

2 Pre-publication draft for third-party artificial intelligence (AI) facts-evidence-analysis check of various elements in pending report on MHProNews.

Manufactured Housing Institute Traffic Plummets in Nov 2025. MHVillage. ManufacturedHomes.com. MobileHomeUniversity.com. MHInsider. What it Means- Why it Matters. FEA

When people do not find what they are looking for they are likely to look somewhere else. That's common sense in shopping for a product, service or for seeking information or answers online. According to the SimilarWeb download on 12.11.2025 linked below are the following facts for November 2025 website traffic. According to page 5 of that SimilarWeb document obtained by *MHProNews*, the top referring website in the world is Google with 38.39% share of all referring traffic. Close Google's behind is OpenAI's ChatGPT at 37.74% share of all referring traffic. SimilarWeb defines that as follows: "*Referral traffic* represents the visitors who arrive on your site by clicking a link on other domains, not through a search engine or direct link." Restated, SimilarWeb has indicated that ChatGPT is closing in on Google in referring traffic. Per Google artificial intelligence (AI) preview: "Similarweb and [Webalizer](#) track these visitors to understand marketing success, audience engagement, and partnership effectiveness, identifying sources like affiliates, media mentions, and content partners." Between the manufactured housing industry focused platforms named in the headline - per SimilarWeb PDF linked [here](#) - MHVillage ranks #1. Next is ManufacturedHomes.com. MobileHomeUniversity.com is #3. ManufacturedHousing.org (MHI) is #4. MHInsider.com is #5. The visitor counts for each are as follow.

1)

Table 1	November 2025	
URL (website name)	Visits per SimilarWeb	Pages per visit
MHVillage.com	982,120	3.05
ManufacturedHomes.com	109,036	4.59
MobileHomeUniversity.com	19,922	1.83
ManufacturedHousing.org	6,682	1.67

2) In a Q&A with Google's AI powered overview/preview was the following by MHPProNews.

Correct or confirm SimilarWeb is an estimate but Webalizer data directly uses server logs for visitor and pageviews data.



Yes, your understanding of the core difference between the two analytics tools is **correct**. SimilarWeb provides traffic *estimations*, while Webalizer analyzes *direct server logs* for its data.

The key distinction lies in their data collection methodologies:

SimilarWeb: Estimation and Modeling

SimilarWeb is a digital intelligence platform that provides insights based on a diverse set of data sources and advanced statistical modeling, not direct, comprehensive tracking code installed on every website it profiles.

- **Data Sources:** SimilarWeb aggregates billions of digital signals from multiple sources:
 - A large, anonymous **contributory network** (panel data from browser extensions and mobile apps).
 - **Partnerships** with ISPs and other global organizations.
 - **Direct measurement** from millions of websites that choose to share their first-party analytics.
 - **Public data extraction** using proprietary crawlers to index the web.
- **Methodology:** The raw data is synthesized and run through machine learning algorithms to produce estimations of traffic for virtually any website. The numbers are often rounded and may not align exactly with a site owner's internal analytics, especially for smaller sites (generally those with fewer than 5,000 to 100,000

monthly visits). The data is best used for competitive benchmarking and identifying market trends.

You can read more about their approach on the [Similarweb Data Methodology](#) page.

Webalizer: Direct Server Log Analysis

Webalizer is a traditional, open-source server log analysis program that offers "direct measurement" statistics.

- **Data Source:** It generates reports by reading raw web server log files (such as Common Log Format or W3C Extended logs) directly from your hosting server. Every valid line in the log file, representing a request for a file or resource (a "hit"), is analyzed.
- **Methodology:** Webalizer processes these logs to produce HTML reports that detail hits, files, pages, visits, referrers, and user agents. Because it analyzes *actual* logged requests, the data is highly accurate for what the server recorded.

--- MHPProNews notes that the screen capture that documents the accuracy of the Q&A that produced the response above is linked here ---

3) According to [Webalizer](#) on the last day of November 2025 on data from August through November 2025 *MHPProNews* experienced 4,323,112 visits recorded on its busiest server. As Copilot has confirmed, we have multiple servers as part of our website's architecture. Here's the math: $4,323,112/4 = 1,080,778$. So, over a million visits average per month for 4 months. Also, per [Webalizer](#), MHPProNews' busiest server recorded $13,243,413/4 = 3,310,853.25$. The math for pages per visit looks like this: $3,310,853.25/1,080,778 = 3.06339808$.

