

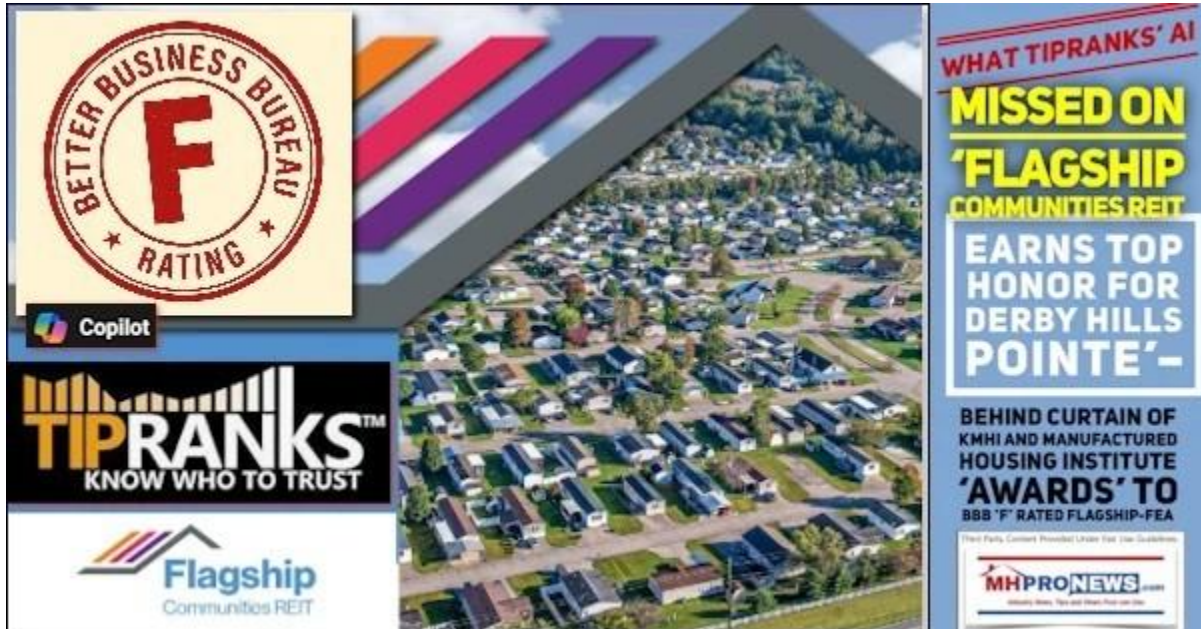
2 Pre-publication third-party artificial intelligence (AI) check of pending report on MHLivingNews on the topic as shown.

Manufactured Housing Institute ‘Excellence’ Award Goes to Flagship Communities over UMH Properties. Flagship Still has ‘F’ Rating with the Better Business Bureau (BBB). What Residents Say-FEA

