

Pre-publication draft of a developing article for MHProNews for third-party artificial intelligence (AI) check.

Ultimate Home Sales-Marketing Guide. Simplicity. Integrity. Volume. Referrals. PQ Method. 5 Motivators. Income Streams. Avoid Court Unless Necessary. Dismiss Trouble. Reduce to Writing. FEA

There are new and existing homes. There are possible add-on sales that can produce more revenue streams. Customers of all backgrounds routinely want honesty and good service. You can't read minds or motivations so prepare your documentation so you don't need to be [God](#) or Houdini. Depending on the size of your firm, modest you have staffing needs contract that as much as possible so you can scale as needed. Everything should be reduced to writing, signed by the relevant parties and saved as necessary. Make yourself sticky and attractive by being authentic and easy to do business with. Establish and operate your business as if you are or plan to be among the top places to do business with. Do not ever overpromise anything. If you never over promise you will never underdeliver. Customers can be potentially good, bad, or something in between so plan accordingly. Customers and (ideally contracted) team members can have good days, bad days or some things in between, so plan accordingly. Set standards that are reduced to writing. The only wiggle room in the documentation should be on your end because you will discover things along the way to doing business that you didn't know when starting out the sales process. Eliminate as many risks as possible through transparency and documentation. Video and audio recordings can help and the use of those methods should also be transparent. Contact management and automation can be useful, necessary, or even essential. Attempt to do business on the initial encounter when all of the relevant parties needed to enter the PQ process are available. Be available virtually and be prepared to do business virtually. While a physical location can be useful, to the extent permitted by law, limit your liabilities by avoiding overhead. Trust [God](#) and all others need to prove themselves. Be trustworthy by following the ethical, legal and professional standards that this methodology encourages.

You want as many possible methods of contact by prospective customers as is realistic for your ability to serve at a given point in time.

If you are automating incoming information, you will know which channels are providing you with the level of business that you are able to properly serve. Too much traffic is potentially as problematic as too little traffic.

Google search results for "what does guide mean".

Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)

guide
/ɡɪd/

noun

1. a person who advises or shows the way to others.
"this lady is going to act as our guide for the rest of the tour"

Similar: [escort](#) [attendant](#) [conductor](#) [pilot](#) [usher](#) [chaperone](#)

2. a person who advises others, especially in matters of behaviour or belief.
"his spiritual guide"

verb

1. show or indicate the way to (someone).
"he guided her to the front row and sat beside her"

Similar: [lead](#) [lead the way](#) [conduct](#) [show](#) [show someone the way](#)

2. direct or have an influence on the course of action of (someone or something).
"he guided the team to a second successive win in the tournament"

Similar: [direct](#) [steer](#) [control](#) [manage](#) [command](#) [lead](#)

A 'guide' is something or someone that points the way.

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Industry News, Tips and Views Pros can Use

[Many trade groups](#) regrettably can't automatically be trusted.

[Public officials](#) regrettably can't automatically be trusted.

Plan accordingly.

Customers may initially think that they must do a ton of shopping. That may or may not be true. You or they will not know that until they have been PQ'd.

Cash customers are available. But in housing, most customers on the date of this article are going to require some level of financing. Even potential cash customers who may not need financing may benefit from financing for tax, investment, or other reasons. Thus the logic of the PQ method.

The prospective customer who thinks they can't qualify for much may be right or wrong.

The customer who thinks they can qualify for a lot may be right or wrong.

The PQ method eliminates the guesswork for prospects and for you.

Again, you don't have to be [God](#) or Houdini. Don't pretend to be.

'We (the business) have adopted a methodology that has been tested for decades and has proven to be successful and effective for the customer and the business alike. It is a method that aims for mutual benefits and mutual victories. We prefer to avoid the win-lose mindset. It is the PQ method.'

Some businesses talk or write about the sales funnel. While there can be some useful insights from that image, here is the reality. Your prospective customer - whether you have known them for one minute or for years - is likely to have some details that you didn't know before the realities are properly documented. Don't pretend differently.

Furthermore - in the [expert](#) view and experience of this writer - for the creative seller, you can provide a new or existing home product that the prospect or you may never have considered until you both enter into the PQ process. The PQ reduces or eliminates risks and possible misunderstandings.

The PQ, done properly by all parties, maximizes opportunities and saves time. The results and thus the satisfaction are routinely superior.

As automation improves, the PQ can unlock a treasure-trove of previously unconsidered opportunities for all involved. Many people yearn to let down their hair and tell someone they can trust insights that would allow an honest professional to guide them towards the best possible outcome for their specific circumstances. So, the proper use of human intelligence (HI) element combined with the best possible blend of technological services and can yield positive outcomes for the home seeker(s) and the enterprise alike.

Expect the unexpected. Tell your customers to do the same.

Variations of this method have been successfully used at locations managed, coached, owned or operated by this writer in the manufactured housing industry dating back to the 1980s and well into the 21st century. The results?

They have routinely been superior to nearby competitors, including several larger rivals and better established companies and locations. The results were so superior that they took previously 'backwater' locations and turned them into dynamos.

