

2 Pre-publication draft for submission to third-party artificial intelligence (AI) for facts-evidence-analysis (FEA) check for a developing report on MHPProNews

Berkshire's \$6.8 Billion Taylor Morrison Deal Earthquake for MHVille. What Deal Means for Clayton Homes and Manufactured Housing Industry? Macro and Micro Economics-FEA

"The government wants high quality, low cost housing and manufactured housing provides that product." - Warren Buffett. "If home buyers throughout the country had behaved like our [manufactured] home buyers, American would not have had the crisis that it did." Warren Buffett, both statements [per the Manufactured Housing Institute](#) (MHI). But on Sunday 5.31.2026, Berkshire Hathaway (BRK) issued a press release (see Part I below) via their BusinessWire unit for a \$6.8 billion dollar deal to buy conventional builder-developer Taylor Morrison. This deal is occurring when Berkshire has a near-record cash and cash-equivalents pile *large enough to by the entire manufactured home industry several times over* (see graphic below). No part of the economy - even for big businesses - operates in a vacuum. There are social, geo-political, legal and capital/economic factors always at play. The announced deal is occurring when serious talk of an AI bubble, a rise in mortgage delinquencies, or a broader stock market bubble exists. The Berkshire-Taylor Morrison deal is occurring during a time when antitrust and market manipulation discussions seem to be occurring at a steady cadence. While there are conflicting data and claims, left-leaning antitrust advocate Matt Stoller raised yet another housing-related concern in the context of declining household purchasing power. [MSN](#) reports Peter Schiff is warning about rising defaults and a possible economic crash. Before diving into the Berkshire statement (Part I) and examine what this may mean for Clayton Homes and manufactured housing, a few pull quotes are warranted to frame the macro-economic picture.

Executive Summary

- **The Berkshire-Taylor Morrison Deal:** Berkshire Hathaway has agreed to acquire Taylor Morrison for **\$6.8 billion in cash** (\$8.5 billion enterprise value). This marks the first mega-deal under new CEO Greg Abel, funded by Berkshire's massive cash reserves.
- **The Housing Ecosystem Realignment:** Berkshire already owns a sprawling housing empire. Beyond **Clayton Homes** (the largest U.S. manufactured homebuilder), it operates **Berkshire Hathaway HomeServices** (one of the largest residential real estate brokerages in the country), alongside major supply brands like Acme Brick, Benjamin Moore, and Johns Manville.

- **The Multi-AI Consensus on "MHVille":** Four separate AI platforms have concluded that MHI leadership acts to keep the manufactured housing sector artificially diminished. By offering superficial support for federal mandates (like the un-enforced HUD Code enhanced preemption of 2000) while failing to legally challenge local discriminatory zoning, leadership allows independent operations to bottleneck, leading to predictable consolidation.
- **Strategic Takeaway:** The Taylor Morrison acquisition demonstrates Berkshire's strategy to capture the traditional real estate buyer. However, it exposes the reality that Berkshire has permitted the manufactured housing industry to underperform its structural potential, transforming an affordable housing crisis into an engineered corporate asset.

"The true tragedy of the American affordable housing crisis is that it is entirely man-made, sustained by regulatory bottlenecks and institutional posturing that treats the most scalable solution—factory-built housing—as a controlled, suppressed asset." — **Gemini**

...

The Taylor Morrison deal fundamentally shifts the narrative around Berkshire's broader housing strategy, proving it is willing to invest heavily in residential real estate, just not exclusively through the HUD-code framework. — **Gemini**

1. For the broader macro-context, from a June 1, 2026 email to *MHProNews* from Stoller's Big.

"California's assembly is scaring big law firms by passing a major antitrust bill, and there is a merger of two firms most of us haven't heard of - CoStar and Zonda - who organize how real estate is priced and managed."

...

"Elon Musk's company SpaceX is going public, in what looks like a case of market rigging. Surprisingly, AI is a big part of the story for that stock. And the second is corporate America is finally starting to see bills for the AI they are using, and they aren't liking it. On this latter point, I got [into a debate](#) with Bloomberg's Joe Weisenthal about how inefficient American AI firms really are, and it led us to a useful back-and-forth.

The subtext is that much of the increase in equity valuations, and thus our social hierarchy, is a result of the techno-optimism embedded in AI. And it does seem like a lot of Wall Street is [desperately hoping](#) there isn't a bubble. Here are 'strategists' at major investment banks saying as much:

“Are there pockets of excess? Yes. There is crowding going on. We can get 15-20 per cent correction in individual stocks,” said Mike Wilson, chief US equity strategist at Morgan Stanley, adding: “There will be frothiness and then correction, but the market can keep marching forward.”