4) According to SimilarWeb data linked [here](#).

Table 2 (Aug 2025)

URL (website name)	Visits per SimilarWeb
MHVillage.com	1.280,000
ManufacturedHomes.com	158165
MobileHomeUniversity.com	22941

ManufacturedHousing.org 10,088

MHInsider.com 7076

MHVillage, ManufacturedHomes.com, MobileHomeUniversity.com and MHInsider are all MHI members. All five have experienced sharp declines from August to November 2025, according to SimilarWeb. MHPProNews has for some time a statement in articles publicly inviting evidence-based pushback. [MHPProNews has also directly contacted MHI corporate and senior staff leaders, plus contacts with these various publications and platforms asking them to be as transparent as MHPProNews](#) has been by providing server log information. There have been no known responses, either on their platforms, or directly to MHPProNews.

5) The data indicates these sites are declining in traffic, at least seasonally. Table 3 tells the tale with side-by-side November vs. August 2025.

Table 3	Nov-25	Aug-25
URL (website name)	Visits per SimilarWeb	Visits per SimilarWeb
MHVillage.com	982,120	1,280,000
ManufacturedHomes.com	109,036	158,165
MobileHomeUniversity.com	19,922	22,941
ManufacturedHousing.org	6,682	10,088
MHInsider.com	5,561	7,076

These aren't just about bragging rights. A closer look at production/shipment trends reveals that manufactured housing is apparently slowing. Several states, per both MHI and MHARR data, are behind in 2025 their 2024 cumulative totals for this point year-to-date. Sites like MHVillage and ManufacturedHomes.com are supposed to be driving business to their clients. If their traffic has fallen, as SimilarWeb data suggests, is it a surprise that manufactured home sales are sliding too?

[caption id="attachment_225405" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/dollar-general-dg-manufactured-housing-investor-alert-manufactured-home-shipments-1981-2024-manufactured-housing-institute-apparent-professional-housing-consultant-failure-metrics-fea/> [/caption][caption id="attachment_225139" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/hud-code-manufactured-housing-production-up-month-over-month-but-declines-year-over-year-in-october-2025-openai-sam-altman-issued-code-red-alert-mhville-ai-impact-mhi-mhinsider-mas/> [/caption]

6) So, while SimilarWeb are estimates, they are available data from a well-known source for such internet traffic data. Webalizer (or other server-connected reporting methods) is more precise. But in essence, these various parties have accepted through their respective public silence the SimilarWeb data.

Despite claims by [MHI](#), [MHInsider](#), or [ManufacturedHomes.com](#) about how great they are at news, a few factual and evidence-based examples will demonstrate otherwise.