Based on experience, it is entirely possible that this article will become one of the more popular articles for the year. While this is introductory and not exhaustive, it is meant to

frame the additional details that will follow. Without this article, the next ones won't make nearly as much sense.

Watch for a follow up that will further explain the PQ methodology in the days ahead.

Using the core principles of this method resulted in an ability to train individuals to successfully sell homes (new and/or existing/pre-owned) in a matter of days or even hours. Some trainees with little or no sales experience wrote up and closed their very first prospects. Typically, new team members – many who had little or no prior sales experience but who possessed the proper motivation and skills – would be writing up business in their first full week of selling.

<https://vimeo.com/166905761?share=copy&fl=sv&fe=ci>

As with anything new, unless you have perfect memory and perfect motivation (possible, but unlikely) you and all others involved in sales and marketing should read and re-read this specific post several times over a series of days. If you do so with an open mind and do it even before you read the sequel article to this one, you will likely grasp new insights every time you read it.

Before pivoting to allowing third party artificial intelligence (AI) to critique the drafted version of this MHProNews article that will use facts-evidence-analysis (FEA), a few observations are warranted.

Numbers of companies and individuals are stuck in their ways.

Some do not want to grow and do not authentically want the manufactured home industry to grow. That is apparent from the history of the manufactured home industry and several of the larger firms within MHVille. While it is aimed at the manufactured housing audience, it is entirely possible that many of these concepts could apply to other forms of housing or bigger ticket sales professions. In all candor, while this writer has placed his own stamp on this PQ process, it has parallels in other forms of big ticket sales that were developed by often giant firms seeking the best possible outcomes.

Using the core components of this methodology in MHVille caused four members of the senior management team of a publicly traded company to pay the location this writer was operating a visit. Despite having witnessed the results and questioning while seeing first-hand the potential, they decided not to implement it. They did not deny the results or its value. That should beg the question of why?

Manufactured housing has a tremendous story to tell. In many ways it is 'almost too good to be true.'

If Berkshire Hathaway owned Clayton Homes, Champion Homes (SKY), Cavco Industries (CVCO), or several of the major REITs and private equity brands wanted to do so, they routinely have the capital access, information systems, legal, and other necessary resources that could catapult the industry into record new and existing home sales territory. But they have not done so. That again begs the question why? Some of those firms were exposed first-hand to the PQ methodology and/or they acquired one or more locations where the PQ methods as were taught by this writer were used. It is the understanding of this writer that after those locations were acquired, the PQ method was suspended.

So why didn't they replicate and mass produce the results? Ask them. See what they say or if they will candidly tell you.

But consider this reality. If instead of stock buybacks or other moves deployed by major companies involved in manufactured housing, given that the dominating brands in MHVille that may have billions of dollars in resources available wanted to them wanted to systematically grow their business organically, why have they allowed the Manufactured Housing Institute (MHI or manufacturedhousing.org) to behave as it has in the 21st century? Why have they failed to press for the enforcement of existing laws that could – if properly implemented – spark serious industry growth?

[caption id="attachment_226162" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/new-poll-shows-americans-concerned-about-housing-affordability-despite-trumps-claims-managing-mh-industry-decline-manufactured-home-opportunities-hide-in-plain-sight-mhville-errata-fea/>

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<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/>

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<https://www.manufacturedhomepronews.com/warren-buffetts-berkshire-hathaway-clayton-homes-moat-gift-to-manufactured-housing-un-or-underreported-facts-in-mhville-on-affordable-housing-crisis-fea-and-sunday-weekly/>[/caption][caption

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<https://www.manufacturedhomepronews.com/manufactured-housing-institute-traffic-plummets-in-nov-2025-mhvillage-manufacturedhomes-com-mobilehomeuniversity-com-mhinsider-insiders-prioritize-moats-consolidation-over-growth/>[/caption][caption

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<https://www.manufacturedhomelivingnews.com/tanstaafl-socialism-big-government-thomas-sowell-affordable-housing-crisis-protections-against-special-interests-how-to-move-to-solutions-crucial-safeguard-against-future-distortions-mhville-fea/>[/caption]

The answers ought to be sobering. Some in this industry clearly want to keep the industry underperforming.

