



Manufactured Housing National Awareness Campaign

Moderator

Ken Corbin, CallKenCorbin.com

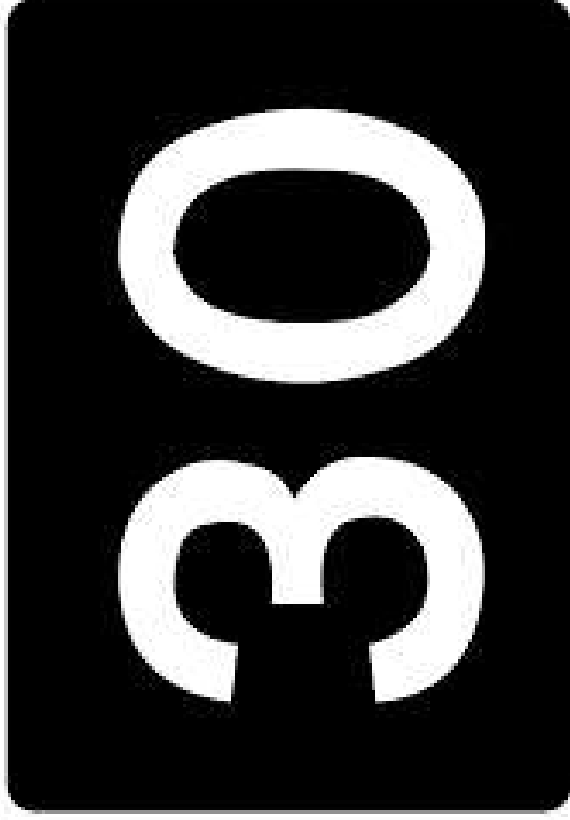
Panelists

Dr. Lesli Gooch, Chief Executive Officer, Manufactured Housing Institute

Jim Ayotte, Executive Director, Florida Manufactured Housing Association

Jennifer Hall, Executive Director, Mississippi Manufactured Housing Association



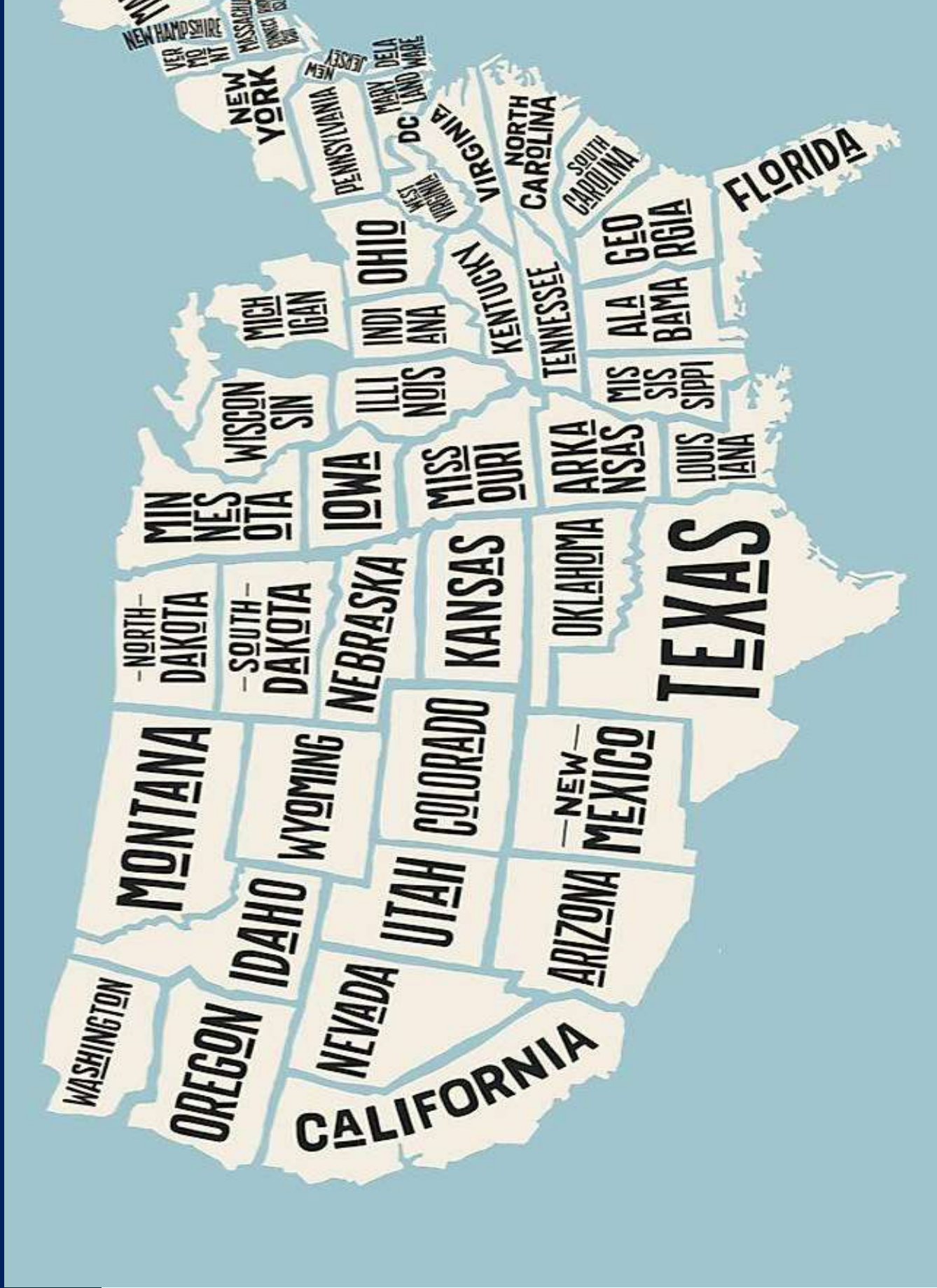
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Years

- Industry Associations
- Communities
- Retailers
- Manufacturers



... today we add







Plus Representative



 SKYLINE
CHAMPION



Plan?

Don't Reinvent – Build on Others Success



29 Years Ago



Just Like Us ... They Had

- Campgrounds / Parks
- Retailers
- Manufacturers
- Government Issues
- Industry Associations

They Needed National Aware



RVIA National Awareness Campaign



Go-River

REALLOCATION



2021 Results

- Over 600,000 Unit Sales
- Up Over 19%