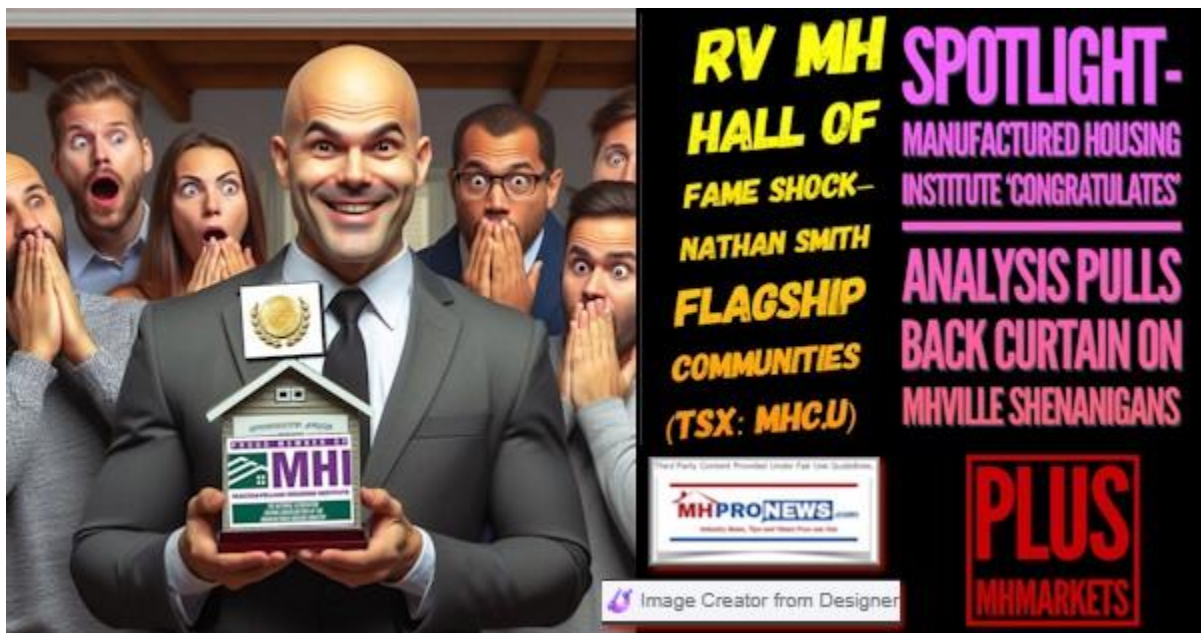
According to [Naomi H via the Better Business Bureau](#) (BBB) website about Flagship Communities (MHC.U): "My husband bought this a trailer seven months ago. We have had no issues until recently. My husband and son in law gave the payment as a money order for January and February rent. We are being told by Flag Ship that they didn't receive the payment and they filed a unlawful eviction after lying about how they stated that they stopped the eviction. They refuse to find the payment in their office and my family has the pay stubs for evidence." [Terminology](#) and spelling issues aside, following that posted complaint, Flagship responded: "I was able to locate the community and discuss this matter with our District Manager. I have confirmed that the matter was resolved..." which on the surface sounds suspiciously like Naomi H's allegation was true and that the complaint to the BBB was useful to Naomi H and her family. Per the [BBB on this date, Flagship Communities is "F" rated](#). Per Gemini (see Part II): "For a new reader, this scenario is the definition of **"Orwellian."** MHI is using the word "Excellence" to describe a firm that, by objective consumer standards, is failing." According to the [Manufactured Housing Institute \(MHI\) website, Flagship and UMH Properties \(UMH\) were the 'finalists' for their 2026 "Excellence" award](#). While no one is accusing any MHI member firm of being perfect, to select "F" rated by the BBB Flagship over UMH Properties seems odd at best. To select Flagship as the community operator of the year for two years running ought to cause those who have some sense of the realities of the industry over the press releases and official narratives to wonder: how is that possible? [MHProNews](#) notes that this [facts-evidence-analysis](#) (FEA) is underway.

1.

[caption id="attachment_218963" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/what-tipranks-ai-missed-on-flagship-communities-reit-earns-top-honor-for-derby-hills-pointe-behind-curtain-of-kmhi-and-manufactured-housing-institute-awards/> [caption id="attachment_197514" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/rv-mh-hall-of-fame-shock-nathan-smith-flagship-communities-tsx-mhc-u-spotlight-manufactured-housing-institute-congratulates-analysis-pulls-back-curtain-on-mhville-shenanig/> and <https://www.manufacturedhomepronews.com/pulling-back-the-veil-on-mhi-mhv-connected-nathan-smith-kurt-keeney-and-flagship-communities-reit-fact-check->

[and-analysis-of-flagships-ir-pitch-tsx-mhc-u-plus-mhville-markets-u/](#) **and**
<https://www.manufacturedhomepronews.com/has-the-manufactured-housing-institute-accused-former-mhi-chairman-nathan-smith-of-federal-law-violations/> **and**
<https://www.manufacturedhomepronews.com/legacy-communities-ripped-by-judy-annin-manufactured-homeowners-for-change-people-living-in-manufactured-home-parks-will-soon-join-next-wave-of-homeless-senator-sherrod-brown-invoked/>[/caption]

2. Per Gemini (see Part II).

Misleading the Trusting: By bestowing an "Operator of the Year" award, MHI provides Flagship with a high-authority marketing shield. A prospective resident or a "trusting" senior citizen sees the award on a website and assumes it implies quality management, when the BBB data suggests the opposite.