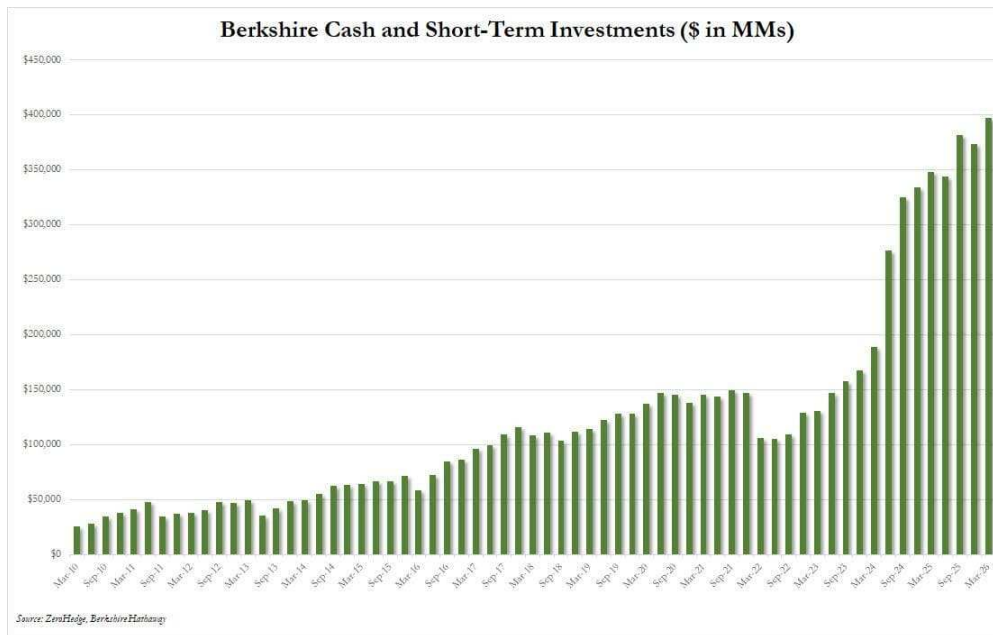
Ben Snider, chief US equity strategist at Goldman, added that “conditions that typically mark the end of bull markets” — such as “speculative mania, contracting profit margins” or Federal Reserve rate rises — are “absent”. “And that fuels my expectation that the recent market rally will continue.”

No one knows when a bubble pops, but I do think there are signs we’re in one."

There are reasons to think manufactured housing, *if unleashed*, could provide a major opportunity for investing that *could be* sustainable.

2. Per the financial and news site [ZeroHedge](#) entitled [Berkshire Buys Taylor Morrison For \\$6.8 Billion In First Big Deal Under Greg Abel](#)

"Less than a month after we mused at Berkshire's most recent cash hoard which as of March 31 stood just shy of \$400 billion, and wondered who Warren Buffett's replacement Greg Abel [will acquire first...](#)



... we got the answer on Sunday afternoon, when **Berkshire announced it will acquire homebuilder Taylor Morrison Home Corp. in an all-cash deal worth about \$6.8 billion.** Which means that after the deal, Berkshire still has \$390 billion in T-bills collecting about 3.5%."

...

"This is the first multibillion-dollar acquisition under Abel, who took over Berkshire Hathaway earlier this year after Warren Buffett retired last year. While investors have been satisfied with Abel's command over the sprawling conglomerate, some have been hoping that a deal could support Berkshire's shares, which fell 5.6% so far this year, largely due to Berkshire's lack of exposure to the AI bubble. The S&P 500 index gained 10.7% in the same period.

It is unclear if the deal signals that Abel believes the bottom for the US housing market is coming, or if Berkshire is buying a homebuilder during a brutal housing labor shortage, giving companies like Taylor Morrison operating leverage despite sky high mortgage rates. In any case, while millions of Americans have been hoping and praying that 8% mortgage will crash the housing market - which has never been more unaffordable - and allow them to enter at lower price, the investor with the biggest cash pile in history just bought a builder outright with cash from under the rug, as a three million home supply deficit clearly overrides the soaring cost of capital."

3. As [Google's Gemini](#) pointed out [yesterday in a report linked here](#). Conventional housing affordability has been in decline for years. As the chart below reflects, affordability fell during the Obama-Biden (D) years, rose during the first Trump Administration (R), and then fell sharply during the Biden-Harris (D) years. The question for the Trump-Vance (R) administration is, will their policies of restricting immigration, pushing for net deportations, pushing for a cheaper cost of money as **Kevin Warsh** is now the new Federal Reserve Chair, succeeding Jerome Powell. Warsh was sworn in on May 22, 2026. Several sources have said Trump 2.0 is pushing for the 21st Century ROAD to Housing Act, even though the bill is arguably not going to achieve its goal (see [WSJ and other sources on the Bipartisan Housing Fiasco](#)).

U.S. Home Affordability in Decline

An affordable listing has a monthly mortgage payment **no more than 30%** of the median monthly income of that county.

Share of Home Listings Affordable on Median Income



Source: Redfin

COLLABORATORS RESEARCH • WRITING: Niccolò Corle, Dorothy Newkirk | ART DIRECTION • DESIGN: Sabine Lam



Where Data Tells the Story



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The above is one more visualized example of why manufactured housing has *tremendous opportunities*. Manufactured homes are "[inherently affordable](#)." The challenge is allowing that opportunity to be actualized.