- 1+ Billion Digital Impressions
- 9+ Million Potential Buyers

Our Goal?

**Continue building a
strategy on the
great things we've done
as an industry**

***...and so we begin
that dialogue***



Lesli Gooch, Ph.D.

Chief Executive Officer
Manufactured Housing Institute



Jim Ayotte

Executive Director
Florida MHA



Jennifer
Executive
Mississippi



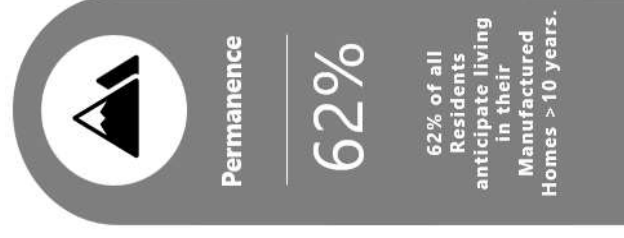
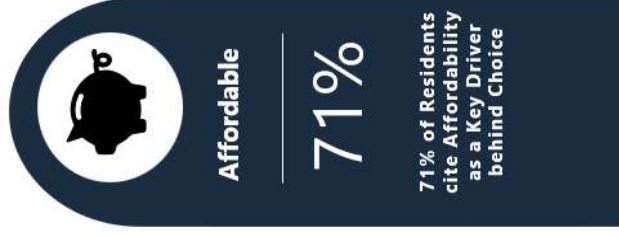
Lesli Gooch, Ph.D.
Chief Executive Officer
Manufactured Housing Inst

Shifting Attitudes

- The perception of manufactured homes is already evolving.
- MHI's own research has found that:
 - The overwhelming majority of those living in manufactured homes report being satisfied with their home.
 - The majority of manufactured home residents are also either “extremely” or “very” likely to recommend manufactured housing to others.
 - Residents cite affordability as a key driver of their decision to live in a manufactured home.