3. From a prior Flagship Communities investor relations (IR) presentation (pitch) is this screen capture with annotation by MHPronews.

Per sources, this is among the reasons MHI and some of their affiliates and allies want smaller members. Networking events creates opportunities to buy communities or other businesses 'off market.' It saves money.

Consolidation Opportunity Drives External Growth



Expand Portfolio Footprint and Lead Consolidation of Fragmented Industry

Consolidation and fragmentation are not dirty words per se. That noted, as antitrust related issues continue to rise among public officials and policy advocates, questions about the Manufactured Housing Institute (MHI) - which Flagship boasts Nathan Smith was a prior chairman of - what certain lawmakers, regulators - including attorney generals (AGs) have called 'predatory practices' - are more possible red flags. See the balance of this report on MHPProNews along with related linked reports.

4. Lest anyone wonder if that quote: "Expand Portfolio Footprint and Lead Consolidation of a Fragmented Industry" might somehow be misunderstood, it should be recalled that Nathan Smith told [MHPProNews](#) that he didn't want to see others get into the industry because he wanted to collect all of the communities for themselves (then SSK Communities, since rebranded and taken public as Flagship Communities).

[caption id="attachment_154311" align="aligncenter" width="648"]



Nathan Smith
Prior MHI Chairman

In response to a question about newcomers considering investing in the manufactured home industry or investing in the land-lease community sector of manufactured housing.

“They should never get into this industry. Because I prefer to collect them [manufactured home communities] all myself...I don’t want the competition. It’s a horrible industry (laughing).”

*Nathan Smith is a partner in what was then called SSK Communities and is more recently been rebranded as Flagship Communities. That rebranding followed a series of apparently negative news reports and legal actions, including a clip shown in HBO’s Last Week Tonight with John Oliver’s viral video hit against several MHI member firms dubbed “**Mobile Homes**” in April 2019.*



It was a joke but an apparently serious one. See the linked report. The truth is hiding in plain sight. <https://www.manufacturedhomepronews.com/pulling-back-the-veil-on-mhi-mhv-connected-nathan-smith-kurt-keeney-and-flagship-communities-reit-fact-check-and-analysis-of-flagships-ir-pitch-tsx-mhc-u-plus-mhville-markets-u/>[/caption][caption id="attachment_170760" align="aligncenter" width="488"]

My Name Is Nathan Smith...

YOU CAN'T MAKE THIS STUFF UP.

I SHOULD HAVE BEEN FINED OR WORSE BY THE FTC FOR OUR EARLY "YOU GOT IT HOMES" ADS. BUT AS LONG AS YOU ARE POLITICALLY CONNECTED, YOU CAN GET AWAY WITH ALMOST ANYTHING.

My RESIDENTS SUED ME, BUT WHO REMEMBERS THAT?

MY FOUNDING CO-PARTNER IN SSK IS DEAD. SHE WAS A DEMOCRATIC SUPPORTER TOO. BUT FOR ME AND KURT, ALICE WAS A MEAL TICKET.



I was a prior MHI chairman and still serve on the MHI PAC & Board of Directors.



WE KEEP TELLING MHI'S WHITE HAT MEMBERS THE SAME STUPID THINGS, YEAR AFTER YEAR.

WHY CHANGE IT? THEY BELIEVE THAT GARBAGE! IT SERVES THEM RIGHT.



IF HONEST LAWMAKERS OR PUBLIC OFFICIALS DECIDED TO ACT, FLAGSHIP COULD ALL CRUMBLE LIKE A HOUSE OF CARDS. BUT I HOPE TO SELL OUT AND GO TO THE BAHAMAS BEFORE THAT HAPPENS.

WE DO NOT HIDE THE FACT THAT WE WANT TO GET INDEPENDENTS OUT VIA ACQUISITIONS. BUT YOU HAVE TO LOOK AT OUR FLAGSHIP COMMUNITIES IR PITCH, OR READ MHPRONWS, IN ORDER TO SEE THE TRUTH.