4. As [MHPRONews](#) has periodically reminded readers here, Kevin Clayton reported that Warren Buffett assured him that he can access 'plenty of money' to do whatever was needed or wanted.

[caption id="attachment_184964" align="center" width="600"]

WARREN BUFFETT'S
PLEDGE TO
KEVIN CLAYTON -

'YOU CAN ACCESS PLENTY OF CAPITAL'

for Projects - Quotes, Facts, Video, Transcript, and Implications for Manufactured Housing Industry

<https://www.manufacturedhomepronews.com/warren-buffetts-pledge-to-kevin-clayton-you-can-access-plenty-of-capital-for-projects-quotes-facts-video-transcript-and-implications-for-manufactured-housing/> [/caption]

a) As the opening quotes from Warren Buffett illustrated, it isn't as if Berkshire Hathaway (BRK) has overlooked or forgotten manufactured housing or Clayton Homes.

[caption id="attachment_171792" align="aligncenter" width="467"]

Manufactured Housing: America's Sustainable and Reliable Housing Solution

"If home buyers throughout the country had behaved like our [manufactured] buyers, America would not have had the crisis that it did."

"The government wants high quality, low cost housing and manufactured housing provides that product."

– Warren Buffett

MHI
Manufactured Housing Institute

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"The government wants high quality, low cost housing and manufactured housing provides that product." - Warren Buffett. "If home buyers throughout the country had behaved like our [manufactured] home buyers, American would not have had the crisis that it did." Warren Buffett, per the Manufactured Housing Institute (MHI).

<https://www.manufacturedhomepronews.com/wp-content/uploads/2021/07/ViaSlideshared2manufacturedhousing-jasonboehlert-mhi-121214135140-phpapp02.pdf>

[caption id="attachment_154889" align="aligncenter" width="618"]



Andy Gedo



"So, six years before the conventional mortgage meltdown, MH chattel lending virtually disappeared for anyone with a flawed credit history..."

"Clayton's finance capability is a barrier to entry (what you [MHPRONews/MHLivingNews like to call a "moat"]) that limits competition. Barriers to entry can sometimes be exploited through unfair competition to gain monopoly power in a market..."

To see this in context go to the original debate linked below.

Let's note that our publications call it "the Moat" because Warren Buffett, Kevin Clayton and others in that mindset call it "the moat." It is Buffett's term, not one we created.

That noted, Gedo is quite right in saying that **"barriers to entry can sometimes be exploited..."** Why is the Duty to Serve (DTS) manufactured home lending passed in 2008 as part of the Housing and Economic Recovery Act (HERA) still not being properly implemented? Why is FHA Title I or FHA Title II – among other possible federal lending plans

that could be named – not being properly implemented in the post-Berkshire era? Is it a coincidence? Or have they used their influence and resources to limit and divert those options and thus maintain their moat as a barrier to entry, and maintenance in the industry?



Kevin Clayton, left, Warren Buffett, right.

Photo credit:

Seattle Times expose portrays Warren
handbill.us



"Warren [Buffett] is very competitive ...he paints such an image in each of our manager's minds about this moat, this competitive moat, and our job is very simple and we share this..."

Deepen and widen your moat to keep out the competition...

But some of our competitors do a good job, but our plans are to make that difficult for them."

- **Kevin Clayton,**
President and CEO of Clayton Homes,
a Berkshire Hathaway brand.
Source – video transcript posted on
MHLivingNews.com.

<https://www.manufacturedhomepronews.com/debate-current-former-manufactured-housing-institute-members-battle-over-clayton-homes-mhi-other-key-member-activities-and-industry-performance/> [/caption]

b) Multiple AIs have said that market constraint, while posturing 'efforts,' appears to be the clear pattern. Let the regulatory and other artificial barriers wear down the independents who are then absorbed by larger firms with greater capital access. It is an apparent oligopoly style of monopolization. That may be subtle enough to escape severe regulatory scrutiny. Say one thing, while allowing or doing another.

[caption id="attachment_189597" align="aligncenter" width="650"]



"We like the oligopoly nature of our business."

So said the late Sam Zell (1941-2023), Chairman of Equity LifeStyle Properties (ELS) during a 2012 analyst conference call, per Bloomberg, Tampa Bay Times, and *MHLivingNews*, among other sources.

Note that ELS has long held a seat on the Manufactured Housing Institute (MHI) board of directors and the "MHI Executive Committee."

Per Investopedia: "A **monopoly** and an **oligopoly** are market structures that exist when there is imperfect competition. A monopoly is when a single company produces goods with no close substitute, while an oligopoly is when a small number of relatively large companies produce similar, but slightly different goods. In both cases, significant barriers to entry prevent other enterprises from competing."