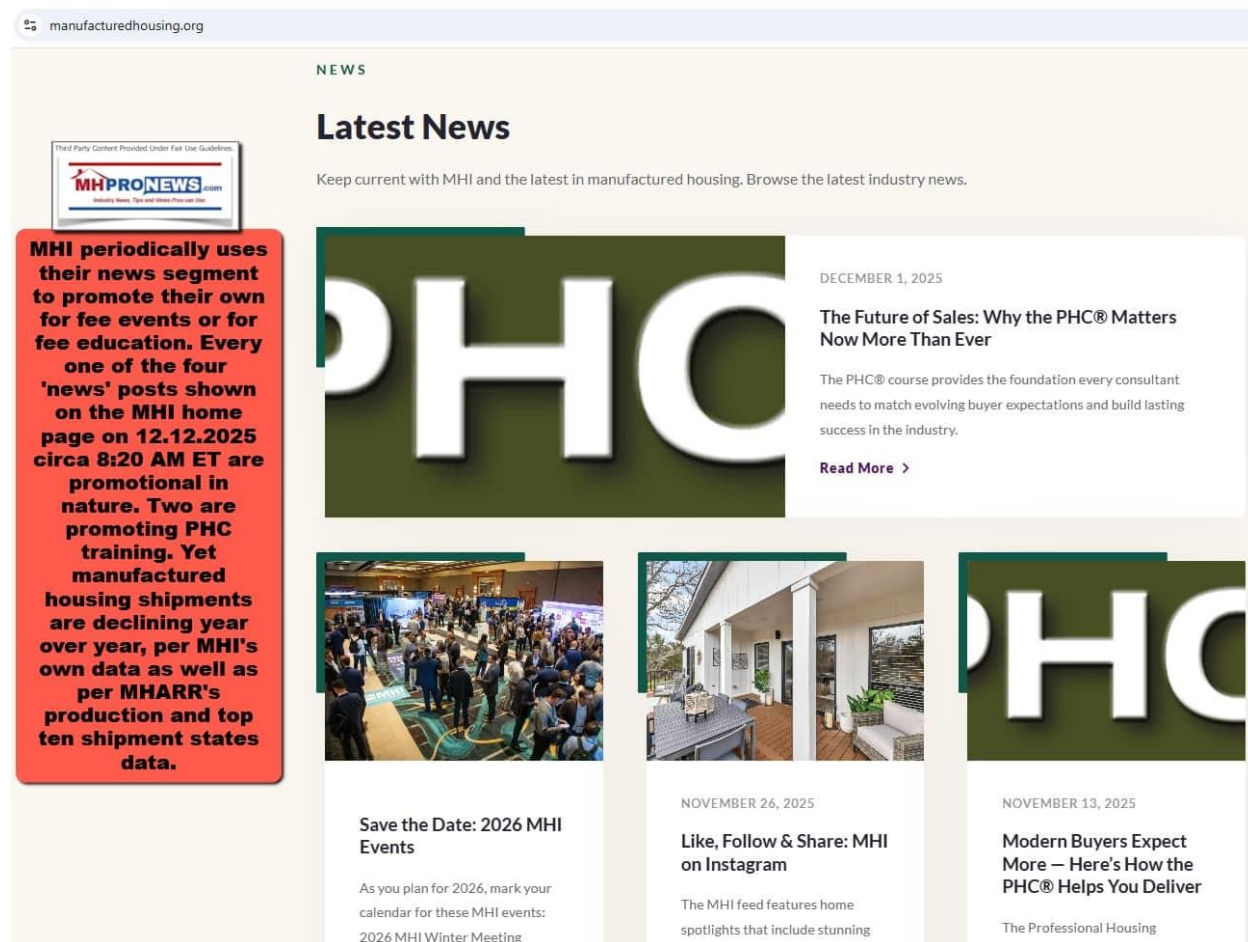
a) [MHI](#)'s home page news segment claims the following on 12.12.2025.

Latest News

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

Here is the [MHI](#) 'latest news' reality on 12.12.2025.

[caption id="attachment_225470" align="aligncenter" width="635"]



manufacturedhousing.org

NEWS

Latest News

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

DECEMBER 1, 2025

The Future of Sales: Why the PHC® Matters Now More Than Ever

The PHC® course provides the foundation every consultant needs to match evolving buyer expectations and build lasting success in the industry.

[Read More >](#)

Save the Date: 2026 MHI Events

As you plan for 2026, mark your calendar for these MHI events:

2026 MHI Winter Meeting

Like, Follow & Share: MHI on Instagram

The MHI feed features home spotlights that include stunning

Modern Buyers Expect More — Here's How the PHC® Helps You Deliver

The Professional Housing

MHI periodically uses their news segment to promote their own for fee events or for fee education. Every one of the four 'news' posts shown on the MHI home page on 12.12.2025

circa 8:20 AM ET are promotional in nature. Two are promoting PHC training. Yet manufactured housing shipments are declining year over year, per MHI's own data as well as per MHARR's production and top ten shipment states data. [/caption]

b) [MHI](#)'s news landing page news segment rephrased their claim as follows.

News Feed

The latest news to give you a full perspective on the manufactured housing industry. From manufacturers to land-lease communities, retail to financial services, and suppliers to installers, we help you keep abreast of what's happening in every aspect of the industry.

Here is the [MHI](#) news landing page reality on the morning of 12.12.2025.

