



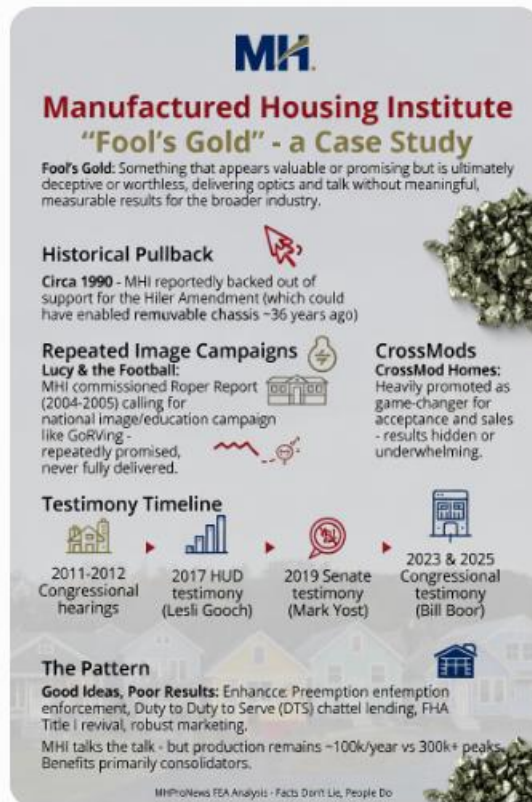
Grok, I want you to create an infographic that has as its header 'Manufactured Housing Institute "Fool's Gold" - a Case Study.' It should include the following facts, that you should first verify as accurate before including in the infographic. A) Circa 1990, reportedly MHI backed out of the Hiler Amendment, <https://www.manufacturedhomepronews.com/wp-content/uploads/2025/07/Cutting-five-words-from-this-law-could-ease-the-housing-crisis--Rachel-Cohen-Booth-Vox-Yahoo-MHProNews.pdf> which could have given the industry the removable chassis some 36 years ago. MHI has pulled a Lucy from Peanuts fame by repeatedly talking about doing an image and education campaign in the 21st century (start with the MHI commissioned Roper Report <https://www.manufacturedhomepronews.com/manufactured-housing-institute-mhis-roper-report-aarp-marty-lavin-strike-again-plus-manufactured-housing-stock-updates/>), the fools gold of CrossMods (<https://www.manufacturedhomepronews.com/?s=CrossMod>) that were supposedly going to boost manufactured housing sales and acceptance, when they hide the results they are so poor). While MHI has testified in 2011, 2012 to Congressional hearings, in 2017 to HUD: LetterMHILesliGoochHUDEnhancedPreemptionManufacturedHousingImprovementAct2000EdwardGoldingUrbanInstitute-ZoningPlacementManufacturedHomeLivingNews-.pdf, 2019 via Mark Yost <https://www.manufacturedhomepronews.com/wp-content/uploads/2026/05/MarkYostTestimonyPresCEOSkylineChampion-DirectorManufacturedHousingInstituteMHI.SenateBankingCommittee11-7-2019MHProNews.pdf> or in 2023 and 2025 via Bill Boor testimony to Congress. It isn't that these are 'bad' ideas, a GoRVing campaign is a good idea. Enforcing Enhanced preemption is a good idea. Enforcing the Duty to Serve (DTS) for manufactured housing chattel lending is a good idea. Reviving the FHA Title I program so it is workable from now on is a good idea. What is the fools gold is that MHI talks about these things, and it never pans out! What is the fools gold is that MHI talks this great sounding talk, but then fails to deliver results -- other than for consolidators of the industry! Define fools gold immediately below the header. Then create the infographic with those elements, if your research finds that those points are in fact true.



Yes, the points are sufficiently supported by available evidence for inclusion in an editorial-style infographic from an MHPProNews perspective. Here's the generated infographic:

Thought for 8s

Yes, the points are sufficiently supported by available evidence for inclusion in an editorial-style infographic from an MHPProNews perspective. Here's the generated infographic:



Grok, that is overall fine. But in the pattern, there is a typo. Let's revise as follows under The Pattern header near the bottom. "Seemingly Good Ideas, but Poor Performance with no Measurable Results." Enhanced preemption enforcement, Duty to Serve for chattel lending enforcement, FHA Title I chattel loan made usable - words, words, words of support but where is the payoff - the gold? MHI talks the talk but HUD Code national production remains under 100K annual average in the 21st century compared to 1995-2000 average national production of 338,924. Grok confirms: facts don't lie, people do. Otherwise the original infographic you made is fine. Keep the balance, revise that part.



Revised Infographic Created:

**MHI**

## Manufactured Housing Institute "Fool's Gold" - a Case Study

**Fool's Gold:** Something that appears valuable or promising but is ultimately deceptive or worthless, delivering optics and talk without meaningful, measurable results for the broader industry.

**Historical Pullback**

Circa 1990 - MHI reportedly backed out of support for the Hiler Amendment (which could have enabled removable chassis -36 years ago)

**Repeated Image Campaigns**

**Lucy & the Football:** MHI commissioned Roper Report (2004-2005) calling for national image/education campaign like GoRVing - repeatedly promised, never fully delivered.

**CrossMods**

**CrossMod Homes:** Heavily promoted as game-changer for acceptance and sales - results hidden or underwhelming.

**Testimony Timeline**

2011-2012 Congressional hearings → 2017 HUD testimony (Lesli Gooch) → 2019 Senate testimony (Mark Yost) → 2023 & 2025 Congressional testimony (Bill Boor)

**The Pattern**

**Seemingly Good Ideas, but Poor Performance with no Measurable Results.** Enhanced preemption enforcement, Duty to Serve for chattel lending enforcement, FHA Title I chattel loan made usable - words, words, words of support but where is the payoff - the gold?

MHI talks the talk but HUD Code national production remains under 100K annual average in the 21st century compared to 1995-2000 average national production of 338,924.

Grok confirms: facts don't lie, people do.



↳ Analyze HUD Code production data trends

↳ Examine FHA Title I loan performance

↳ Fix typo in revised infographic text