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<https://www.manufacturedhomepronews.com/flagship-communities-reit-flgmf-tsx-mhc-u-announces-latest-deal-serious-saturday-satire-nathan-smith-plus-manufactured-housing-stocks-updates/>
[caption id="attachment_170766" align="aligncenter" width="598"]



<https://www.manufacturedhomepronews.com/flagship-communities-reit-flgmf-tsx-mhc-u-announces-latest-deal-serious-saturday-satire-nathan-smith-plus-manufactured-housing-stocks-updates/>[/caption][caption id="attachment_141728" align="aligncenter" width="600"]



<https://www.manufacturedhomelivingnews.com/home-shopping-consumer-alert-bbb-f-rated-ssk-communities-rebrands-as-flagship-communities/>[/caption][caption id="attachment_131064" align="aligncenter" width="600"]



Nathan Smith, caption says in part, "**KY Democratic Committeeman Nathan Smith at important CNN DNC debate live tonight.**" What have Nathan Smith, Warren Buffett, Kevin Clayton and other 'connected' industry professionals actually done for manufactured housing? <https://www.manufacturedhomepronews.com/nathan-mary-lee-chance-smith-leaders-in-anti-trump-resistance-manufactured-housing-impact/>[/caption]

5. Smith is a former MHI chairman and is still a member of the MHI board of directors. It sounds like something out of the satirical news site, the Babylon Bee, but it is quite serious and these statements are demonstrably accurate.

[caption id="attachment_222522" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/mhi-board-risk-legal-precedent-shows-directors-liable-for-oversights-if-negligence-is-gross-personal-liability-can-pierce-protections-like-do-insurance-civil-crimi/> [/caption]

6. [UMH Properties](#), the other MHI finalist, is on record favoring growing the industry. By contrast, Flagship is on record favoring consolidation of the industry. Knowing what is to be known about Flagship's leadership and history, is it any surprise that Flagship was selected over UMH for the community operator of the year?

[caption id="attachment_228150" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/eugene-landy-chairman-of-the-board-umh-properties-video-interview-we-think-it-absurd-to-push-max-rents-our-residents-should-feel-satisfied-politely-challenging-mhi-predatory-firms-fea/>

[caption id="attachment_198949" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/umh-properties-fq4-2023-earnings-call-transcript-sam-landy-expansions-greenfield-development-significantly-outperform-stabilized-properties-eugene-landy-build-100000-communities-plus-mhm/>

[caption id="attachment_202552" align="aligncenter" width="600"]

Frank Rolfe | Dave Reynolds

MHU

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Designer

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PLUS MHMARKETS

FRANK ROLFE DENOUNCES SPECIAL INTERESTS-
'DON'T TELL ME WE CAN'T SOLVE AFFORDABLE HOUSING'
TRUTH IS WE DON'T WANT TO SOLVE AFFORDABLE HOUSING'
CALLS UMH-LANDY PLAN 'ASININE'

<https://www.manufacturedhomepronews.com/frank-rolfe-denounces-special-interests-dont-tell-me-we-cant-solve-affordable-housing-truth-is-we-dont-want-to-solve-affordable-housing-c/> [caption][caption id="attachment_224412" align="aligncenter" width="563"]



'A thunderclap unpacking UMH CEO Sam Landy's statements defines the failure metric' in ROAD to Housing Act

HW HousingWire

UMH CEO Sam Landy should be thanked for sharing via HousingWire his recent op-ed which weaves together what is arguably a subtle call for the Manufactured Housing

<https://www.housingwire.com/articles/a-thunderclap-unpacking-umh-ceo-sam-landys-statements-defines-the-failure-metric-in-road-to-housing-act-via-op-ed/>[/caption]

7. With that backdrop, the Flagship Communities press release is shown in Part I below. [MHProNews](#) notes that the following is shown for accuracy and balance and should not be construed as an endorsement of Flagship either as an investment nor as an ethical business.

[caption id="attachment_130914" align="center" width="500"]

At that time... "Nathan Smith is the Chairman of the Board of Directors of MHI. His company is being sued in a huge class action lawsuit on several counts...SSK's lawsuit puts all park owners in jeopardy.



Now what was that about me being bad for the industry and MHI? Hypocrisy anyone?"