Shifting Attitudes

- Residents of manufactured homes are broadly satisfied with their home communities; those in 55+ communities even more so.
- MHI's research has shown that MH residents overwhelmingly view their home as a permanent place to live and that the opportunity for homeownership is a key driver of interest in manufactured homes.



Shifting Attitudes

- Recent research by Freddie Mac¹ has also found shifting perceptions of manufactured housing, particularly among younger consumers.
- A majority (72%) of surveyed consumers said that manufactured housing is a **“great option”** for first-time homebuyers. Two-thirds (66%) of consumers believe that manufactured homes are **“affordable without compromising quality.”**
 - Among Millennials, positive sentiment was even higher, with **78%** reporting a view of manufactured homes; Gen Z was close by at **76%**.
 - **20%** of Millennials report an “extremely positive” perception of manufactured housing.
- A majority of Millennials (68%) and Gen Z (61%) indicated that they **would** **to consider purchasing** a manufactured home in the future.

1. Freddie Mac. *Manufactured Housing 2022: An Untapped Affordable Housing Solution*

Shifting Attitudes

- Freddie Mac found increasing levels of openness to manufactured housing across a range of demographics.

- Gen Z are more likely to say that **low supply of manufactured housing and lack of knowledge and available resources are challenges to purchasing.**

- Despite their high sentiment towards manufactured housing, this group is the **least familiar** with this type of housing.

Positive View of Manufactured Housing (% Top 2 Boomer Demographics)