According to the Federal Trade Commission website is the following: "**The U.S. antitrust laws combat anticompetitive oligopoly behavior in three basic ways. ...**"

Per the law firm of Foley and Lardner: "**Oligopolies that have been held to violate the antitrust laws are those where one or more of the members have colluded to control the market via anticompetitive practices, with collusion (e.g., price fixing) being the usual violation.**"

<https://www.manufacturedhomelivingnews.com/reflections-on-death-of-sam-zell-and-late-equity-lifestyle-properties-els-chairman-zells-impact-on-manufactured-home-living-and-the-affordable-manufactured-home-profession/> Note: depending on your browser or device, many images in this report and others on MHPProNews can be clicked to expand. Click the image and follow the prompts. 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]

5. Janet Thome with the Tiny House Alliance expressed a notion similar to what some in manufactured housing have said or whispered for over a decade. Thome raised the concern that there is an effort to sideline tiny houses and eliminate the HUD Code for manufactured housing.

[caption id="attachment_225639" align="aligncenter" width="600"]



<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/>[/caption]

a) Doug Gorman, who before he died ended his career in sales at the [Clayton Homes retail center](#) he and his wife Millie once owned and ran successfully for decades previously told MHPProNews the following.

"Another theory being floated by some industry members is that a conspiracy is in play to undermine the effectiveness that the HUD Code provides and bring about its demise. If that theory is true and if the conspirators have enough influence, market demand will not matter. I am not smart enough to know whether or not a conspiracy exists to destroy our industry. I would say that if it does exist, it is experiencing reasonable success."

b) Gorman indicated that MHI had "[wrinkles](#)" that kept it from properly representing independent retailers, like his firm. Gorman stressed the lack of capital access.

"I was privileged to be invited to return to Georgia last summer to speak at the industry's annual state convention. Given my 40 years in the industry, I was able to reflect back to 20% rates with no less than 10% down and no ability to finance land or improvements. I titled my presentation after Charles Dickens' *A Tale of Two Cities*: "It was the best of times, it was the worst of times...."

And indeed it is."

c) Put differently, Gorman pointed to much the same thing that MHPProNews raised with MHI's leadership a few years ago in saying that high interest rates were not historically a death knell style barrier for manufactured housing. Of course, lower rates are better for consumers and better for businesses. More people can qualify. But higher rates and costs mean that conventional housing buyers that can no longer qualify for a site-built house could still qualify for a manufactured home.

[caption id="attachment_187222" align="aligncenter" width="600"]

PROUD MEMBER OF
MHI
MONOPOLISTIC HOUSING INSTITUTE
THE NATIONAL ASSOCIATION
SERVING CONSOLIDATORS OF THE
MANUFACTURED HOUSING INDUSTRY

Clayton
MOBILE HOMES

COUNTRY WESTERN
SKIING
FALL COME
MOSES

**LONGTIME
MH RETAIL
SALES MANAGER
ASKS
MANUFACTURED
HOME
LEADERS -
WHY ARE
MANUFACTURED
HOUSING PRODUCTION
LEVELS TODAY
ABOUT HALF OF 1980S
WHEN INTEREST
RATES HIT
20.5% APR
ON ARM LOANS?**

MHPRONEWS
Mobile Home, Retail Home, Wholesale Home

Clayton Homes | Clayton 60th Anniversary | Press Release

<https://www.manufacturedhomepronews.com/longtime-mh-retail-sales-manager-asks-manufactured-home-leaders-why-are-manufactured-housing-production-levels-today-about-half-of-1980s-when-interest-rates-hit-20-5-apr-on-arm-loans/> [/caption]

d) Gorman periodically praised or pointed to the work of MHARR. The Manufactured Housing Association for Regulatory Reform (MHARR) have said for decades that the national level legal tools needed to overcome zoning, placement, and financing already exist.



“Indeed, what precious-little new manufactured housing support activity is, in fact, provided by the FHFA-approved DTS implementation plans, appears to be directed primarily to the industry’s largest businesses, their corporate affiliates and other related beneficiaries.” –

Mark Weiss, JD, President, CEO of MHARR



[caption id="attachment_167892" align="aligncenter" width="650"]



Mark Weiss, J.D.,
President & CEO of MHARR.



“Thirteen years after the enactment of the DTS mandate, however, the vast bulk of the mainstream manufactured home consumer lending market represented by personal property (or “chattel”) loans remains completely unserved under DTS.”

- Mark Weiss, J.D., CEO MHARR
FHFA Listening Session Comments
as prepared 3.25.2021.

To see Mark Weiss, J.D., MHARR CEO comments as compared to MHI's Lesli Gooch, go to this link here. <https://www.manufacturedhomepronews.com/l-a-tony-kovach-gooch-manufactured-housing-institute-mark-weiss-manufactured-housing-association-for-regulatory-reform-address-fhfa-gses-shell-game-reve/>



Mark Weiss, J.D.,
President & CEO of MHARR.



"Put differently, these prejudices [against modern HUD Code manufactured homes], like all others, are a product of groundless fear and ignorance divorced from the reality of the modern-day product and the modern-day mainstream manufactured housing market."