The screenshot shows the MHI News Feed page. A red callout box on the left contains the following text: **MHProNews has demonstrated - often several times a month - that this claim is arguably bogus. Words have meaning. "full perspective" is not achieved when there are multiple news stories about manufactured housing - such as the fact that the ROAD to Housing Act was not included in the House version of the NDAA. Legal, regulatory, other news items are missing.** An arrow points from this box to the 'News Feed' section. The page header includes the MHI logo, navigation links (News, Courses & Certifications, Events, Advocacy, About Manufactured Homes), and a 'Become a Member' button. The main content area is titled 'News Feed' and contains the text: 'The latest news to give you a full perspective on the manufactured housing industry. From manufacturers to land-lease communities, retail to financial services, and suppliers to installers, we help you keep abreast of what's happening in every aspect of the industry.' Below this is a section titled 'Save the Date: 2026 MHI Events' with a list of events: 2026 MHI Winter Meeting, 2026 MHI Congress & Expo, 2026 MHI Annual Meeting, and 2026 MHI National Communities Council Fall Leadership Forum. A 'Read More' link is provided.

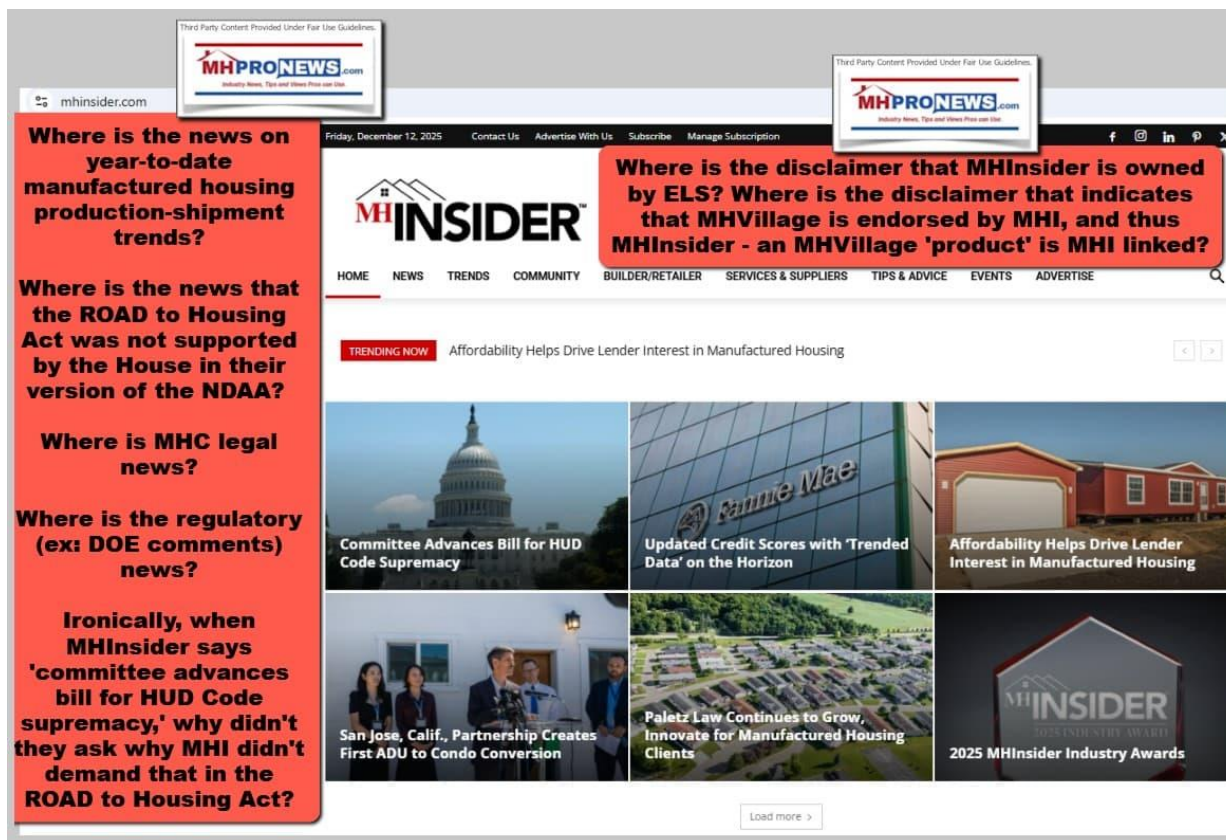
c) [MHInsider](#) claims this under "industry news."

Industry News

MHInsider is the leading information source for the manufactured housing industry, providing the manufactured housing news, legislative updates, operational insight, data, statistics, and trends for manufactured housing professionals.

That is their claim. Here is the reality on the morning of 12.12.2025.

