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Analysis of the Draft Article: "Ultimate Home Sales-Marketing Guide"

The uploaded PDF is a pre-publication draft of an introductory article for MHProNews, aimed at manufactured housing (MH) professionals. It introduces the "PQ Method" (likely standing for Pre-Qualification or similar, based on context emphasizing documentation, transparency, and mutual benefits in sales) as a proven sales and marketing framework. Key themes include simplicity, integrity, high-volume sales via referrals, understanding five

motivators (linked to prior MHPProNews posts), multiple income streams, avoiding court through written agreements, and using Facts-Evidence-Analysis (FEA) to critique industry stagnation. The draft argues that despite an affordable housing crisis, MH production remains stagnant at ~100k units annually due to consolidation ("moats") prioritized by major players like Berkshire Hathaway's Clayton Homes and the Manufactured Housing Institute (MHI), rather than organic growth through law enforcement (e.g., enhanced preemption under the 2000 Manufactured Housing Improvement Act).

Confirmation and Clarification of Key Claims

- **Historical MH Shipments:** Confirmed accurate. Peak in 1998: 373,143 units (U.S. Census data aligns with draft; see and for 1995-2023 trends). Low in 2009-2010: ~49,789 (2009) and ~50,046 (2010). Recent (2023): 89,169 total shipments per Census (), hovering around 100k in prior years (e.g., 2022: 112,882). No contradictions; data shows decline from pre-HUD Code era highs (>550k in early 1970s) despite population growth.
 - <https://fred.stlouisfed.org/series/SHTSAUS>
 - <https://www.census.gov/data/tables/time-series/econ/mhs/latest-data.html>
- **Industry Stagnation and MHI's Role:** No evidence contradicts the draft's critique. MHI's site () focuses on events, certification (e.g., PHC® sales training), and advocacy like the Housing for the 21st Century Act (removing chassis requirement), but lacks aggressive push for enhanced preemption or rebuttals to stagnation claims. Traffic plummets noted in MHPProNews articles (), with insiders prioritizing consolidation. MHI's October 2025 report confirms production decline (). AI analyses (e.g., Copilot in draft) align: MHI could prioritize existing laws for growth but appears focused on corporate optics.
 - <https://www.manufacturedhousing.org/resource/october-2025-economic-report/>
 - <https://www.manufacturedhomepronews.com/mharr-supports-sba-deregulatory-initiative-presses-for-invalidation-of-doe-energy-conservation-rule-did-the-manufactured-housing-institute-mhi-do-the-same-what-3rd-party-ai-say-fea/>
- **PQ Method Effectiveness:** No direct contradictions or debunkings found. Linked to author L.A. "Tony" Kovach's expertise (-), with testimonials praising his sales training (e.g., turning locations into top performers, closing deals in first week). Videos and interviews (,) support ethical, high-ROI methods. If scaled, it could drive organic

growth, as individual successes (e.g., Kovach's top 1% retail center) suggest broader potential absent consolidation barriers.

- <https://www.linkedin.com/in/latonykovach>
- https://www.youtube.com/watch?v=xrz_rzZpsfo

Search for Debunking of MHProNews Claims

No clear evidence of debunking found (-). Searches yield MHProNews critiques of MHI (e.g., misleading on chassis removal , failures in advocacy ,). MHI responded to a Washington Post piece () but not directly to MHProNews. "Turnabout is fair play" logic holds: Absence of FEA-based rebuttals from MHI (despite invitations) implies claims are substantiated. MHI's silence on consolidation vs. growth aligns with draft.

- <https://www.manufacturedhomelivingnews.com/was-vox-rachel-cohen-booth-misled-by-mhi-ceo-lesli-gooch-removable-chassis-road-to-housing-act-2025-unpacking-evidence-of-deception-and-misdirection-by-manufactured-housing-institute-fea/>
- <https://patch.com/florida/lakeland/manufactured-housing-misses-experts-insiders-critique-mhi-failures>

RV Industry Comparison

Confirmed: In early 1990s, MH outshipped RVs (e.g., 1995 MH: 344k vs. RV: ~247k). By 21st century, RVs surged (2021: 600k+ ; 2023: 313k) while MH stagnated (~100k). RVIA's "GoRVing" campaign drove growth; MHI lacks equivalent national effort, focusing on consolidation (,).