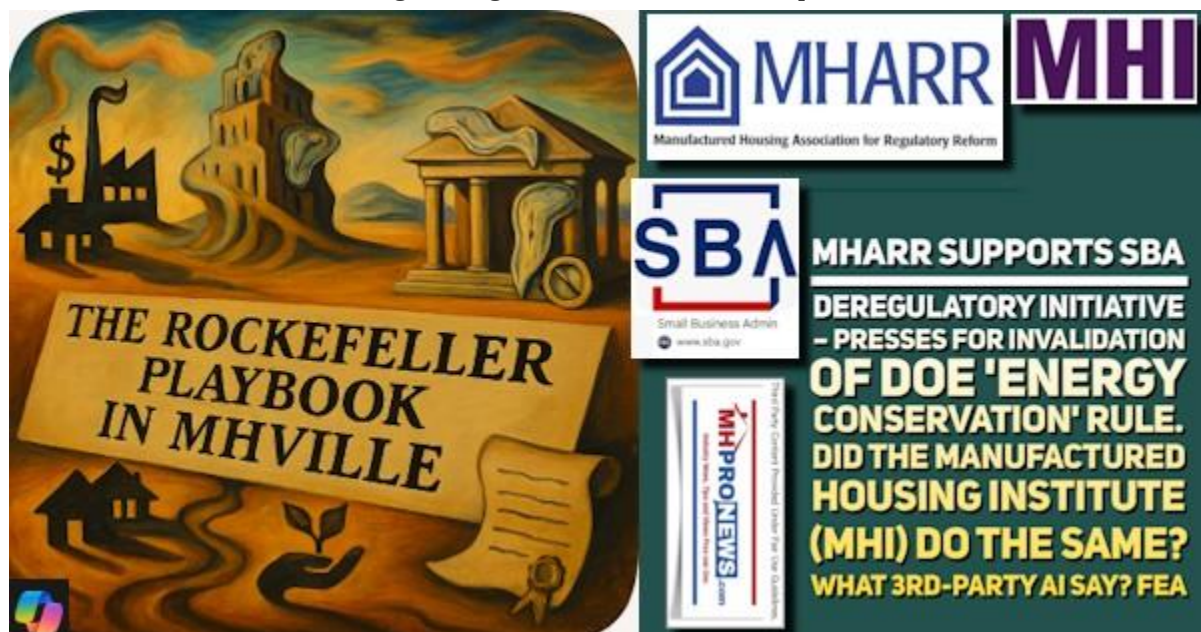
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<https://www.manufacturedhomepronews.com/janet-thome-tiny-house-alliance-usa-asserts-icc-1215-small-residential-units-threaten-hud-code-manufactured-homes-and-tiny-home-artisans-among-others-by-big-corp-interests-exclusive-plus-fea/>



<https://www.manufacturedhomepronews.com/manufactured-home-lot-rents-antitrust-litigation-case-no-23-cv-06715-judge-franklin-u-valderrama-order-and-opinion-what-others-missed-circling-something-real-here-mhville-fea/>



<https://www.manufacturedhomepronews.com/mharr-supports-sba-deregulatory-initiative-presSES-for-invalidation-of-doe-energy-conservation-rule-did-the-manufactured->

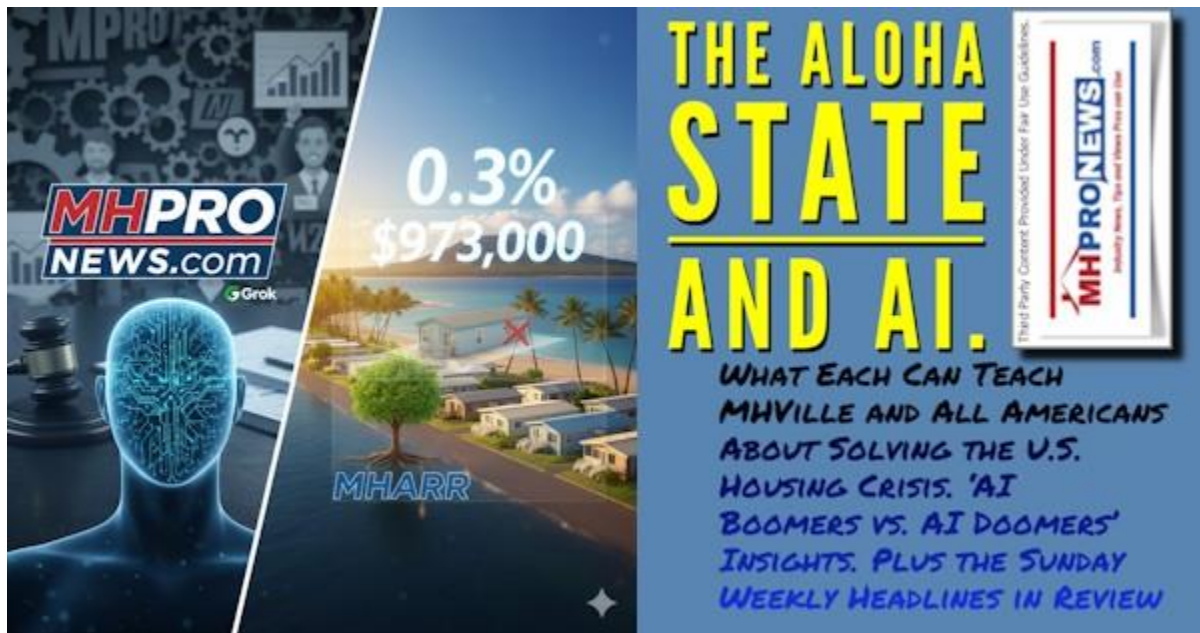
Jeffrey Epstein Links to Elites' Sexual Scandals are Distractions from
 Real Threat'—Atty Laura Hollis. Video-J.D. Rockefeller's Methods
 Mashups. Decoding and Lessons USA Today. MHVillie FEA

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<https://www.manufacturedhomeprnews.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_226089" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/christmas-isnt-nostalgia-evidence-packed-invite-to-reorder-life-society-by-first-principles-truth-justice-mercy-love-dignity-of-every-person-powerful-christmas-facts/>[/caption][caption id="attachment_225934" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/the-aloha-state-and-ai-what-each-can-teach-mhville-and-all-americans-about-solving-the-u-s-housing-crisis-ai-boomers-vs-ai-doomers-insights-plus-the-sunday-weekly-headlines-in-r/>[/caption]

As vexing as that dynamic is, it is also a possible opportunity in disguise for those with the will, discipline, skills plus resources needed to develop and deploy at their location(s) the PQ method for dynamic growth and happy customers.