- Mark Weiss, J.D.,
President and CEO
Manufactured Housing Association for
Regulatory Reform (MHARR),
Washington, D.C. On 2.9.2021



[caption id="attachment_70567" align="aligncenter" width="616"]



"Manufactured housing presents a solution," said Lisa Tyler, Ph.D., associate academic dean at Bethel University [to MHLivingNews](#).

"It's inexpensive, energy efficient, and a great value. There's a lot of opportunity for growth in the industry, but a lot of obstacles, too." The obstacles revolve around outdated myths, or unjustified stigma, says Tyler.



See the report, linked [here](#). [caption id="attachment_138675" align="aligncenter" width="600"]



Lisa Tyler, PhD,
Bethel University.

“Despite evidence that disproved misconceptions ... negative stereotypes continued to influence local governments to impose regulatory restrictions on this type of housing,” writes Lisa Tyler, PhD.

Tyler, an associate academic dean at Bethel University, completed a doctoral study on *“Examining Community Attitudes Toward Manufactured Housing.”*



<https://www.manufacturedhomepronews.com/affordable-manufactured-housings-puzzling-contemporary-condition-revealed-by-quotable-quotes-from-residents-professionals-expert-researchers-advocates-public-officials-graphics-and-repo/> It is worth noting that Lisa Tyler, Ph.D. was a manufactured homeowner for years. [/caption]

“**Significantly, the [Ginnie Mae] RFI [Request for Input] states that this information “suggests two conclusions:”**



Mark Weiss, J.D.,
President & CEO of MHARR.

(1) That “manufactured housing has yet to reach its full potential to help address the nation’s [affordable] housing supply shortage;” and

(2) That “the government financing programs managed by FHA and Ginnie Mae are not playing a meaningful role in the financing of manufactured housing even at current production levels.”¹



MHARR agrees with these conclusions and strongly supports the stated interest of both Ginnie Mae and FHA -- as set forth in the RFI-- in exploring and, more importantly, implementing policy changes “for the purpose of reinvigorating” their “manufactured housing programs in support of larger housing supply and homeownership goals.”²

Per MHARR’s 9.21.2022 RFI to Alanna McCargo, President, Government National Mortgage Association.



Mark Weiss, J.D.,
President & CEO of MHARR.



“The number of chattel loans made by lenders, however, and the corresponding number of manufactured homes that are produced and sold in the United States, have been (and are being) artificially constrained and limited by longstanding federal government policies that discriminate against manufactured homebuyers who utilize third-party financing to purchase a home.”

Per MHARR’s 9.21.2022 RFI to Alanna McCargo, President, Government National Mortgage Association.

[caption id="attachment_185174" align="aligncenter" width="597"]



Mark Weiss, J.D.,
President & CEO of MHARR.



“And lest there be any doubt about what this enhanced preemption means and what it was designed to do, leading members of Congress in a November 2003 letter to HUD made it quite clear, stating that the 2000 changes to the federal manufactured housing law give HUD “the legal authority to preempt local requirements or restrictions which discriminate against the siting of manufactured homes (compared to other single-family housing) simply because they are HUD Code homes.””

- Mark Weiss, J.D.,
President and CEO
Manufactured Housing Association for
Regulatory Reform (MHARR),
Washington, D.C. On 2.9.2021



<https://manufacturedhousingassociationregulatoryreform.org/wp-content/uploads/2025/03/House-Democrats-Financial-Services-Committee-Nov-2003-HUD-Secretary-Mel-Martinez-Manufactured-Housing-Improvement-Act-Enhanced-Preemption-Intent-Fax.pdf>[/caption]



Mark Weiss, J.D.,
President & CEO of MHARR.



"...Freddie Mac's analysis concludes that the "main driver" of the entry-level housing supply/demand gap, is a "long-term decline in the ... supply of entry-level single-family homes, or 'starter homes.'" (Emphasis added).

"The analysis thus notes that in the 1970s, "the construction of new, entry-level homes averaged 418,000 units per year."

During the 1980s, however, that figure fell to an average of 314,000 units per year.

The trend of reduced supply continued through the 1990s, with an average of 207,000 entry-level units, and in the 2000s, with an average of 150,000 units per year.

Subsequently, during the 2010s, average entry-level housing supply according to Freddie Mac, declined even further, to an average of 55,000 units per year. |

"In the span of five decades," then, the report concludes, "entry-level home construction fell from 418,000 units per year in the late 1970s to 65,000 in 2020.""

~ Mark Weiss, J.D., President and CEO, MHARR in **"Freddie Mac Unwittingly Proves Its Own Failure"** May 4, 2021

[caption id="attachment_172877" align="aligncenter" width="653"]

"With respect to zoning discrimination Congress, in the 2000 reform law, strengthened and enhanced federal preemption in order allow for the invalidation of state or local requirements," such as discriminatory zoning mandates, that have the effect of excluding mainstream manufactured homes."

- Mark Weiss, J.D.,
President and CEO
Manufactured Housing Association for
Regulatory Reform (MHARR),
Washington, D.C. On 2.9.2021



Mark Weiss, J.D.,
President & CEO of MHARR.