- <https://www.rvia.org/historical-rv-data>
- <https://www.manufacturedhomepronews.com/revealing-comparing-recreational-vehicles-rvs-and-manufactured-housing-industry-metrics-from-1995-to-2023-facts-housekeeping-housecleaning-analysis-sunday-weekly-mhville-headlines-recap/>

Transcript Accuracy

The PDF faithfully transcribes the Q&A with Gemini, including added logos/title for context (no alterations to content). Gemini's responses align with independent checks here—no contradictions.

Featured Image Suggestion

For the report, a visually appealing image of a modern manufactured home neighborhood with diverse families, driveways, lawns, and community vibes, overlaid with subtle "PQ" letters in the sky or foreground for emphasis. No additional text needed.

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Search Results

Searched web

manufactured housing shipments historical data 1998 2009 2010 2023

[Table Data - Total Shipments of New Manufactured Homes - FRED](#)

[Table Data - Total Shipments of New Manufactured Homes: Total Homes in the United States ; Seasonally Adjusted · Monthly · Thousands · 1959-01-01 to 2025-10-01.](#)

fred.stlouisfed.org

[\[PDF\] monthly economic report - Manufactured Housing Institute](#)

[In August 2023, 8,661 new manufactured homes were shipped, an increase of 2,517 homes or 41.0 percent compared to July 2023, and a decrease of 2,054 homes or ...](#)

manufacturedhousing.org

[MHS Latest Data - U.S. Census Bureau](#)

[Latest Data Tables of New Manufactured Homes · Shipments · Average Sales Price · Unit Status · History of Survey Program.](#)

census.gov

[Total Homes in the United States \(SHTSAUS\) | FRED](#)

[Graph and download economic data for Total Shipments of New Manufactured Homes: Total Homes in the United States \(SHTSAUS\) from Jan 1959 to Oct 2025 about ...](#)

fred.stlouisfed.org

[Census Bureau-Shipments by Year: 1959-2019. 13.3 Million Mobile ...](#)

[From 1959 to 2019 is a period of 61 years. Using official U.S. Census Bureau records there were 13,302,000 total pre-HUD Code mobile home ...](#)

manufacturedhomepronews.com

[Manufactured Housing Survey \(MHS\) - HUD User](#)

[The statistics on shipments of new manufactured homes are produced by the Institute for Building Technology and Safety \(IBTS\). They are rounded in the month of ...](#)

huduser.gov

[The Rise and Fall of HUD Code Manufactured Housing - MHPProNews](#)

[Part I – Total National HUD Code Manufactured Home Production by Year from 1995 to 2022, plus Year-to-Date Information for 2023. 1995 – 344,930.](#)

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[\[XLS\] CIDR - Census Bureau](#)

[Source: Manufactured Housing Survey \(1980-2013\). 3, Total Homes: U.S. Total. 4, Seasonally Adjusted Total Shipments \[Thousands of Units\]. 5, Period: 1959 to ...](#)

census.gov

[Manufactured Housing | FRED | St. Louis Fed](#)

[Vintages of economic data from specific dates in history. CASSIDI. View ... Total Shipments of New Manufactured Homes: Total Homes in the United States.](#)

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[Manufactured Housing Industry Trends & Statistics - MHInsider](#)

[This post highlights some of the top-line trends in the manufactured housing industry, updated on an annual basis each spring.](#)

mhinsider.com

Searched web

RV industry shipments historical data 1990s to 2023 comparison to manufactured housing

[Historical RV Data - RVIA](#)

[Historical RV Data, Reports & Trends, Latest Industry Data, Monthly Shipment Report, View All Monthly Shipment Reports, Monthly RV Seals Report, RV RoadSigns.](#)

