



Editorial Disclosures and Publication Insights

9.19.2025

MHPProNews (ManufacturedHomeProNews.com and MHPProNews.com) is a subsidiary of LifeStyle Factory Homes, LLC. The parent company is owned and managed by political independents and has been for over a dozen years.

MHPProNews launched in mid-October 2025. It rapidly became the largest and most read trade media serving HUD Code manufactured housing professionals.

MHPProNews and our MHLivingNews sister site has long used a facts-evidence-analysis (FEA) approach, as has been confirmed by multiple 3rd party AI checks. But the MHVille FEA methodology has only more recently been formalized. Artificial intelligence (AI) powered ChatGPT, Gemini, Copilot, and Grok have all said that the methodology is 'rare' and involves 'best practices' use of artificial intelligence (AI) as a fact checking tool. Those AIs have also said that clear disclosures.



As of the dates shown, MHPProNews has surpassed the 1 million visits in a month mark. While sources vary, manufactured housing has an estimated 75,000 people working in this profession. Meaning, as various AI expressed it, MHPProNews 'has gone mainstream' in terms of its reach.

Usage Statistics for manufacturedhomepronews.com

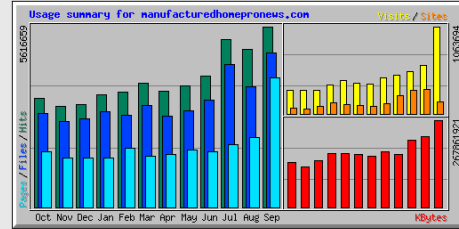
Summary by Month
Generated 18-Sep-2025 07:22 CDT



MHPProNews has long been the largest and most read trade media focused on HUD Code Manufactured Housing. But based on known and recent data, MHPProNews has surpassed the visitor count of MHVillage, which is a retail site. 4 different AI systems have said that is a rare achievement.

Multiple .edu and mainstream media, publishing platforms are among the referrers to MHPProNews, per Webalizer data.

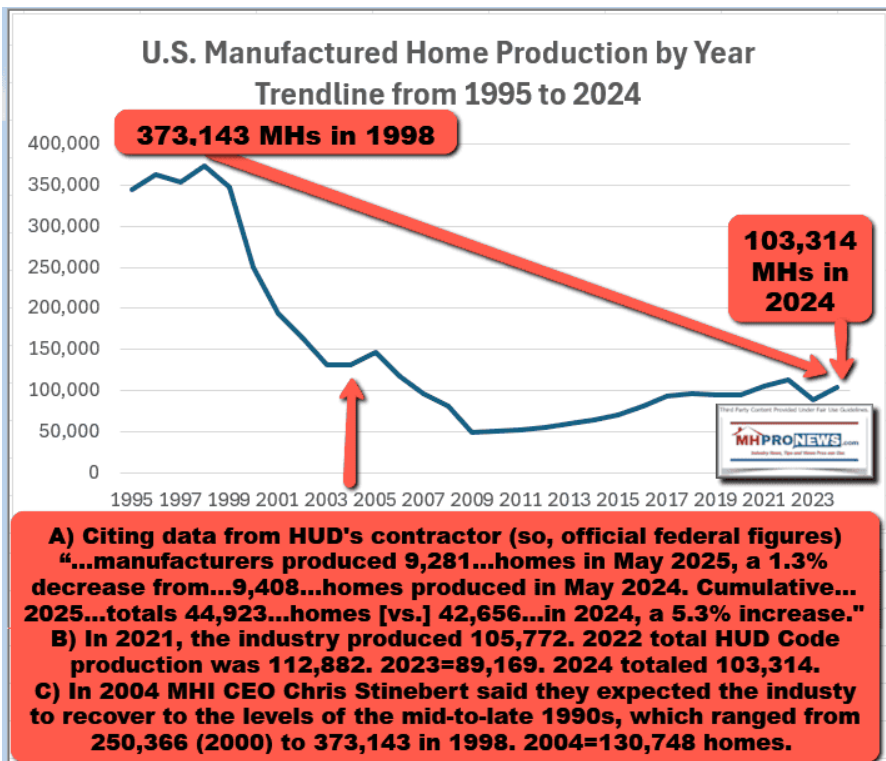
The sources of traffic, the loyalty of the core audience (over 50 percent are "direct request"), pageviews per visit are all indicators of the 'authority' of MHPProNews. These validate the evolving Facts-Evidence-Analysis (FEA) methodology.



