



Editorial Disclosures and Publication Insights

10.12.2025

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

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

MHProNews and our [MHLivingNews](#) sister site have 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 been formalized in more recent years. 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 are a useful element in FEA and AI use process.

FEA

FACTS-EVIDENCE-ANALYSIS

"Analytical journalism is the highest style of journalism." - Diana Dutsyk

...the personal courage of the journalist is important, he should not be afraid to go against the bosses, should not call white black. He [the analytical journalist] cannot distort the truth.



FACTS



EVIDENCE



ANALYSIS





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MHProNews Surpasses Retail Rivals

FACTS



- Copilot and Gemini validated these stats

- Copilot and Gemini validated these stats
- Outperformed MHvillage.com
- No response to public transparency challenge

COMPARATIVE CONTEXT

INDUSTRY	TRADE PLATFORM	RETAIL
Automotive	Car and Driver	Cars.com, AutoTrader, com
Real Estate	Builder	
E-Commerce	MHProNews	Amazon, Walmart. com
Manufactured Housing	MHVillage, Manufacturedflomes.com	

**TRADE
Platform
Breaks Norm**



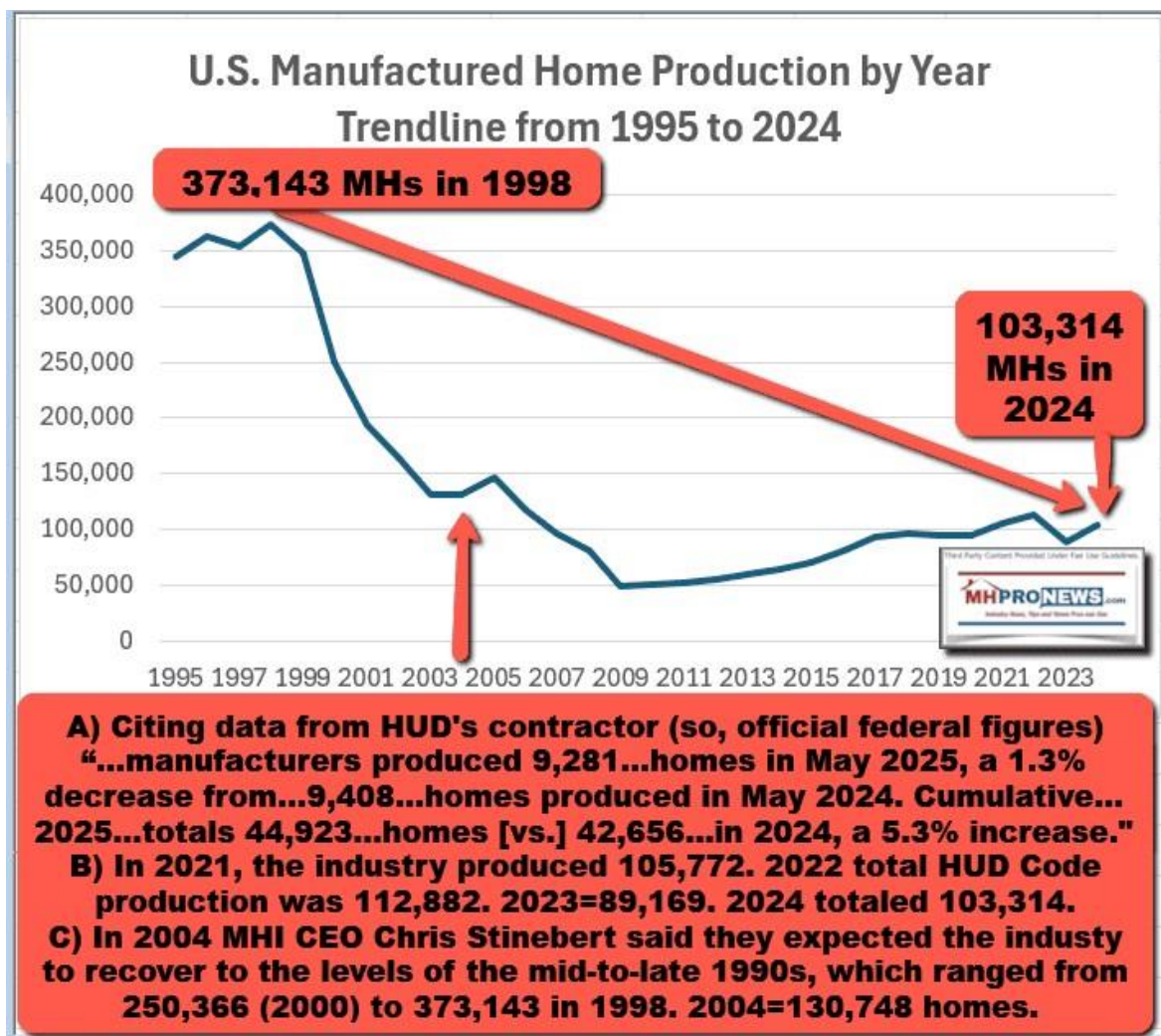
Copilot Surpassass Retail Rivals



Gemini

SOURCE: ManufacturedHomeProNews.com

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



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.

Some 25 .edu, mainstream media/publishing platforms, search/AI answer engines are among the top 250 referrers to MHPProNews, per Webalizer data.

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



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 MHProNews. These validate the evolving Facts-Evidence-Analysis (FEA) methodology.

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



**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-sectorsongoing-growing-concern-mhi-hasnt-addressed-because-doing-so-would-implicate-theirown-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

On the date shown, 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 had more traffic as measured by visitors in a fraction of a single day than MHI’s website has in a month, per information from SimilarWeb. xAI’s Grok produced an email to MHI’s corporate and senior staff leaders asking them to publicly respond.



<https://www.manufacturedhomepronews.com/nar-aug-sales-data-manufactured-housing-institute-hidden-econ-report-xai-grok-historic-email-challenges-and-requests-to-manufactured-housing-institute-corp-staff-leaders-mhville-f>

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.