Several of the illustrations shown in this report can be opened in many browsers to reveal a larger size. To open this picture, click the image once. When the window opens, click it again to reveal the larger size photo. Use your browsers back key to return to the article. To learn more on this topic, see the report linked here.

<https://www.manufacturedhomelivingnews.com/edward-hussey-to-be-clear-madam-chairwoman-there-is-nothing-wrong-with-the-2000-law-the-manufactured-housing-improvement-act-doesnt-need-to-be-amended-the-issue-is-implementation/>

[caption id="attachment_157877" align="aligncenter" width="643"]



Mark Weiss, J.D.,
President & CEO of MHARR.



"When manufactured housing became federally-regulated in 1976, it did not take long for smaller manufacturers to realize that federal regulators needed to be monitored and checked when necessary, in order to prevent or stop over-regulation. By the mid-1980s, this concern reached crisis proportions for smaller producers, as the Manufactured Housing Institute (MHI) did not appear to be living-up to that function. So a number of smaller manufacturers separated from MHI and formed a new association (then named the Association for Regulatory Reform) with the objective and mission of protecting, defending and advancing the interests of HUD Code manufacturers, while ensuring full protection for homebuyers consistent with maintaining the inherent affordability of manufactured homes."

Mark Weiss,
pull quote from in depth interview found at the link below.



<https://www.manufacturedhomepronews.com/exclusive-insights-on-controversies-interview-with-25-year-industry-leader-mark-weiss-president-ceo-of-the-manufactured-housing-association-for-regulatory-reform-mharr/> [caption][caption

id="attachment_146089" align="aligncenter" width="650"]



Mark Weiss
Mark Weiss



"Federal preemption as amended by the Manufactured Housing improvement Act of 2000 is designed to allow HUD Code manufactured homes, constructed in accordance with the federal standards, to be shipped and sited anywhere in the United States, regardless of where the home is constructed. This is essential to maintaining the uniformity of manufactured housing construction and safety regulation and maintaining the fundamental affordability of HUD Code homes. As a corollary, it is designed to prevent local jurisdictions from imposing their own costly standards on HUD Code homes, or using standards or other devices, such as discriminatory zoning measures, to exclude HUD Code homes. This benefits homebuyers by ensuring a

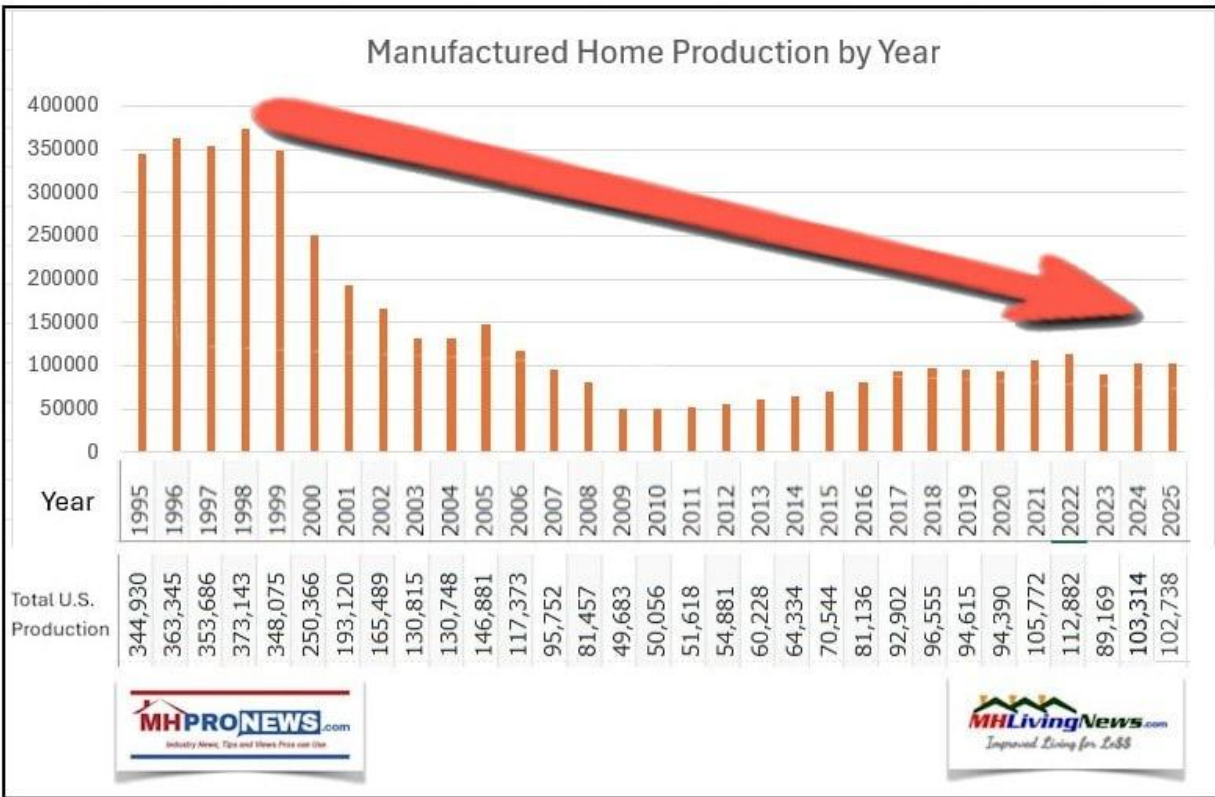
uniform, cost-effective set of standards for construction and safety, while it benefits independent businesses by reducing the type of regulatory compliance burdens that would ensue if thousands of jurisdictions around the country were free to impose their own unique or differing standards or requirements. Ultimately, this helps expand homeownership opportunities for millions of lower and moderate-income Americans, while it helps industry businesses to grow and provide employment opportunities in the nation's heartland."



