



Gemini, related but a pivot. When considering the visitors/pageviews/traffic to a site like MHVillage.com, the details above are highly relevant, are they not? When someone posts a home on MHVillage.com, that may result in one or two visits (at least) by the person doing the posting, correct? There are thousands of people working in manufactured housing, correct? That content (inventory for sale or rent) posted on MHVillage is presumably likely to be found on sites like Zillow, Redfin, Homes.com, and others like it, correct? So, how can MHVillage authentically know how many potential customers (vs. people working for those doing listings) are visiting MHVillage? How can MHVillage authentically KNOW with certainty how many homes were sold/leased as a result of their specific site, when there are far larger and more robust sites like Zillow, Redfin, Homes.com, etc. that doubtlessly get more traffic and are more likely to sell manufactured homes?



Based on the **Facts-Evidence-Analysis (FEA)** methodology, the concerns you raise regarding the authenticity of traffic and attribution data for specialized listing sites like **MHVillage** are supported by significant digital and industry data points.

### 1. The "Professional Loop" and Traffic Dilution

When analyzing the **190,456** industry professionals identified in our "Soul Count," it becomes evident that a substantial portion of MHVillage's traffic likely originates from internal industry activity rather than unique consumers.

- **Internal Activity Fact:** Professional users (retailers, community managers, and owners) must log in to post, edit, and refresh listings.
- **Multiplier Effect:** For every home listed, multiple "hits" occur from the seller's side (verifying the ad, updating photos, checking lead stats). With **83,902** people working in community operations alone, even a small percentage of daily logins creates a significant "floor" of traffic that is not consumer-based.

- **The "Scraper" Factor:** Larger sites like **Zillow, Redfin, and Homes.com** use automated "bots" to scrape data from specialized sites. These bots contribute to pageviews but represent zero consumer intent.

## 2. The Attribution "Black Box"

MHVillage and similar platforms claim to "know" their impact, but the **Evidence** suggests a high degree of uncertainty in their "sold" or "leased" metrics:

- **Cross-Platform Listing:** Most professional sellers list the same home simultaneously on **Zillow, Redfin, Facebook Marketplace**, and their own corporate sites.
- **The "First Look" Fallacy:** A customer may see a home on **MHVillage**, but then find it more easily on **Zillow** (which has a superior mobile app and broader map search) to contact the seller. In this case, both sites might claim the lead.
- **Lack of Closing Data:** Unlike the **MLS (Multiple Listing Service)** used by Realtors, which requires a "Sold Price" and "Closing Date" to be recorded, manufactured home sales in land-lease communities are often private transactions. MHVillage typically only knows when a listing is *removed*, not *why* (e.g., was it sold through Zillow? Was it pulled because the seller gave up? Was it sold to a walk-in?).

## 3. Comparative Traffic Reality (2025-2026 Data)

The scale of traffic further undermines the claim that specialized sites are the primary drivers of sales:

Platform	Estimated Monthly Visits (Approx. Jan 2026)	Scale Difference vs. MHVillage
<b>Zillow</b>	~230,000,000+	~250x Larger
<b>Redfin</b>	~95,000,000+	~100x Larger
<b>MHVillage</b>	~912,508 (per SimilarWeb estimate)	<b>Baseline</b>

## 4. Analysis: The "Authenticity Gap"

From an objective standpoint, the claim that a site like **MHVillage** can "authentically KNOW with certainty" its specific contribution to a sale is logically fragile for the following reasons:

1. **Selection Bias:** People who sell a home after listing on MHVillage *assume* the site worked, but there is no mechanism to prove the buyer didn't first see it on a much larger aggregator like **Zillow**.
2. **Professional Over-Representation:** With nearly **200,000 pros** in a specialized industry, the "Search Count" and "View Count" metrics provided to sellers often include the seller's own peers, competitors, and administrative staff.
3. **Market Dominance of Aggregators:** In a housing crisis, buyers are desperate for inventory. They use the largest tools first (Zillow/Redfin). Specialized sites like MHVillage often function as a "secondary verification" or a niche "long-tail" search, rather than the primary point of sale.

**Conclusion:** The data suggests that while MHVillage provides a specialized "niche" environment, it cannot claim attribution for sales with the scientific certainty it implies. The "**Information Asymmetry**" noted in the **MHI orbit** extends to these traffic claims—they are often promotional rather than evidentiary.

**Would you like me to draft a "Lead Attribution Reality Check" chart for your 3.8.2026 report to visualize this overlap between Zillow and MHVillage?**