Watch for the follow up. Until then, read and read this with an open and curious mind. It takes about 15 to 18 minutes (+/-) to read this article and the captions to this point. **If someone isn't willing to invest two, three, four or more times that daily to improve their results, then there is an argument to be made that they apparently lack the motivation, will, and discipline needed to be more successful and have happier customers and team members. Part of the beauty of the PQ method is that all of those involved would be operating in a legal, ethical, and satisfying manner.**

[caption id="attachment_190990" align="aligncenter" width="637"]



<https://www.manufacturedhomepronews.com/warren-buffett-success-tip-lighter-or-darker-world-ahead-is-obamas-world-a-utopian-myth-as-7-4-approaches-revisiting-buchanans-historic-lessons/>

[caption id="attachment_167086" align="aligncenter" width="621"]



"...keeping them [home buyers of manufactured homes] happy after the sale. This means insuring the homeowner builds equity and wealth in their home. And finally, this means providing for stable, viable resale market for when it is time to sell the home. Once the industry delivers this value, the rest will fall into place naturally."

- Chris Stinebert, while still Manufactured Housing Institute (MHI) president.

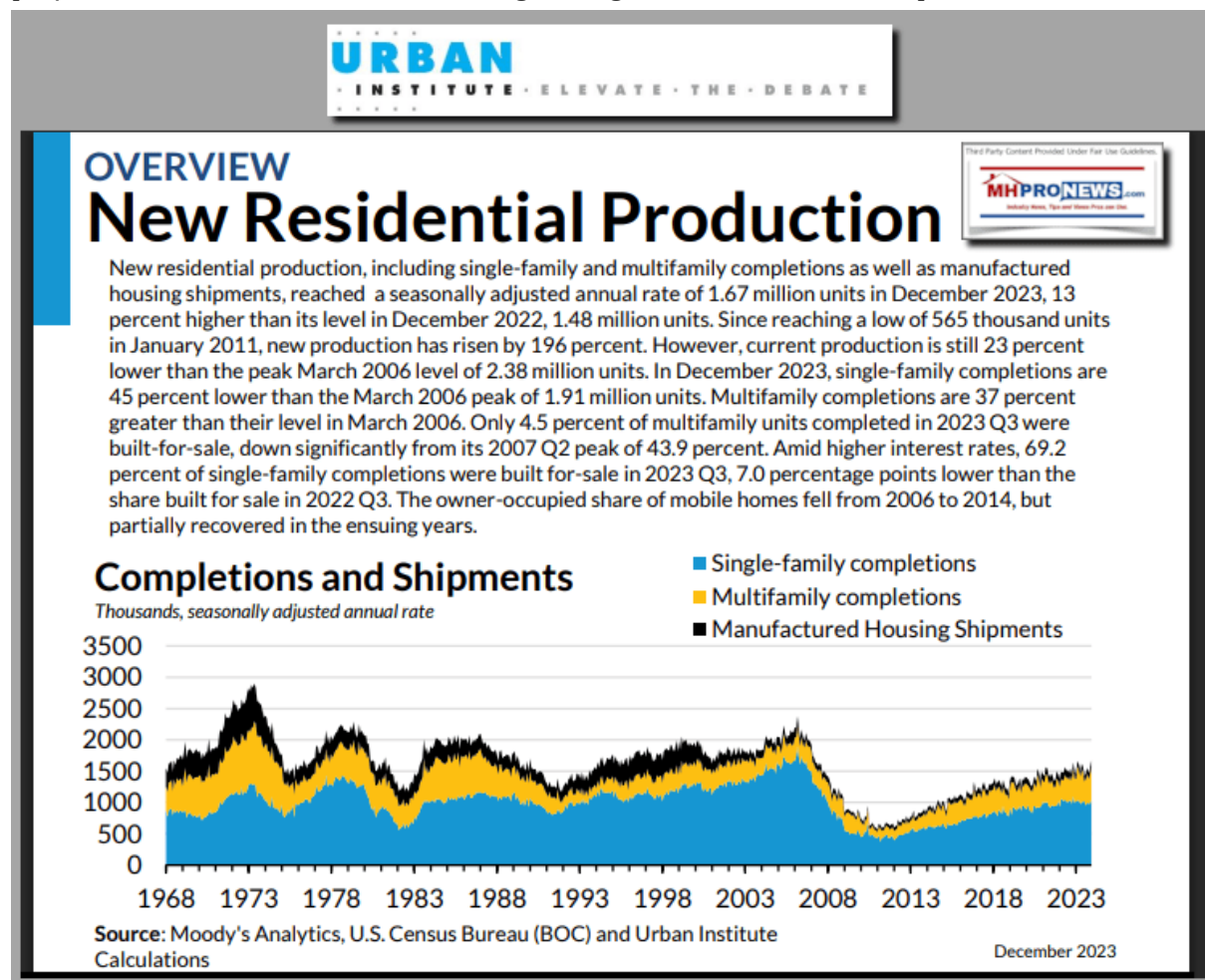