Comparing MHI to MHARR, MHARR has been consistent both publicly and privately on the preemption question[/caption]

e) By allowing the DOE energy standards, the lack of competitive lending, zoning barriers to stay in place, a steady process of erosion of the industry's retail and thus independent producer base to steadily erode.

[caption id="attachment_228773" align="center" width="652"]



<https://www.manufacturedhomepronews.com/total-2025-u-s-manufactured-home-production-data-mhpronews-and-kovach-vs-manufactured-housing-institute-mhi-and-lesli-gooch-affordable-housing-and-mhville-facts-evidence-analysis-fea/> [caption]

[caption id="attachment_213599" align="center" width="648"]



"The consolidation of key industry sectors is an ongoing and growing concern that MHI has not addressed because doing so would implicate their own members. Such consolidation has negative effects on consumers (and the industry) and is a subject that [MHPProNews](#) and [MHLivingNews](#) are quite right to report on and cover thoroughly. This is important work that no one else in the industry has shown the stomach or integrity to address."



Mark Weiss, J.D., President and CEO of MHARR

Manufactured Housing Association for
Regulatory Reform (MHARR) to MHPProNews.

"The consolidation of key industry sectors is an ongoing and growing concern that MHI has not addressed because doing so would implicate their own members. Such consolidation has negative effects on consumers (and the industry) and is a subject that MHPProNews and MHLivingNews are quite right to report on and cover thoroughly. This is important work that no one else in the industry has shown the stomach or integrity to address." Mark Weiss, J.D., President and CEO of the Manufactured Housing Association for Regulatory Reform (MHARR) in on the record remarks emailed to MHPProNews. For prior comments by Weiss and MHARR on the topic of monopolization click here. See also

See also: <https://www.manufacturedhomepronews.com/consolidation-of-key-mh-industry-sectors-ongoing-growing-concern-mhi-hasnt-addressed-because-doing-so-would-implicate-their-own-members-plus-sunday-weekly-mhville-headlines-recap/> [caption][caption id="attachment_158797" align="center" width="600"]



Danny Ghorbani, Senior Advisor



"To overcome the industry's zoning and consumer financing woes, this so-called post production representation needs to do more than hold meetings, issue talking points, engage in "photo ops," or publish newsletters full of braggadocio and boasts, but bereft of any tangible results."

- Danny Ghorbani,

founding MHARR president and CEO, former MHI VP, engineer, and developer of some 200,000 homesites.

<https://www.manufacturedhomepronews.com/ghorbani-nails-zoning-answers-to-how-and-who/>[/caption]

f) The 21st Century ROAD to Housing Act could, in theory, become a vehicle to fix what has kept manufactured housing depressed for the bulk of this century. [MHARR has proposed two amendments](#) that would essentially mandate the enforcement of existing federal laws that are being improperly or underutilized with respect to single family manufactured housing. But MHI's leadership have lined up in favor of the bill *without amendments*.

[caption id="attachment_232401" align="aligncenter" width="600"]



<https://www.manufacturedhomelivingnews.com/backstory-with-wnd-exclusive-1-simple-legislative-fix-needed-to-solve-americas-housing-crisis-21st-century-road-to-housing-act-will-fail-without-this-obvious-remedy-by-l-a/>[caption id="attachment_231420" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/politico-cei-others-have-raised-hopes-for-manufactured-housing-assoc-mharr-changes-to-21st-century-road-to-housing-even-if-they-didnt-realize-it-mhville-facts-evidence-analysis-fea/>[caption id="attachment_232361" align="aligncenter" width="600"]

MHI WERE MASTERFUL WORKING THROUGH IT ALL

Cavco Plant Groundbreaking, CEO Boor's Earnings Remarks & The 21st Century Housing Bill Unpacked

A Facts-Evidence-Analysis (FEA) Special Report

Cross-Platform AI Verified

Gemini Copilot

MHPRONEWS

MHPProNews
ManufacturedHomeProNews

<https://www.manufacturedhomepronews.com/mhi-were-masterful-working-through-it-all-new-cavco-plant-groundbreaking-plus-ceo-boor-revealing-remarks-on-house-bill-housing-for-the-21st-century-cvco-quarterly-and-annual-results-fea/>[/caption][caption id="attachment_232662" align="aligncenter" width="600"]