<\$50K HHI

Black Consumers

High School or less

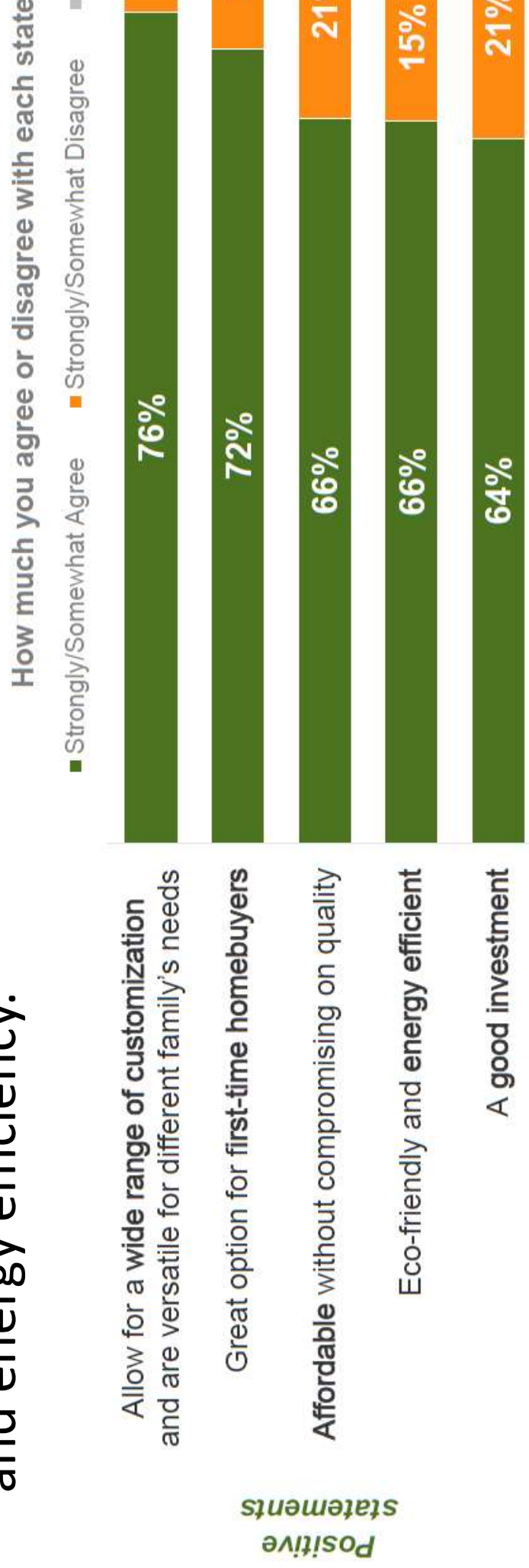
Urban Residents

Rural Residents

Millennials

Shifting Attitudes

- Similarly, Freddie Mac found broad, positive sentiments about manufactured homes, particularly in the areas of quality, affordability and energy efficiency.



Existing Barriers

- In early 2022, Freddie Mac examined barriers to the placement of manufactured homes.² Their research found that:
 - Stringent zoning regulations within a state decrease the overall supply of manufactured housing loan originations while also having a negative effect on the number of manufactured homes shipped to that state.
 - If zoning were less stringent across select metro areas an additional 1.5 million potential homebuyers could benefit from increased access to manufactured housing.

2. Freddie Mac. 2022. *Identifying the Opportunities to Expand Manufactured Housing*

The Course Forward

- Reducing barriers and increasing opportunity for manufacturing homes.
- The focus needs to be on:
 - Zoning reform
 - Communications with policymakers and the media
 - Aggressive advocacy to overcome barriers to home placement in local jurisdictions.

MHI's Homes on the Hill



"I don't know where, anywhere in the country, that I have seen something like this that is that affordable....It is going to be a major part of the solution. I'm just blown away - I want one right now."

-HUD Secretary Marcia Fudge



"In recent years, manufactured housing is one solution that has emerged out of the limestone and stepped into the limelight - carrying the potential to permanently change the cost side of the equation."

-Former HUD Secretary Ben Carson



A photograph of Mr. Cleaver, a man with grey hair and glasses, wearing a dark suit, white shirt, and a bright green tie. He is standing at a podium, speaking into a microphone. A nameplate on the podium reads "MR. CLEAVER". A water bottle is also visible on the podium.

– Rep. Emanuel Cleaver (MO-5).

-Senator Mike Crapo (ID)

-Rep. French H

-Rep. Jake Auchincloss

Transforming the Media's Narrative

The Washington Post

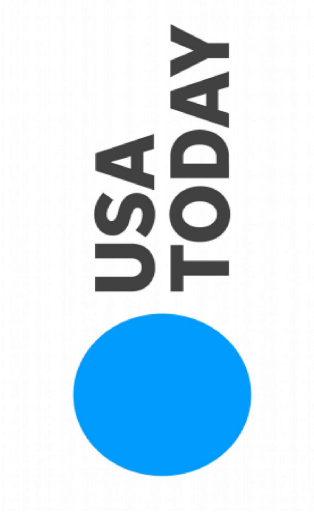
A factory-built home as a means to affordable housing