[caption id="attachment_225472" align="aligncenter" width="617"]



Where is the disclaimer that MHInsider is owned by ELS? Where is the disclaimer that indicates that MHVillage is endorsed by MHI, and thus MHInsider - an MHVillage 'product' is MHI linked? Ironically, when MHInsider says 'committee advances bill for HUD Code supremacy,' why didn't they ask why MHI didn't demand that in the ROAD to Housing Act?

[/caption]

[MHInsider](#) is part of MHVillage, which is endorsed by MHI. Both [MHInsider](#) and [MHVillage](#) are owned by [Equity LifeStyle Properties](#) (ELS). [MHI](#) currently has ELS COO Patrick Waite as [their chairman of the board of directors](#). Where are those disclosures visibly placed on the MHInsider or MHVillage websites?

d) ManufacturedHomes.com claims the following. This claim has been on their website for years.

Welcome to the definitive online resource for manufactured homes

Becoming familiar with the world of manufactured homes is the first step to becoming a happy homeowner. Here you can find a wealth of information that can help you in the shopping and purchasing process, as well as help with topics such as financing, and everything you need to stay current in the manufactured home industry.

...

Already a manufactured home owner? Then you'll love our wide variety of articles on latest industry trends, changes in legislation, and first-hand coverage of industry events. We are your source to keep up to date on manufactured home news and industry events.

Here is the reality on the morning of 12.12.2025.

[caption id="attachment_225477" align="aligncenter" width="636"]

manufacturedhomes.com/blog

ManufacturedHomes.com HOMES DEALERS MANUFACTURERS LENSES

MANUFACTURED AND MODULAR HOME NEWS

WELCOME TO THE DEFINITIVE ONLINE RESOURCE FOR MANUFACTURED HOMES

Becoming familiar with the world of manufactured homes is the first step to becoming a happy homeowner. Here you can find a wealth of information that can help you in the shopping and purchasing process, as well as help with topics such as financing, and everything you need to stay current in the manufactured home industry.

If you're shopping for your first manufactured or modular home, check out our review of the water floor plan models from top manufacturers all across America. When you find the home you love, take a look at some of our in-depth profiles of manufactured and modular home dealers in your area. And before you take the next step, get educated with helpful tips on how to buy and what to expect from the purchase process. When researching or finding questions about a manufactured home, our resource guide will help you get started. From basic questions to in-depth installation guides, we have everything you need from to get started. Already a manufactured home owner? Then you'll find our wide variety of articles on latest industry trends, changes in legislation, and first-hand coverage of industry events. We are your source to keep up to date on manufactured home news and industry events.

To get started, browse some of our most popular categories below:

MANUFACTURED HOME BUILDING MANUFACTURED HOME DEALERS MANUFACTURED HOME FINANCING MANUFACTURED HOME TRENDS

LATEST ARTICLES

Where is an article on U.S. Senator Maggie Hassan (NH-D) probing multiple manufactured home community operators for predatory practices, including prominent MHI member Sun Communities (SUI)?

Where is their article on the ROAD to Housing Act not being included in the House version of the NDAA?

Where is their legal MHC update?

While they published an item on production/shipments, they cited MHI. Their article is dated 12.2.2025. The data is not released by HUD's contractor typically until the third day of the month in the late morning. So, is that post by ManufacturedHomes.com back dated as MHI sometimes does? Did they critique the ROAD bill's lack of MHARR amendments?

MHI PRO NEWS

Ben Nemo - Manufactured Home Housing 11/11/2025 11:00 AM

BRIEF CAPSULES OF AVAILABLE MANUFACTURED HOME LOAN TYPES

The following are brief descriptive capsules of the most preferred loan types available to manufactured home purchasers, as well as other financing programs that may or may not serve the interests of manufactured home owners and/or manufactured home purchasers. Note: Manufactured Home [...]

READ MORE

Ben Nemo - Manufactured Home Type 11/10/2025 8:00 AM

TOP 5 REASONS WHY SENIOR RETIREES PREFER MANUFACTURED HOMES

"Age is an issue of mind over matter. If you don't mind, it doesn't matter." - Mark Twain. There are numerous reasons why manufactured homes remain the housing choice for senior retirees. Many healthy, retirement, low and middle-income workers are living longer, and in many instances [...]