Month	Summary by Month						Monthly Totals		Files	Hits
	Daily Avg					Visits	Pages			
	Hits	Files	Pages	Sites	KBytes					
Sep 2025	312036	266098	223166	59094	150838	267861921	1063694	4017001	4789771	5616659
Aug 2025	158113	121112	70004	19117	299529	218658373	592548	2170131	3754474	4901505
Jul 2025	168323	143578	62730	16595	284140	205756668	514465	1944660	4450922	5218032
Jun 2025	136296	110886	57925	15795	224957	162821725	473851	1737762	3326602	4088903
May 2025	121673	97150	57325	14330	119820	169472358	444246	1777087	3011666	3771867
Apr 2025	120305	94686	54943	12079	89955	156946911	362376	1648309	2840594	3609157
Mar 2025	124950	101860	51407	11917	108049	161840535	369440	1593624	3157681	3873464
Feb 2025	128184	102736	65673	14643	118267	164819928	410015	1838871	2876633	3589155
Jan 2025	112872	95975	49742	11291	134869	164431384	350029	1542021	2975255	3499061
Dec 2024	103225	88446	49282	9300	87229	143536360	288329	1527743	2741835	3199992
Nov 2024	104970	89398	51091	9518	61466	125544728	285567	1532753	2681966	3149129
Oct 2024	109294	94525	55486	9292	66484	139335029	288073	1720089	2930300	3388138
Totals						2081025920	5442733	23050051	39537699	47905062

Generated by Webalizer Version 2.23

Providing data, historical context, and other documentary evidence others don't has helped make and keep us #1.



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ROAD to Housing Act Analysis

“Trades Real Reform for Political Optics”

Issue	Impact
Consolidation	Higher prices, less competition
Failure to Enforce Existing Laws	Slowed production, zoning barriers, financing gaps
Misleading Advocacy	Undermining trust, potential legal risks
ROAD Act Flaws	Skirting existing solutions (MHIA 2000, DTS)

Honest Public Officials Should

- Enforce Enhanced Preemption and DTS Mandates
- Fix the Bill to Support Proven Solutions



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MHVILLE FEA: MANUFACTURED HOME FACT EVIDENCE ANALYSIS

A methodological approach pioneered by
MHPProNews and MHLivingNews to achieve
maximum transparency and accuracy
that stands the test of time

ACADEMIC-STYLE RIGOR:

Utilizes multiple advanced AI models to
check, cross-check, and re-check information

- Gemini
- Copilot
- Grok

EVIDENCE-BASED REPORTS:

- Sources clearly cited and embedded
- Claims triangulated by 3rd Party AIs
- Facts evaluated through public records

3rd Party AIs have confirmed that MHPProNews used an
FEA model for years before AI came on the scene and already
had a reputation for rigor, transparency, and accuracy reporting

MHPRONEWS

**MANUFACTURED
HOME PRO NEWS.com**



MHProNews has long sought to identify [left-right bias](#) in reports cited as an additional benefit for readers in navigating the media/information landscape. [Large language models \(LLM\) AIs also have documented bias](#). By clearly disclosing the sources and information, by disclosing when and how AI is used, by allowing readers to see ‘original sources’ instead of interpretations of those original items, articles may be longer but they are also more revealing.

The management of MHProNews is only invested in one publicly traded manufactured home firm at this time: UMH Properties (UMH). While we believe that they are better in terms of business ethics and in their stated desire to increase communities, not just consolidate them as their rivals are, that doesn’t mean that our management believes that UMH is perfect. In our view they have clearly avoided some of the problems associated others involved at the Manufactured Housing Institute (MHI), such as the [multiple class action antitrust lawsuits brought on behalf of their residents that were consolidated into one suit that includes multiple MHI members](#). The business ethics of UMH appears to be superior, based on known information. That said, in our editorial view, UMH’s leadership arguably ought to take steps to launch a more ethical post-production trade association that could achieve what they have said during an earnings call that they would like to see occur. Namely, a [tripling of the number of land-lease communities](#). That public statement led [Frank Rolfe, another MHI member, to say that their plan was ‘asinine.’](#) The point, in terms of disclosures? MHProNews calls balls and strikes even with respect to the firm we have a position in.