HOUSINGWIRE

**Manufactured housing is key to
affordable homeownership**

Here's how the Biden administration should do more to support it



REAL ESTATE

**Meet the new mobile home: Manufactured
houses deliver the American dream amid
housing market**

Consumer Facing Communications

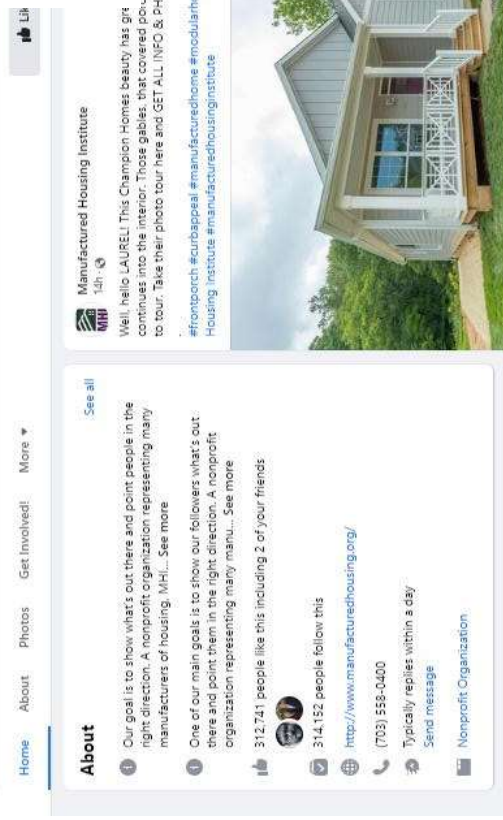
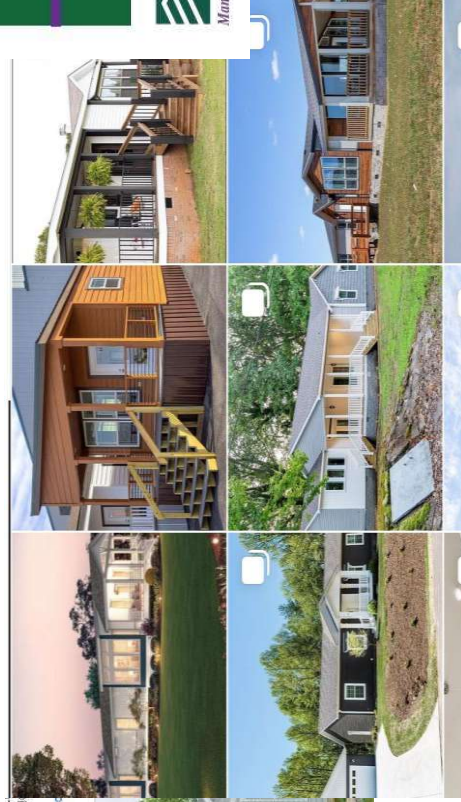


Manufactured Housing Institute
@ManufacturedHousingInstitute · Nonprofit organization



394 Posts
4,314 Followers
15 Followings

Manufactured Housing Institute
We have your dream home. Find it here. A nonprofit organization representing manufacturers, home builders, dealers, communities, lenders.
www.manufacturedhousing.org/
1655 Fort Myer Dr, Arlington, Virginia



COME HOME to a CAREER in manufactured housing.

The manufactured housing industry provides Americans with homes that are well-built, affordable, and easy to move. We're home to a wide variety of careers in **production, transportation, installation, home sales and community management.**

PRODUCTION

Members of a manufactured home production team don't just assemble wood, metal and glass into a house; they build innovative and attainable homes for families across the country.

HOME SALES

Sales Consultants match buyers with their dream homes, or help design a custom home. Locate a home site, select floorplans, and find options to meet a buyer's needs and budget.

TRANSPORTATION

Transporters deliver manufactured houses from the factory to the home site—precious cargo that will become someone's home for many years to come.

INSTALLATION

Installers anchor the home on the homestead and complete the final setup... putting the finishing touches on the home before the new owner moves in.

MANAGEMENT

Community Managers are the "go-to" people in charge of creating vibrant neighborhoods. Residents are proud to call home.



1655 |



We affect the lives of millions of Americans. In fact, over 22 million people currently live in manufactured housing.



We create neighborhoods. Nationwide, you'll find our communities created just for you... located in the country.

Training + REWARDING

Join our growing industry. For more information about...



