crisis. Enforcement could save tax dollars over time.

MHProNews 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]

17) With those and other concerns in mind, here is the [email](#) sent to MHI's leaders this morning. A fax was sent to MHI, Cavco, and Equity LifeStyle Properties (ELS), see that documented at this link [here](#), [here](#) and [here](#). For strategic and tactical reasons, there were BCCs in the email, which is disclosed in the message that follows. Note the message to

Leo bounced. Among the BCCs was a resident leader, who sent a simple reply:  .

from: L. A. Tony Kovach (MHProNews/MHLivingNews

to: "to: bill.boor@cavco.com" <bill.boor@cavco.com>,
Patrick Waite <patrick_waite@equitylifestyle.com>,
Leo Poggione <leo@forahouse.com>,
Jim Ayotte <jayotte@fmha.org>,
Ron_Bunce@equitylifestyle.com,
Knut Chauncey <knute@tiedown.com>,
frdaily@hstr.com,
"John.Loucks@assurant.com" <john.loucks@assurant.com>,
Lesli Gooch <lgooch@mfghome.org>,
Mark Bowersox <mbowersox@mfghome.org>

date: Sep 5, 2025, 11:03 AM

subject: Media request to Manufactured Housing Institute (MHI) leadership - request for
comments or reactions

Manufactured Housing Institute (MHI) Leadership,

The Innovative Housing Showcase 2025 (IHS) is about to start (Sept 6-10, 2025). What if anything will be different in this event from prior ones with respect to asking federal officials publicly, on the record, with video cameras rolling to get on the record statements to see if existing federal laws that MHI claims it wants to be fully, consistently, and properly enforced?

- Will FHFA officials be asked to enforce the Duty to Serve (DTS) on all HUD Code manufactured homes, and not just CrossMod ® homes?
- Will HUD Secretary Scott Turner and other HUD officials be asked to enforce the “[enhanced preemption](#)” provision of the Manufactured Housing Improvement Act of 2000 (a.k.a.: MHIA, MHIA 2000, 2000 Reform Act, 2000 Reform Law)?
- Will members of Congress that attend be asked publicly and on the record to support oversight efforts to get those federal laws enforced?
- Will MHI do a better job this year before and during the IHS event to get national media coverage of this event? Or to promote the event once it is over?
- Or is this IHS just another photo and video op that aims primarily to give MHI a talking point instead of a result that produces robust authentic growth for the industry?
- Why is it that MHI leaders have for years ducked responding to inquiries like this with the largest and most read trade media serving the manufactured home industry?

Some of you are members of publicly traded companies. All of you have a fiduciary duty to the entire industry that you claim to represent.

Your response to this complaint is also requested.

<https://www.manufacturedhomeprnews.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>

There seems to be a multi-year pattern of posturing and photo ops and pleasant sounding talking points while the industry has operated at less than 89K HUD Code manufactured housing units per year from 2002 through 2024 vs. 318K manufactured homes produced from 1995 to 2001.

Meanwhile, [consolidation](#) continues, as several of your firm’s own published statements indicate is an important part of various firm's business models.

Frank Rolfe, whose operations with Dave Reynolds are reportedly members of the Manufactured Housing Institute, has said that he blames MHI for low production.

<https://www.manufacturedhomeprnews.com/i-blame-mhi-sales-could-be-much-better-mhi-insider-finger-points-essential-for-hud-to-use-mhia-authority-affordable-housing-crisis-should-yield-manufactured-housing-in-reports-plus-mhmarke>

<https://www.manufacturedhomeproneews.com/frank-rolfe-denounces-special-interests-dont-tell-me-we-cant-solve-affordable-housing-truth-is-we-dont-want-to-solve-affordable-housing-c/>

Three different AI systems (Google's Gemini, xAI's Grok, MS Bing's Copilot) have said that they can't find evidence online of MHI responding to such published criticisms and concerns that seem to point to what Samuel Strommen while at Knudson Law said were evidence of apparent antitrust violations.