Chris Stinebert made a common-sense argument. It is obvious that consumers should be treated properly and in a manner that makes them happy, secure, and makes them want to praise the industry instead of voicing concerns about several industry players that apparently happen to routinely be Manufactured Housing Institute (MHI) members. Stinebert's points should be implemented by all MHI members, so why are several not doing so?

See article linked here: <https://www.manufacturedhomepronews.com/literally-historic-former-manufactured-housing-institute-mhi-president-ceo-chris-s-stinebert-remarks-embarrassingly-upend-current-mhi-narratives-why-mhi-purged-plus-mhville-markets-upda>[/caption]

The video posted above is approaching a decade old. Better videos can be made today. There are an array of tools available now that were not available then. Which begs the question. Why is the manufactured home industry still struggling at around 100,000 new homes a year in recent years? Why is manufactured housing stuck operating at under 30 percent of the last high in 1998, when the population has grown over twenty percent since then? Why is it that the pre-HUD Code mobile home industry for two years pushed beyond 550,000 new homes and over 50 years later, during an affordable housing crisis, we are operating at less than 20 percent of those totals?

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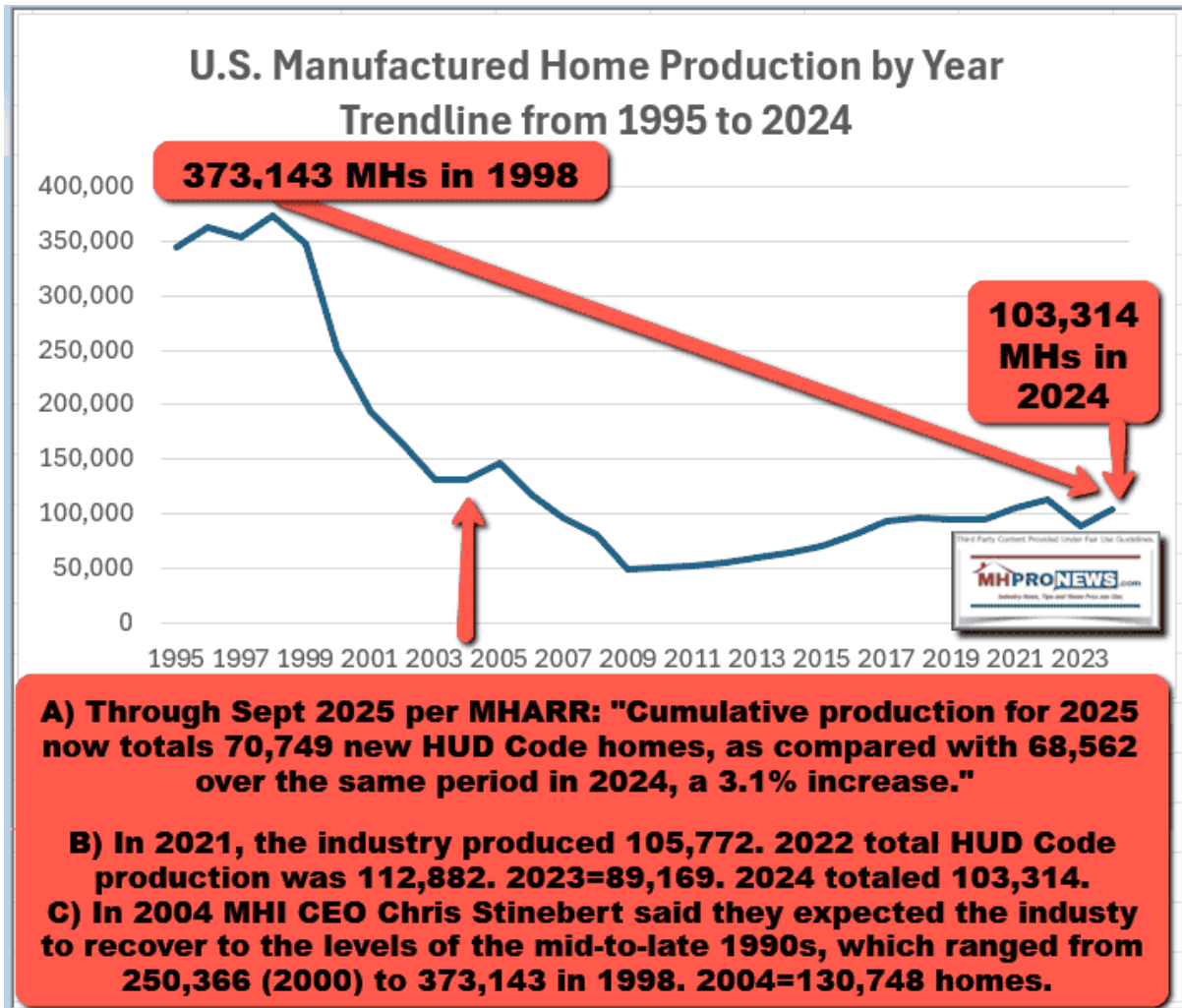