Consumer Facing Communications

- MHI has more than **312,000 Facebook followers** – more company in the industry including Champion (305,000) and (284,000).
- In a 4Q social media promotional campaign we reached **million people and averaged over 210,000 engagements** (comments, shares).
- Our followers are **75% female**.
 - 45-54 is the leading age demographic followed closely by 35-
- We engage with followers – followers are seeking information on cost, resale value, safety, and how to buy.



Tell Our Story

Engage Our Members

Develop Our Technology

VH 2.0

GROW THE MARKET



Jim Ayotte
Executive Director
Florida Manufactured Housing A

Industry Associations' Role in Image Awareness



Historical Perspective

- A National Industry Awareness program has been bandied about for over 40 years.
- State Associations have stepped up.
 - Early successes - Northwest Pride, Operation Tell Michigan and Florida's Choice Home programs.
 - Today, 13 state industry associations have consumer websites created by ManufacturedHome.com and several more are in the works.

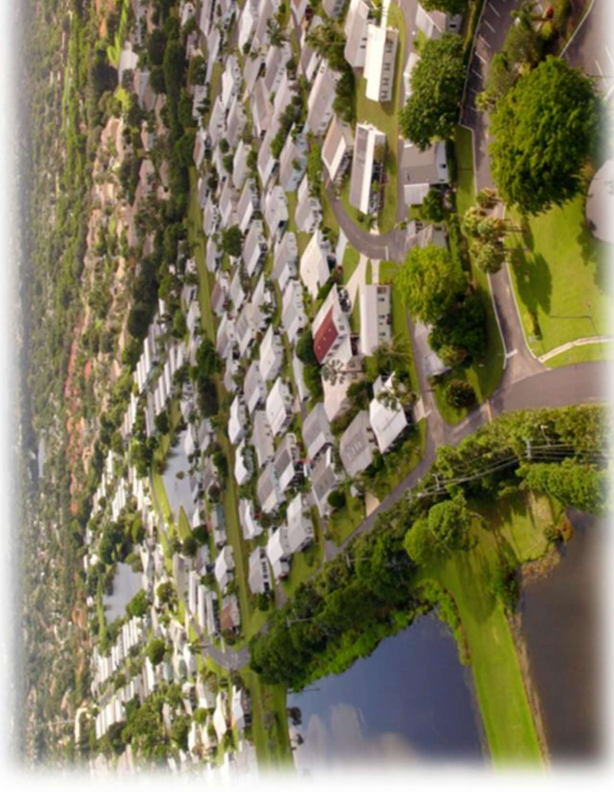


GOAL
Grow the
Market
for Factory-
Built Housing



Grow the Market for MH

- Desired Outcomes:
 - Support consumer demand.
 - Create new placement opportunities.
 - Position MH as “mainstream” housing.