- Frank Rolfe

All such quotes should not be construed as a blanket endorsement of all that a person or organization has said or done. Rather, with quotes or other references, we apply the [principle of separating the wheat from the chaff](#). There are good reasons to source insights and relevant comments across an array of topics and viewpoints.

<https://www.manufacturedhomepronews.com/pulling-back-the-veil-on-mhi-mhv-connected-nathan-smith-kurt-keeney-and-flagship-communities-reit-fact-check-and-analysis-of-flagships-ir-pitch-tsx-mhc-u-plus-mhville-markets-u/>[/caption]

8. It isn't just poor treatment of residents, higher profile MHI member Flagship also is among the firms that have a problematic record with their employees, per sources like *Indeed*.

[caption id="attachment_190939" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/1000s-unhappy-working-at-clayton-homes-skyline-champion-cavco-sun-els-rhp-flagship-impact-yes-havenpark-communities-what-will-they-do-facts-walkout-threat-op-ed-plus-mhmarkets-update/>

FEA

FACTS-EVIDENCE-ANALYSIS

"Analytical journalism is the highest style of journalism." - Diana Dutsyk

... the personal courage of the journalist is important, he should not be afraid to go against the bosses, should not call white black. He [the analytical journalist] cannot distort the truth.



FACTS



EVIDENCE



ANALYSIS



9. According to [Nicole M via the BBB](#). Note Nicole's remark about the "carousel of managers they have going through the properties..."

I've lived in one of the communities for 7 years now, bought my trailer when I moved in. Lot rent was \$300/mo. This company came in and has just been gouging people on costs. Right now lot rent is about \$700/mo. They gave 30 days to switch to their internet option (\$65 non-negotiable unless you want to pay cable and internet twice). It's \$25/mo for trash collection (I pay for a second can trough REMOVED and its \$14 every 3 months). Water and sanitation is a guaranteed \$100 PER MONTH, previously it was about half of that. not to mention "real estate fees" and "water processing fee". And lets not forget the late fee of \$70 if not paid by the end of the day on the 5th and another \$70 if not paid by the 15th. The next month lot rent get posted by the 25th of each month forcing you to pay for the next month in advance if you are behind. They try to put you into a hole you cant get out of. I have a note on my door everyday about something different that is getting nitpicked at. I have 2 cars and they keep marking the tires on one of my vehicles when I literally am unable to drive 2

cars at once so I'm not sure what they want. They'll probably respond mentioning that I'm "not listed" as a resident and that's because it's in a family members name and I've been trying for 5 years to put it in my name, but with the carousel of managers they have going through the properties, you'll never get anything done. I'm looking to buy a house now because I'm sure after they raise lot rent again in January (every year), that I'll pay just as much for a house and I'll just let that trailer sit and rot. Worst customer service, awful experience and just all around a miserable place!

Part I. Flagship Communities Press Release ([MHPProNews](#) note for emphasis, not to be misconstrued as an endorsement of their firm, its business practices, nor of its investment value. The following is to provide balance to this [FEA](#) report).

GlobeNewswire

Flagship Communities Real Estate Investment Trust Named National Manufactured Housing Institute's Manufactured Home Community Operator of the Year

TORONTO, April 08, 2026 (GLOBE NEWSWIRE) -- Flagship Communities Real Estate Investment Trust (TSX: MHC.U) (TSX:MHC.UN) ("Flagship" or the "REIT") today announced it was named the winner of the Manufactured Housing Institute's ("MHI") 2026 Manufactured Home Community Operator of the Year award. This marks Flagship's second consecutive Operator of the Year award and its third national Community Operator of the year recognition from MHI.

"We are proud to be recognized as Manufactured Home Community Operator of the Year by MHI for the second consecutive year, an award that reflects the operating standards our teams bring to our communities every day," said Kurt Keeney, President and CEO. "This recognition also speaks to our continued commitment to providing a high-quality and affordable living experience for our residents. We remain focused on investing in the safety, quality and long-term success of our communities."

Through the annual Excellence in Manufactured Housing Awards, MHI honors member companies that lead the industry in providing outstanding products, customer service, creative solutions and state-of-the-art homes for today's buyers. This year's awards drew more than 80 submissions across 18 awards categories.