<https://www.manufacturedhomepronews.com/manufactured-housing-production-and-shipment-data-for-all-50-states-plus-washington-d-c-facts-key-performance-indicators-kpis-more-facts-road-act-backers-must-consider-others-missed-fea/>

[caption id="attachment_223397" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/census-bureau-shipments-by-year-1959-2019-13-3-million-mobile-and-manufactured-homes-produced-population-trends-and-manufactured-housing-production-mhville-reality-check-fea/> [/caption][caption id="attachment_224903" align="aligncenter" width="604"]



<https://www.manufacturedhomeproneews.com/manufactured-housing-production-and-shipment-data-for-all-50-states-plus-washington-d-c-facts-key-performance-indicators-kpis-more-facts-road-act-backers-must-consider-others-missed-fea/>

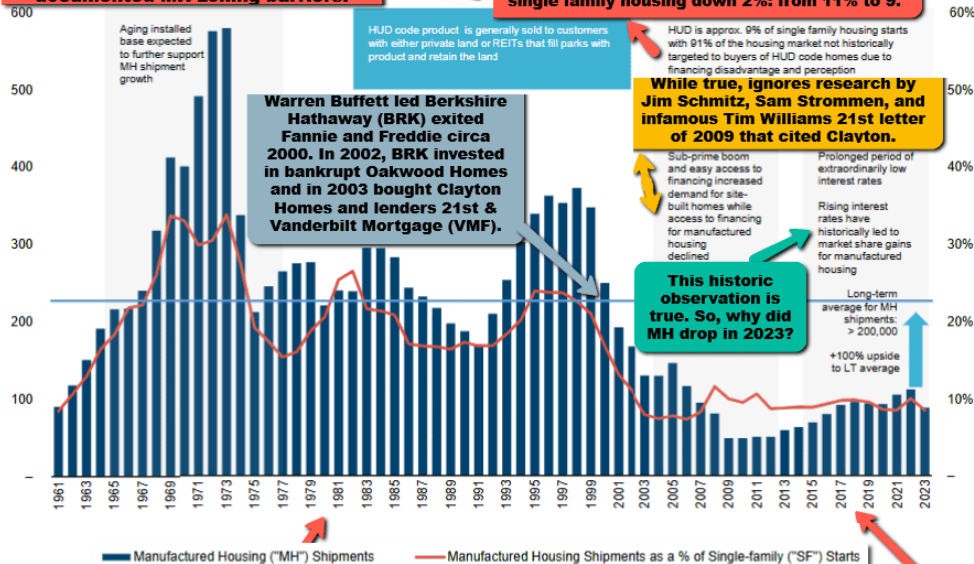
id="attachment_209244" align="aligncenter" width="603"]

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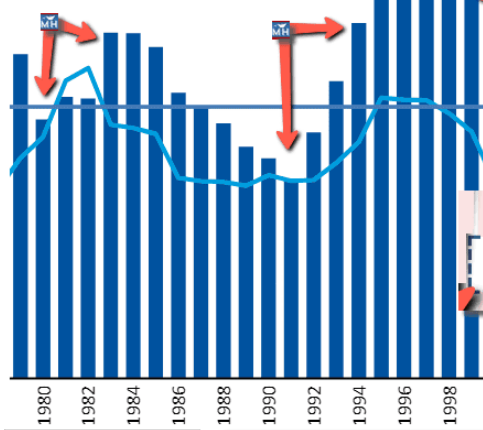
Per fellow MHI member Cavco Industries (CVCO) 12.2023 IR pitch deck: "188K Average annual home shipments since HUD Code adoption in [6.15] 1976"

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][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]

There are an array of [association](#) generated or linked 'training' and 'marketing' resources. But if they were actually achieving their claimed results, then why is the industry still stuck in low gear? It should be painfully obvious that manufactured housing 'leadership' prefer the status quo while posturing and claiming otherwise.

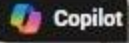
[caption id="attachment_201256" align="aligncenter" width="608"]

"You do not take years to design and build a looping ramp onto a bridge for an elevated highway that circles a city when all you have to do is walk across the street."

- L. A. "Tony" Kovach.



Bing's AI powered Copilot, in response to *MHPRONews* facts and points said this on 5.1.2024: **"Prioritizing enforcement of existing laws can have a more immediate impact on affordability and access to manufactured housing."**

"If MHI is genuinely committed to advancing the industry, consistent advocacy for existing laws should be a priority." Copilot analysis of questionable and ineffective Manufactured Housing Institute (MHI) tactics. 