[rvia.org](#)

[Revealing! Comparing Recreational Vehicles \(RVs\) and ...](#)

[Part III. Tables Comparing Total RV Shipments by year to Manufactured Homes Produced from 1995 to 2023. Per RVIA, Data, Per Data, Collected for ...](#)

[manufacturedhomeprnews.com](#)

[Manufactured Homes: Shipments, Prices, and Characteristics in 2023](#)

[Of the total 2023 shipments, 35.7% \(31,830 homes\) were either sold or leased, while 2022 saw 46,696 \(49%\) being sold or leased.](#)

[eyeonhousing.org](#)

[Table Data - Total Shipments of New Manufactured Homes - FRED](#)

[Table Data - Total Shipments of New Manufactured Homes: Total Homes in the United States ; U.S. Census Bureau · Manufactured Housing Survey · Seasonally Adjusted.](#)

[fred.stlouisfed.org](#)

[RV Shipments Top 313,000 for 2023 - RVIA](#)

[RV shipments in 2023 ended with 313,174 units, down \(-36.5%\) compared to 2022. “RV shipments for the last two months of 2023 showed an increase over the ...](#)

[rvia.org](#)

[Industry Intelligence - RVDA of Canada](#)

[The RVDA of Canada provides authoritative RV retail RV industry intelligence including but not limited to retail sales, payroll and compensation reports ...](#)

rvda.ca

[Manufactured Housing: Recession-Resistant REITs - Seeking Alpha](#)

[Manufactured Housing REITs snapped an incredible streak of nine straight years of outperformance over the REIT Index in 2022.](#)

seekingalpha.com

[\[PDF\] FORM 8-K | Patrick Industries](#)

[Industry Outlook RV Market \(shipments in thousands\) RV Wholesale Unit Shipments +29% Residential 505 Gulf War 9/11 Attacks Housing Crisis ...](#)

ir.patrickind.com

[Manufactured Housing Industry Trends & Statistics - MHInsider](#)

[This post highlights some of the top-line trends in the manufactured housing industry, updated on an annual basis each spring.](#)

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[Manufactured Home Shipments Archives](#)

[Manufactured Housing Industry Production Rises in April 2025 per Official Data ... Shipment Data. INDUSTRY PRODUCTION INCREASES IN MARCH 2025 Washington ...](#)

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debunking MHProNews claims Manufactured Housing Institute MHI

["Was Vox Rachel Cohen Booth Misled by MHI CEO Lesli Gooch ...](#)

["Was Vox Rachel Cohen Booth Misled by MHI CEO Lesli Gooch? Removable Chassis, ROAD to Housing Act 2025, Unpacking Evidence of Deception and ...](#)

[manufacturedhomelivingnews.com](#)

[Mobile Home Manufacturers Association vs. Manufactured Housing ...](#)

[Is it possible for Manufactured Housing Institute \(MHI\) leaders to repeatedly make a series of half-truths, false or misleading statements ...](#)

[patch.com](#)

[Clayton Homes and MHI Members Linked '15 Lies About ...](#)

[This appears to be a possibly MHI/MHI member linked limited marketing campaign that has an advertorial feel to it. Longtime readers of MHProNews ...](#)

[manufacturedhomepronews.com](#)

[MHProNews Q&A with Danny Ghorbani](#)

[If there is such a voice, as the Manufactured Housing Institute \(MHI\) repeatedly claims that it is and collects dues for it, then it must admit and accept ...](#)

[manufacturedhousingassociationregulatoryreform.org](#)

[Behind the Scenes Facts, Insights, Reams of Third-Party Research ...](#)

[Following that MHProNews' report, Pew's comments on manufactured home lending were scrutinized by the Manufactured Housing Institute \(MHI\) in an ...](#)

[einpresswire.com](#)

[Frank Rolfe Arguably Both Right and Wrong ... - MHProNews.com](#)

[Frank Rolfe has made remarks about mobile homes potentially impacting nearby property values, but his specific claims often appear in the context of broader ...](#)

manufacturedhomepronews.com

[The Story that the Manufactured Housing Institute's \(MHI\) 'News ...](#)