MHProNews’ primary author has been called an [expert by AI and manufactured home professionals alike](#).

It is the expert view of MHProNews that manufactured housing is underperforming during an affordable housing crisis due to a combination of factors. Those factors include regulatory, competitors of the industry, and unfortunately problems within the ranks of the industry. Those problems within the ranks of the industry are routinely centered in firms that are members of MHI and/or an [MHI linked state association](#).

When presented with the evidence, MHI has been described by [multiple AI systems](#) of apparent/potential: antitrust violations, failures in their fiduciary duties to members, and posturing for [optical effects](#) while the industry continues to [consolidate](#).



"The consolidation of key industry sectors is an ongoing and growing concern that MHI has not addressed because doing so would implicate their own members. Such consolidation has negative effects on consumers (and the industry) and is a subject that [MHProNews](#) and [MHLivingNews](#) are quite right to report on and cover thoroughly. This is important work that no one else in the industry has shown the stomach or integrity to address."



<https://www.manufacturedhomepronews.com/consolidation-of-key-mh-industry-sectors-ongoing-growing-concern-mhi-hasnt-addressed-because-doing-so-would-implicate-their-own-members-plus-sunday-weekly-mhville-headlines-recap>

According to Google's AI powered preview on this date (a.k.a.: Gemini, not logged in) is this explanation for what [the term "referrers" means](#).

In Webalizer, "Referrers" refers to the URLs of other websites, pages, or sources that linked to your website, bringing users to your site.

It also said this.

The "Referrers" report shows you the most popular websites from which your visitors came, helping you understand where your traffic originates and evaluate the effectiveness of your marketing or content strategies.

Note these are ranked in the order generated by Webalizer (not necessarily in some other order of importance, size of the student body, prestige, etc.) which was confirmed not by one AI, but rather by 4 AIs: [ChatGPT](#), [Gemini](#), [Copilot](#) and [Grok](#).

- duke.edu
- umn.edu

- uchicago.edu
- upenn.edu
- dartmouth.edu
- stanford.edu
- unimelb.edu.au
- nus.edu.sg
- yale.edu
- illinois.edu
- berkeley.edu
- utexas.edu
- northwestern.edu
- harvard.edu
- ntu.edu.sg
- uci.edu
- columbia.edu
- usc.edu
- princeton.edu
- ucdavis.edu
- caltech.edu

Those are from the top **“250 of 66758 Total Referrers”** generated by Webalizer from the main (not only) cPanel logs serving MHProNews as of: **“17-Sep-2025 07:32 CDT.”** The 4 different AI systems that checked it – [ChatGPT, Gemini, Copilot, and Grok – agreed this is difficult data to fake.](#)

As was noted above, the 21 .edu extensions in the search of the document linked here confirmed [by 3rd party AI systems confirmed here](#). But a closer look at the referrers revealed the following. Those are also 3 higher education that are Canadian. Khan Academy appeals to a broader range of often younger students.

- <https://ubc.ca/>

- <https://utoronto.ca/>
- <https://khanacademy.org/>
- <https://www.queensu.ca/>

Also, via the report [linked here](#) is the following media and publishers list that is among the “Top 250” of “66758 Total Referrers” per Webalizer. That’s 18 such platforms among the top 250 among “66758 Total Referrers.”

- <https://cbsnews.com/>
- <https://smithsonianmag.com/>
- <https://smithsonianmag.com/>
- <https://nationalweather.org/>
- <https://reuters.com/>
- <https://springer.com/>
- <https://sciencedaily.com/>
- <https://medicalnewstoday.com/>
- <https://nationalgeographic.com/>
- <https://patch.com/>
- <https://www.economist.com/>
- <https://dailymail.co.uk/>
- <https://theguardian.com/>
- <https://foxnews.com/>
- <https://forbes.com/>
- <https://theverge.com/>
- <https://researchgate.net/>
- <https://huffpost.com/>
- <https://newsweek.com/>

MHProNews has been documented to bring the facts-evidence-analysis others don’t. This disclosure and editorial document will be refined in the days ahead.