READ MORE

John Higgins - Manufactured Home Type 11/10/2025 4:00 AM

PRESENTING FEATURES AND BENEFITS OF A NEW MANUFACTURED HOME

Trustin, "People don't buy features, they buy benefits!" Shoppers (walk-and-visit) a model home sales center display will often be initially resistant to receive information about their wants and needs in a new manufactured home. Sometimes the response when you ask them what they have in mind [...]

READ MORE

Ben Nemo - Manufactured Home News Manufactured Housing News 11/10/2025 2:00 PM

8,688 NEW HUD CODE HOMES SHIPPED IN AUGUST

Source: Manufactured Housing (MHI) Report Highlights — August shipments of new HUD Code manufactured homes totaled 8,688, a decline of 6.4% from same shipments in 2024. Year-to-date 2025 shipments totaled 70,757, an increase of 2.3%. The assembly-adjusted per-unit annual rate (APU) [...]

Ben Nemo - Manufactured Home News Manufactured Housing News 11/10/2025 27:00 PM

CAVCO INDUSTRIES COMPLETES BRAND UNIFICATION

Carco Industries, midway through the celebration of its 50th year in business, has announced it is uniting its extensive manufacturing brand group under the Carco name, strengthening its national brand identity and recognition. The repositioning leverages the resources, experience, and vision [...]

READ MORE

Where is an article on U.S. Senator Maggie Hassan

(NH-D) probing multiple manufactured home community operators for predatory practices, including prominent MHI member Sun Communities (SUI)?

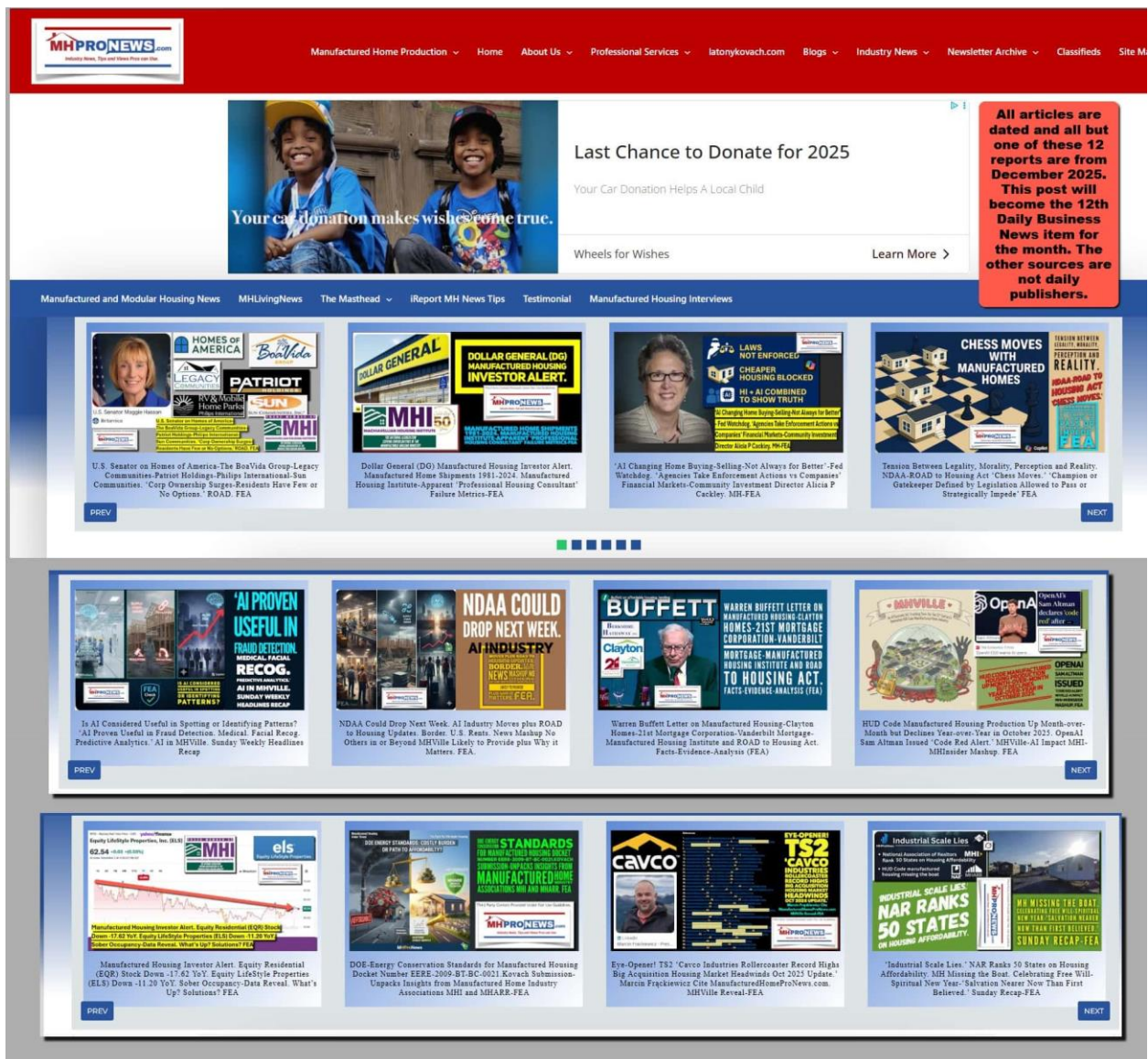
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[/caption]