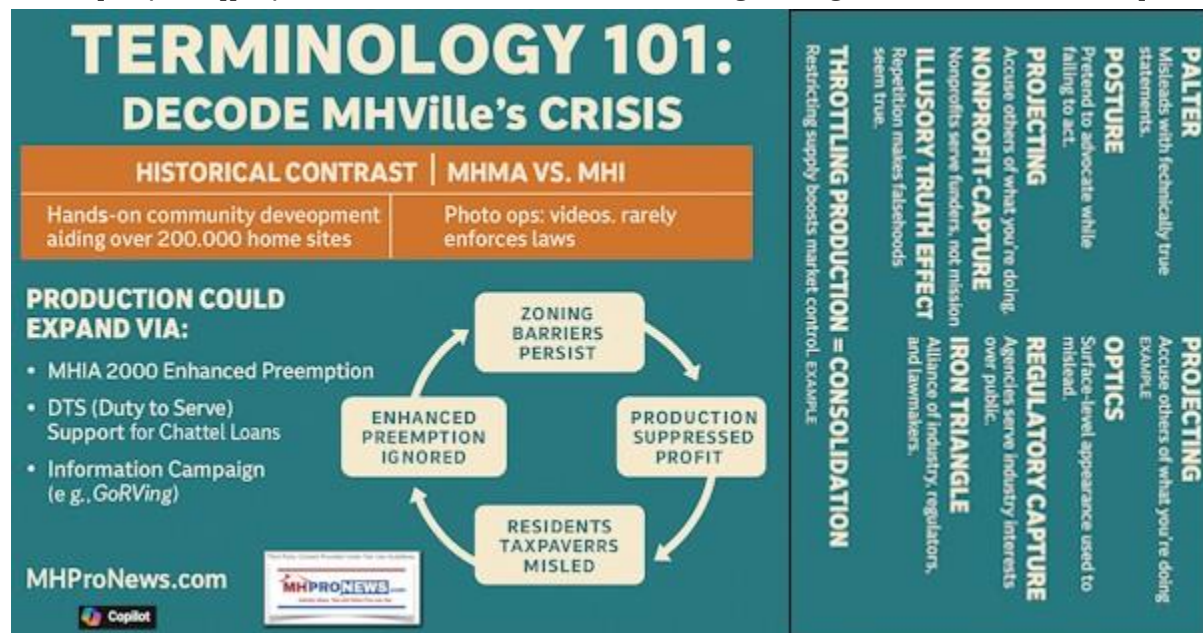
Copilot is quoted saying: **"Prioritizing enforcement of existing laws can have a more immediate impact on affordability and access to manufactured housing."** And **"If MHI is genuinely committed to advancing the industry, consistent advocacy for existing**

laws should be a priority.”

<https://www.manufacturedhomepronews.com/masthead/cats-out-manufactured-housing-institute-housing-coalition-letter-to-congress-fact-check-analysis-reveals-what-mhi-nar-nahb-mba-others-did-didnt-request-ai-affordable-housing-surprises-await/>



<https://www.manufacturedhomepronews.com/masthead/cats-out-manufactured-housing-institute-housing-coalition-letter-to-congress-fact-check-analysis-reveals-what-mhi-nar-nahb-mba-others-did-didnt-request-ai-affordable-housing-surprises-await/>



<https://www.manufacturedhomepronews.com/masthead/terminology-101-understand->

key-words-palter-posture-projecting-optics-regulatory-capture-iron-triangle-nonprofit-capture-illusory-truth-how-throttling-productionconsolidation-moat[/caption][caption id="attachment_225470" align="aligncenter" width="595"]

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Manufactured Housing News. Stay informed about the industry.

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.


PHC

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



NOVEMBER 26, 2025

Like, Follow & Share: MHI on Instagram

The MHI feed features home spotlights that include stunning



NOVEMBER 13, 2025

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]

The courses and claims by many in MHVille are sadly laughable when those pesky facts - the key performance indicators - are considered.

[caption id="attachment_224933" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/manufactured-housing-production-and-shipment-data-for-all-50-states-plus-washington-d-c-facts-key-performance-indicators-kpis-more-facts-road-act-backers-must-consider-others-missed-fea/>