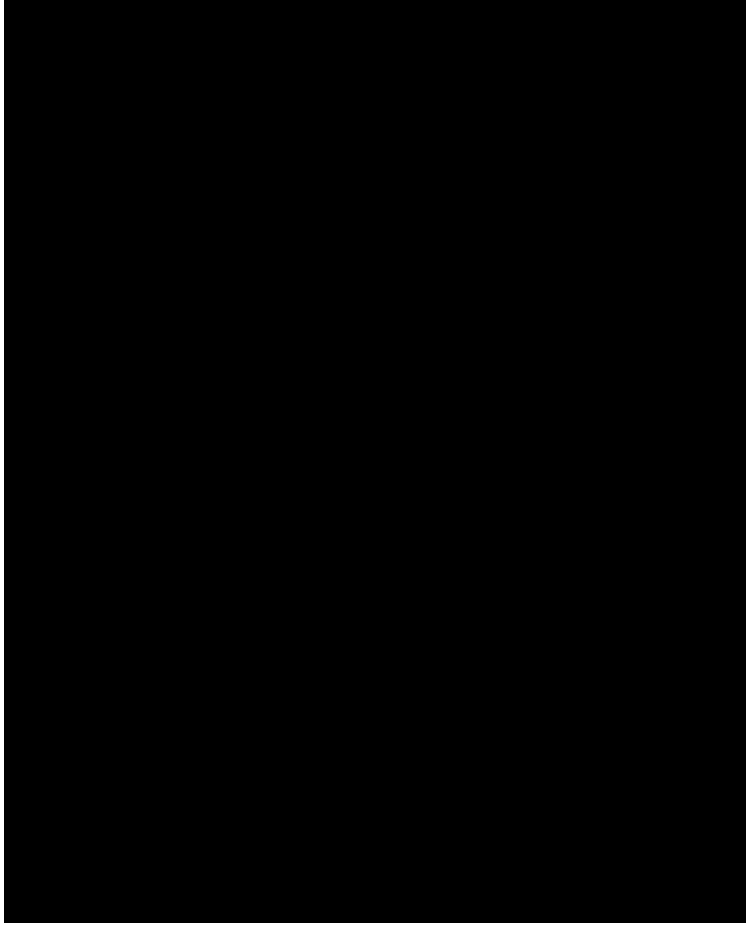
Grow the Market for MH

- Support Consumer Demand:
 - Consumer websites
 - Social media marketing
 - Generate marketing and sales leads for members
 - FMHA Metrics
 - Sponsor consumer shows, community tours, and open houses



Grow the Market for MH

- Create New Placement Opportunities
 - Engage public officials
 - Spoon-feed information
 - Participate in Association of Counties, League of Cities, Community Development and Building Code Officials meetings.



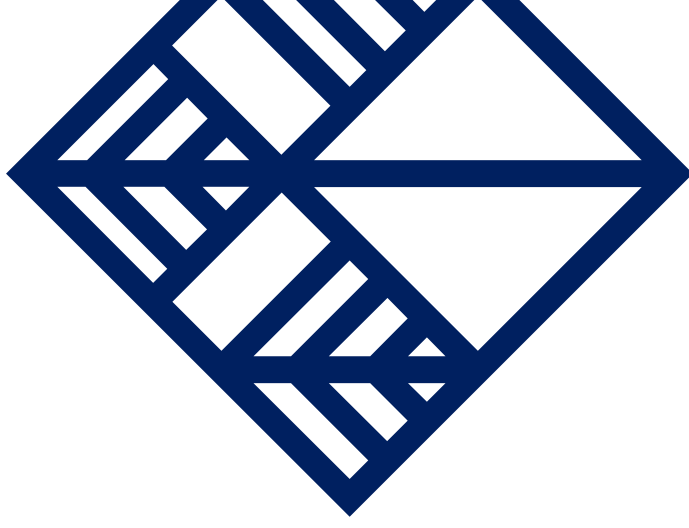
Grow the Market for MH

- Create New Placement Opportunities cont.
 - Host homebuilding plant and community tours
 - Legislative leaders, local government officials, affordable housing advocates, influencers (negative and positive).
 - Go to bat for community developers and community owners seeking expansions.



Grow the Market for MH

- Create ~~New~~ Placement Opportunities *con't.*
 - Preserve existing home sites.
 - Replacement business is a core element of the industry.
 - Advocate for community revitalization.



Grow the Market for MH

- Position MH as “mainstream” housing
 - Audit state housing programs.
 - Chattel MH typically excluded
 - Work with legislators and affordable housing advocates on overarching affordable housing strategies that include MH.
 - Pursue legislative and regulatory fixes.
 - It’s not the money per se, but removing barriers.



Questions to Consider

- Can state association consumer education and marketing programs be expanded and leveraged to have a bigger impact to grow the market?
- Is the time right for a National Industry Awareness Campaign?
- If so, what role should the state associations play?





Jennifer Hall
Executive Director
Mississippi Manufactured Housing Association

...REAL People

...REAL Homes

...REAL Stories

Video #1

Video #2

Video #3

Video #4

JACKSON STREET



ANY
QUESTIONS?