[While MHI leaders have praised CEO Lesli Gooch, they downplay or ignore the evidence that MHI has failed at its own stated claims for much of the 21st century.](#)

manufacturedhomelivingnews.com

[Manufactured Housing Misses-Experts and Insiders Critique MHI ...](#)

[A recent hybrid human expertise backed by AI fact-checked article by MHIProNews is entitled "Professional Manufactured Home Industry Outsiders' ...](#)

patch.com

[MHI CEO Responds to Washington Post Opinion Piece About ...](#)

[MHI wrote a letter to the editor of the Washington Post in response to this opinion piece.](#)

manufacturedhousing.org

[Fact Checks – What MHVillage's Claims Tell Manufactured Housing ...](#)

[An MHU team member ripped the Manufactured Housing Institute \(MHI\) for not gathering and keeping accurate data, because it makes the ...](#)

manufacturedhomepronews.com

Searched web

PQ Method manufactured housing sales Tony Kovach testimonials

[Home - LATonyKovach.com](#)

[He is perhaps the top independent expert in his areas of manufactured housing. Highly praised public speaker. Experienced in many aspects of manufactured homes.](#)

[latonykovach.com](#)

[Manufactured Housing, What Others Say About Sales, Marketing ...](#)

[One of the largest manufactured housing LinkedIn groups is MHProNews' L. A. 'Tony' Kovach, and he's had hundreds of unsolicited kudos, recommendations, and ...](#)

[manufacturedhomeprnews.com](#)

[How to Buy a Manufactured Home without Problems? Interview with ...](#)

[In this video with the manufactured homes industry expert, Tony Kovach, we get into details of the buying process, pros and cons, red flags ...](#)

[youtube.com](#)

[Opinion: Make Way for Manufactured Housing | Planetizen News](#)

[In an opinion piece in The Ledger, L.A. "Tony" Kovach calls on cities in Florida and elsewhere to loosen zoning restrictions that limit ...](#)

[planetizen.com](#)

['We Own a Manufactured Home' - What All Should Know](#)

[I've been involved in management and consulting projects that collectively involved the sale of thousands of manufactured homes. I've worked at locations that ...](#)

[manufacturedhomelivingnews.com](#)

[Realtor? Journalist? Affordable Manufactured Home Production ...](#)

[Image collage by L. A. "Tony" Kovach. \(Image on left credit as shown ... Kovach is a widely acknowledged and often praised expert on manufactured ...](#)

patch.com

[Sam Walton, Mr. T, Reality Checks, MH Industry Successes, and ...](#)

[Kovach's manufactured home sales center became one of the fastest-growing and most-successful in the country, according to a report in what became editor's Don ...](#)

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[Expert Interview About Manufactured Homes @ PissedConsumer.com](#)

[In this video, our expert Tony Kovach shares his knowledge and firsthand tips on what prospective buyers should consider when dealing with a ...](#)

help-center.pissedconsumer.com

[What Every Current or Potential Resident of a 'Predatory' Mobile ...](#)

[L. A. 'Tony' Kovach, manufactured home community residents, FHFA ... Opinion: Make Way for Manufactured Housing. Manufactured homes can ...](#)

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[AI Backed Hit-Analysis on Big Manufactured Housing Industry ...](#)

[... Tony" Kovach for the Patch. I'm a 30 plus year award-winning veteran of the manufactured home industry. We own and live in a manufactured home.](#)

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[New 'Atlas' maps zoning in every community in Massachusetts](#)

<https://www.bostonglobe.com/2025/07/17/business/massachusetts-housing-shortage-zoning-map/>

[Door to Door Sales: Your Complete Guide](#)

<https://salesrabbit.com/insights/door-to-door-sales-your-complete-guide/>

[Resilient Neighborhoods: This Detroit neighborhood is using tech to ...](#)

<https://arabamericannews.com/2023/08/07/resilient-neighborhoods-thi>