Several MHI member firms have been sued on behalf of residents alleging collusion that involves MHI members, including MHI board members.

Law professor Daniel Mandelker has said that manufactured housing needs a trade group that advocates and litigates on behalf of the industry. Isn't that supposed to be what MHI does?

<https://www.manufacturedhomeproneews.com/masthead/true-tale-of-four-attorneys-research-into-manufactured-housing-what-they-reveal-about-why-manufactured-homes-are-underperforming-during-an-affordable-housing-crisis-facts-and-analysis/>

MHARR has identified several apparent issues with the ROAD to Housing Act 2025. Why is MHI pushing legislation that may serve to undermine federal preemption?

<https://manufacturedhousingassociationregulatoryreform.org/white-paper-analysis-of-u-s-senate-road-to-housing-act-of-2025-a-manufactured-housing-association-for-regulatory-reform-mharr-critical-review/>

<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/>

Why has MHI taken no apparent action against firms that seem to violate your so-called code of ethical conduct?

<https://www.manufacturedhomeproneews.com/masthead/rest-of-story-residents-media-complain-rhp-properties-on-evictions-discrimination-stiff-hikes-havenpark-communities-named-where-is-manufactured-housing-institutes-code/>

Why do MHI leaders seem to embrace and give awards to firms that have in some cases hundreds of Better Business Bureau complaints and/or F ratings with the BBB?

<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/>

<https://www.manufacturedhomepronews.com/rv-mh-hall-of-fame-shock-nathan-smith-flagship-communities-tsx-mhc-u-spotlight-manufactured-housing-institute-congratulates-analysis-pulls-back-curtain-on-mhville-shenanig>

Why have bonuses been paid to MHI senior staff that have failed to achieve the video recorded goal stated by Richard “Dick” Jennison of 500,000 new manufactured homes annually?

<https://www.manufacturedhomepronews.com/we-need-to-remove-the-shackles-on-our-industry-mhi-ceos-historic-call-for-cfpb-feds-to-unleash-manufactured-home-industry-growth-via-more-lending-marty-lavin-in/>

<https://www.manufacturedhomepronews.com/over-1-million-manufactured-housing-institute-doc-drop-top-mhi-staff-pay-revealed-additionally-unpacking-evidence-of-perjury-fraud-other-possible-federal-crimes-plus-mhville-stocks-update>

<https://www.manufacturedhomepronews.com/management-by-objective-mbo-lens-road-to-housing-act-nahb-nar-plus-recent-manufactured-housing-institute-mhi-irs-form-990-v-mharr-when-inaction-or-distraction-speaks-loudly-mhville-fea/>

Why have the names of so many past MHI leaders, documents, history, and data been removed from the MHI website?

While responses to any articles, those that follow or any other previously published ones by MHPProNews/MHLivingNews are welcomed, this message is specifically requesting a response to the topics and items above.

Note that among those in the BCC, beyond MHI leaders are media, nonprofit, resident advocates, attorneys, other board members, plus other interested parties. We plan to publish this inquiry, to bring attention to these and other issues, and any response.

Most of you know the drill. You can reply directly to me via email. There are no word limits. Your response should be considered on the record.

Thank you.

L. A. "Tony" Kovach

--- Again, the PDF of the above was [faxed](#) ([confirmation sent](#) and [confirmation successful](#)) and [emailed](#) by MHPProNews. ---

New readers are reminded that MHPProNews has documented that earlier in the publishing history of MHPProNews, MHI leaders would routinely and promptly reply. But as tips and

articles revealed apparently problematic behavior by MHI leaders, MHI leaders initially cooled and then arguably turned hostile.

[caption id="attachment_220168" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/facts-facts-facts-hit-them-with-facts-july-2025-mh-production-data-21st-ceo-tim-williams-invite-to-mhpronews-historic-manufactured-housing-institute-statements-omissions-trend/>[/caption]

Part IV - Third-Party [MHVille Fact-Evidence-Analysis \(FEA\)](#) Checks plus more MHPProNews expert commentary as shown

- 1)
- 2)
- 3)
- 4)