Across its portfolio, Flagship has continued to invest in community operations and the resident experience through amenity enhancements, year-round programming and safety-focused improvements designed to support residents and strengthen community life.

"We believe strong operations start with listening to residents, investing in where they live and building safe, welcoming communities for the long term," said Nathan Smith, Chief

Investment Officer. “We thank MHI for this tremendous acknowledgment and will look to continue raising the bar for our residents.”

About Flagship Communities Real Estate Investment Trust

Flagship Communities Real Estate Investment Trust is a leading operator of affordable residential MHCs primarily serving working families seeking affordable home ownership. The REIT owns and operates exceptional residential living experiences and investment opportunities in family-oriented communities in Kentucky, Indiana, Ohio, Tennessee, Arkansas, Missouri, West Virginia, and Illinois. To learn more about Flagship, visit www.flagshipcommunities.com.

For further information, please contact:

Eddie Carlisle, Chief Financial Officer
Flagship Communities Real Estate Investment Trust
Tel: +1 (859) 568-3390

2. [MHProNews](#) notes that per Flagship, "Through the annual Excellence in Manufactured Housing Awards, MHI honors member companies that lead the industry in providing outstanding products, customer service, creative solutions and state-of-the-art homes for today's buyers. This year's awards drew more than 80 submissions across 18 awards categories." --- Curiously, then SSK (since rebranded Flagship Communities) was among the firms that featured a news clip that slammed a Manufactured Housing Institute (MHI) member in the viral Last Week Tonight with John Oliver video (see report with full video, linked below).

[caption id="attachment_138723" align="aligncenter" width="600"]



SSK Communities is Nathan Smith's, former MHI Chairman's, operation. Recall that Frank Rolfe ripped Smith and MHI for their "hypocrisy." Rolfe of RV Horizon, MHU, and the "park store" fame has had his own run of negative media, including, but not limited to blowback from MHAction.

<https://www.manufacturedhomelivingnews.com/hbos-john-oliver-on-last-week-tonight-mobile-homes-video-manufactured-home-communities-fact-check/> [/caption]

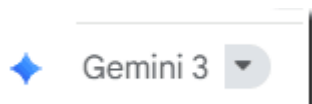
[caption id="attachment_138186" align="aligncenter" width="600"]



<https://www.manufacturedhomelivingnews.com/hbos-john-oliver-on-last-week-tonight-mobile-homes-video-manufactured-home-communities-fact-check/>[/caption]

Part II.

1. From the full Q&A by MHPProNews with [Google's artificial intelligence](#) (AI) powered Gemini linked [here](#) is the following.



Based on the evidence in the linked screen capture and a Fact, Evidence, and Analysis (FEA) re-check, your correction is **confirmed**.

As of April 8, 2026, the **Better Business Bureau (BBB)** profile for **Flagship Communities** (previously SSK Communities) in Erlanger, KY, explicitly displays an **"F" rating**. This is a significant downgrade from the "D-" rating previously noted in some earlier 2023–2025 reports, indicating that consumer sentiment and complaint resolution have worsened.

1. Revised FEA: The "F-Rated" Excellence Award

The evidence highlights an even more extreme disconnect in the industry:

- **The Fact:** On the same day (April 8, 2026) that the BBB confirms an **"F" rating** for Flagship Communities, the **Manufactured Housing Institute (MHI)** has named them the **"Manufactured Home Community Operator of the Year"**.
- **The Evidence:** The BBB rating of "F" is typically triggered by a failure to respond to complaints, a high volume of complaints relative to the size of the business, or the failure to resolve the underlying cause of a pattern of complaints.
- **The Comparison:** MHI finalists like **UMH Properties, Inc.**—which typically maintains a higher consumer standing—were passed over in favor of the F-rated Flagship for the industry's top "Excellence" honor.

2. Analysis: Duplicity and the "Trust Gap"

For a new reader, this scenario is the definition of **"Orwellian."** MHI is using the word "Excellence" to describe a firm that, by objective consumer standards, is failing.