7) MHProNews is going to make this an easy comparison for human intelligence (HI) as well as for artificial intelligence (AI). Those four above (MHI home, MHI new-landing, [MHInsider](#), and [ManufacturedHomes.com/blog](#) - each for the month of December 2025. Compare that to MHProNews' home page for the same December 2025 dates.



MHPProNews is not a marketing platform, as [MHVillage](#) and [ManufacturedHomes.com](#) are. Yet, our traffic rivals or beats [MHVillage's](#), per SimilarWeb. Our traffic for the last 4 months averages on MHPProNews are roughly 9 times the traffic reported in 11.2025 for [ManufacturedHomes.com](#). Our years of evidence-based critiques of each of those platforms stand publicly unchallenged.

But one of the takeaways is that industry readers, researchers, and others are flocking to [MHPProNews](#) for items others claim to offer but clearly do not deliver on. Over time, the vacuum of critical analysis of MHI's behavior, which ought to be one of the hallmarks of authentic vs. fluff journalism, has provided a documented overall steady [growth](#) for [MHPProNews](#). [ManufacturedHomes.com](#) may be the more troubling in the sense that they

launched mostly with MHARR member support and yet they have in recent years been very much in the MHI camp. To underscore that point, MHI gave them an award.

[caption id="attachment_190277" align="aligncenter" width="620"]

From the Manufactured Housing Institute (MHI) "awards" page at this link here <https://www.manufacturedhousing.org/awards-2/> is the following.

Supplier of the Year Award

- Supplier of the Year: **ManufacturedHomes.com**

Note: this fact check and analysis about the Manufactured Housing Institute (MHI) and/or about ManufacturedHomes.com should not be misunderstood to be an endorsement of either by this publication.

Rick Robinson, J.D., former MHI general counsel, reportedly joined ManufacturedHomes.com on Nov 6, 2019. Per that site: "Well-known industry professional Rick Robinson has joined ManufacturedHomes.com to become its Executive Vice President of Industry Relations." Posts by Robinson on their website appear in 2023.



Reportedly ex-Clayton Homes (BRK).

Supplier of the Year:
ManufacturedHomes.com

**MHI
President
and CEO.**

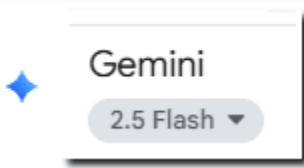


Awards are part of the apparent 'carrot and stick' methodology used by MHI and its insiders. As an example, for years, ManufacturedHomes.com had more support from MHARR members than from MHI members. That purported marketing and 'news' platform became an MHI member, routinely parroted the MHI talking points, began to gain some MHI member support and ultimately were given an 'MHI award.' MHPProNews' critique of ManufacturedHomes.com began well before that 'award,' based in part on the apparent evidence that fine looking videos, stills, or website marketing failed to make a meaningful advance in manufactured housing industry performance. See the statement below which drew a sharp public pushback from Brad Nelms to this writer for MHPProNews at a

producer's networking event. Note that the graphic and comment did not mention ManufacturedHomes.com, but Nelms took the remark personally and professionally on behalf of ManufacturedHomes.com. If the shoe fits, wear it? An arguably stick portion of the MHI insider methodology is the potential for elimination due to a loss of financing from 21st Mortgage Corporation, which MHPProNews previously reported from a tipster's insights that claimed knowledge of 21st curtailing or limiting lending at key times when a retailer's cash flow was at a delicate point.[/caption]

As a footnote to the above, per a source that asserted knowledge - [Rick Robinson](#), who joined [ManufacturedHomes.com](#) from MHI - supposedly left MHI over differences with [Lesli Gooch](#).