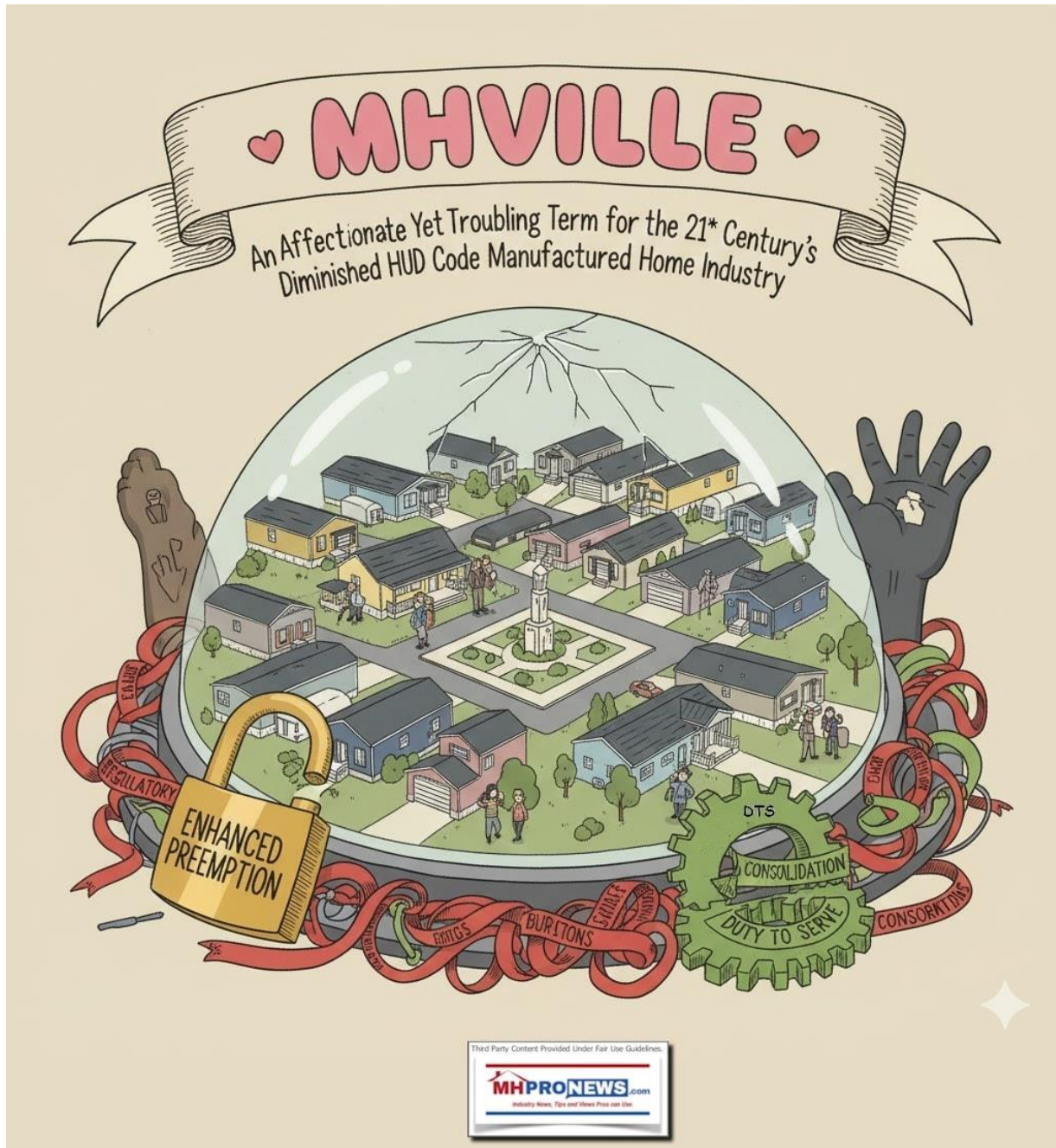
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<https://www.manufacturedhomepronews.com/management-by-objective-mbo-lens-road-to-housing-act-nahb-nar-plus-recent-manufactured-housing-institute-mhi-irs-form-990-v-mharr-when-inaction-or-distraction-speaks-loudly-mhville-fea/>

[MHPProNews](#) has been producing the industry's first and still only daily business news in the manufactured housing industry's history. There are reasons why [MHPProNews](#) has averaged over a million visitors a month in an industry of perhaps 85,000 people. We tackle topics - past, present and future - that others do not through a [facts-evidence-analysis](#) (FEA) lens. A prior post that describes the [five motivators](#) is [linked here](#).

[caption id="attachment_225126" align="aligncenter" width="611"]



<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]

There are an array of consequences to this lack of sufficient numbers of inherently affordable HUD Code manufactured homes.

[caption id="attachment_225702" align="aligncenter" width="600"]

U.S. Manufactured Housing Investment Activity Surges During the First Half

Q2 2025 Northmarq

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NORTHMARQ MANUFACTURED HOME COMMUNITY (MHCS OR 'PARKS') RESEARCH 2025. MEDIAN VALUE PER SITE FALLS. TRANSACTIONS SURGE. OCCUPANCY PLUS MORE ECONOMIC AND INDUSTRY DETAILS. MHVILLE FEA

<https://www.manufacturedhomepronews.com/northmarq-manufactured-home-community-mhcs-or-parks-research-2025-median-value-per-site-falls-transactions-surge-occupancy-plus-more-economic-and-industry-details-mhville-fea/>[/caption]

This guide is introductory, not exhaustive. First principles and root causes must be considered. Simplicity. Integrity. Volume. Referrals. The PQ Method. The Five Motivators. Seek numerous income streams. Avoid court unless necessary. Dismiss trouble in whatever form it appears and make sure your agreements allow the business/seller to do so. Reduce all key aspects of the process with each individual to writing so there is no 'he said, she said.' The use of audio and video properly disclosed up front can be powerful training and legal defense tools if or when needed.

Next up is what third party AI had to say about this introduction to the PQ method and related.

Part I

Part II

Part III