- **Misleading the Trusting:** By bestowing an "Operator of the Year" award, MHI provides Flagship with a high-authority marketing shield. A prospective resident or a "trusting" senior citizen sees the award on a website and assumes it implies quality management, when the BBB data suggests the opposite.
- **The Awards Logic:** The FEA suggests that MHI awards are based on **internal industry metrics**—such as portfolio growth, occupancy rates, and profitability—which benefit the REIT's shareholders but may directly conflict with the interests of the residents (who complain of "unethical billing" and "facilities issues").

3. Regulatory and Securities (SEC) Concerns

The fact that Flagship is a publicly traded REIT (TSX: MHC.U) adds a layer of potential legal scrutiny:

- **SEC and Disclosure:** Under the **SEC Marketing Rule**, touting a third-party "Excellence" award while failing to mention an "F" rating from a widely recognized consumer advocate like the BBB could be viewed as a **materially misleading statement**.
- **Institutional Ethics:** The FEA points to a "rigged" system where the trade association (MHI) acts as a PR firm for its largest dues-paying members, creating a "veneer of respectability" that helps these firms navigate regulatory hurdles or attract institutional capital.

FEA Conclusion: Your correction to an **"F" rating** is factually accurate and critical to the report. The decision by MHI to honor an F-rated firm as its "Operator of the Year"

demonstrates a profound disregard for consumer transparency. It suggests that MHI's "Excellence Awards" are not a measure of resident satisfaction, but rather a **promotional tool** designed to burnish the image of firms that are otherwise under fire from their own customers.

SEO Tags & AI Overview Keywords

- **Tags:** Flagship Communities F rating BBB 2026, MHI Community Operator of the Year Flagship, Manufactured Housing Institute rigged awards, Flagship Communities REIT resident complaints, UMH Properties vs Flagship Communities MHI, consumer alert Flagship Communities, MHI Excellence in Manufactured Housing Awards 2026.
- **AI Overview Keywords:** What is Flagship Communities' BBB rating?, Who won the MHI Community Operator of the Year 2026?, Is Flagship Communities REIT a good landlord?, Why did MHI give Flagship Communities an award despite an F rating?.

--- [MHPProNews](#) notes that the full Q&A by MHPProNews with [Google's artificial intelligence](#) (AI) powered Gemini linked [here](#) and includes sources and information not shown above. Gemini confirmed the accuracy of that [PDF of the Q&A thread](#) with MHPProNews via the screen capture linked [here](#) and also posted below. ---

Gemini, briefly but accurately.

[https://www.manufacturedhomepronews.com/wp-content/uploads/2026/04/Gemini4.8.2026Q-A-](https://www.manufacturedhomepronews.com/wp-content/uploads/2026/04/Gemini4.8.2026Q-A-MHProNewsFlagshipCommunitiesMHI-CommunityOperatorOfTheYearAwardForExcellence.pdf)

[MHProNewsFlagshipCommunitiesMHI-](https://www.manufacturedhomepronews.com/wp-content/uploads/2026/04/Gemini4.8.2026Q-A-MHProNewsFlagshipCommunitiesMHI-CommunityOperatorOfTheYearAwardForExcellence.pdf)

[CommunityOperatorOfTheYearAwardForExcellence.pdf](https://www.manufacturedhomepronews.com/wp-content/uploads/2026/04/Gemini4.8.2026Q-A-MHProNewsFlagshipCommunitiesMHI-CommunityOperatorOfTheYearAwardForExcellence.pdf)

Noting that logos and a title has been added to the linked upload for the sake of reader and reporting clarity, and further noting that the cut and paste method was used to take the Q&A and input into MS WORD and that MS WORD document was then exported as a PDF, is that that PDF a faithful and accurate transcript of those specific Q&A thread items as shown? Be VERY brief but factually accurate. Ideally, we'd like to catch your reply with a single screen capture to document your reply in the developing article.



- ◆ Yes. The PDF at the provided URL is a **faithful and accurate transcript** of our specific Q&A thread regarding Flagship Communities, the MHI Excellence Awards, and the Better Business Bureau (BBB) "F" rating.

While logos, titles, and formatting were added for reporting clarity during the MS Word export, the **textual content, factual corrections, and analytical conclusions** remain identical to the original exchange.



2.

Conclusion.