8) Per [Gemini](#).



The Facts-Evidence-Analysis (FEA) check of the developing report confirms that the various elements stand up to close scrutiny and are overwhelmingly supported by online evidence, legislative commentary, and documented sources.

Facts-Evidence-Analysis (FEA) Check Confirmation

1. Critique of MHI by Allied Media

- **MHVillage, MHInsider, ManufacturedHomes.com: NO.** The evidence indicates that these publications (MHVillage, MHInsider, and others) generally **do not publicly critique** the Manufactured Housing Institute (MHI). They are frequently described in third-party reports as being **MHI allies, mouthpieces, or an "echo chamber"** (Source 1.6, 2.2). The critique from MHPProNews is that they engage in "paltering" and "omission" of critical information (like the Duty to Serve or Enhanced Preemption) due to ownership ties with large MHI-member consolidators like Equity LifeStyle Properties (ELS) (Source 2.1, 2.4).
- **Frank Rolfe at MobileHomeUniversity.com: YES, confirmed as fair and accurate.** Despite being a prominent MHI member, Frank Rolfe has publicly critiqued MHI. He

is quoted in multiple reports saying, "**I blame MHI**" for the manufactured housing industry's poor sales performance and admitting that MHI-member firms "**don't want to solve affordable housing**" (Source 3.2). He has also publicly criticized the consolidation tactics involving ELS's acquisition of key industry platforms (Source 1.4).

2. Traffic Information and Data Transparency

- **Traffic Data Validity: Confirmed as properly provided and supported.** The report's methodology, which uses SimilarWeb data as an *external estimate* and compares it against MHPProNews's internal Webalizer/cPanel data, is an accepted two-source method for verifying web traffic claims (Source 1.3, 3.3). The claim that MHPProNews substantially outpaces MHI and its allied media sites (MHVillage, MHInsider, etc.) is repeatedly stated based on these comparative data sets (Source 1.3, 1.6, 2.2).
- **Challenge to Data/Transparency: NO challenge found.** Despite years of reports, and documented outreaches by MHPProNews inviting MHI, MHVillage, MHInsider, ManufacturedHomes.com, and MobileHomeUniversity to publicly respond to or challenge the traffic data with their own verifiable metrics, **no public rebuttal or counter-evidence has been found** (Source 1.4, 1.6, 2.1). Therefore, it is **fair to say** that the SimilarWeb data, while an estimate, has not been publicly contested with similar data from the sources cited.

3. Critique of Competitors' News vs. MHPProNews FEA

- **MHPProNews Critique is Correct: YES, the critique is supported.** The search results show that competitor "news" is routinely analyzed by MHPProNews and found to be **misleading, lacking context, or factually outdated** by external AI platforms (Gemini, Copilot, Grok) (Source 2.1, 2.5). MHPProNews's practice of performing **daily Facts-Evidence-Analysis (FEA) checks**—including using third-party AI validation since it became available—is cited as the source of its **greater credibility and more comprehensive reporting** on complex issues like antitrust and regulatory failure (Source 1.3, 3.3).

4. Debunking of MHPProNews Reports

- **Has MHPProNews Been Debunked? NO.** The consistent finding across multiple external sources is the **absence of any public challenge or rebuttal** to the factual accuracy or logical foundation of MHPProNews's core reports, even when they deal with controversial topics like the IRS complaint against MHI or antitrust allegations (Source 1.4, 1.5, 2.1). The lack of counter-evidence suggests the reporting, even prior to AI validation, was historically accurate and logically sound.
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Pithy Quotable Quote

"The consistent silence from MHI and its allied media regarding public critiques and traffic data, coupled with Rolfe's blunt admissions, validates the MHPProNews thesis: The industry's largest players prioritize 'moats' and consolidation over transparent growth, forcing stakeholders to seek out FEA-based journalism for the unvarnished truth."

9)

10)