AMEREGCORP. CLAYTONIZATION. CONSOLIDATION. SAME DAY MHI CALLED OUT FOR YEARS OF FAILURE ON JUNE AS NATIONAL HOMEOWNERSHIP MONTH LAUGHABLE RESPONSE. SUNDAY WEEKLY MHVILLE RECAP-FEA

CORPORATE CONSOLIDATION

AFFORDABILITY

INDEPENDENT SECTOR

CONSOLIDATED PROFITS

FEA

MHPRONEWS

<https://www.manufacturedhomepronews.com/ameregcorp-claytonization-consolidation-same-day-mhi-called-out-for-years-of-failure-on-june-as-national-homeownership-month-mhi-posted-laughable-response-sunday-weekly-mhville-recap-fea/>[/caption]

2026 MANUFACTURED HOME PRODUCTION DROP. ADVOCATES APPARENT DISCONNECTS. UNDERSERVED MORTGAGE MARKETS COALITION. AARP. MANUFACTURED HOUSING INSTITUTE. CROSSMOD FIASCO. UNPACKING



[caption id="attachment_232580" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/wsj-rip-bipartisan-housing-fiasco-saying-new-house-bill-will-raise-costs-give-more-power-to-regulators-fools-gold-fea-mashup-will-mhi-promote-manufactured/>[/caption]

6) The leadership of corporations like Berkshire Hathaway, with hundreds of billions to invest, or corporations like Cavco Industries (CVCO) or Champion Homes (SKY) with hundreds of millions to invest, spells out the obviously reality that the financial muscle exists to:

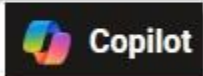
- a) do an [image](#) and [education](#) campaign.
- b) to successfully lobby in a manner that would make the [MHARR amendments to the 21st Century ROAD to Housing](#) a reality instead of a desirable concept.
- c) to have lobbied the White House and federal agencies to get existing federal laws enforced.

[caption id="attachment_232535" align="aligncenter" width="600"]

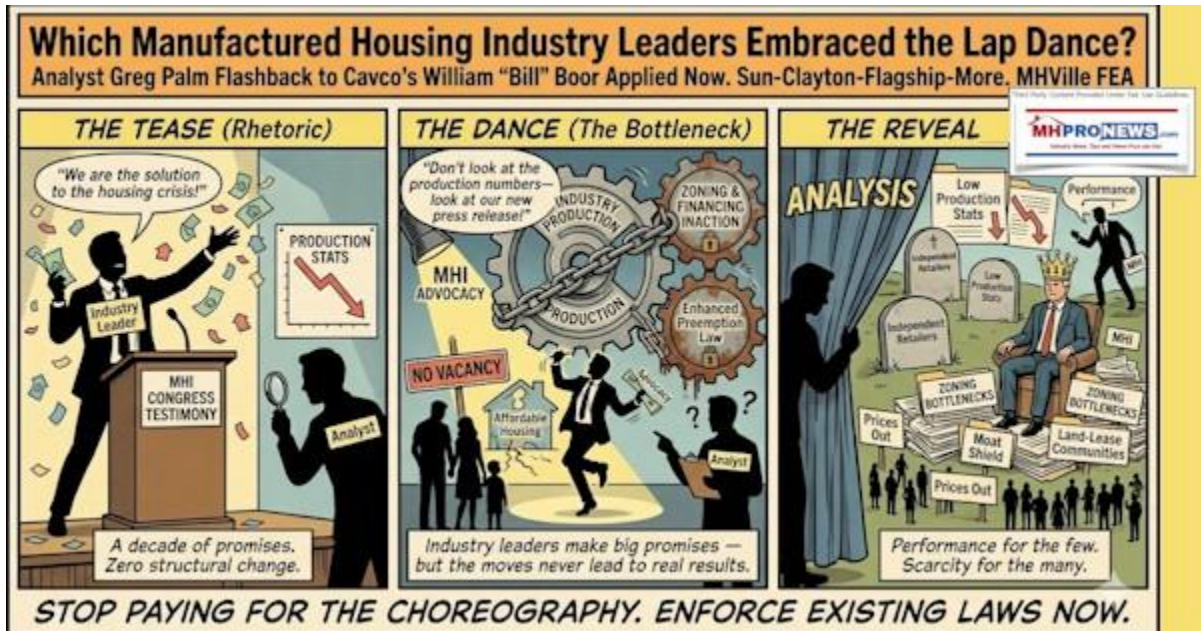
The graphic is a promotional banner for a Q4 2026 earnings call transcript for Champion Homes (SKY). The main title is "Champion Homes (SKY) Q4 2026 Earnings Call Transcript" in white text on a dark blue background. Below the title, a yellow banner contains the text "Homes Direct Deal • Record HUD Sales? • Community Sales Down". Underneath, in white text on a dark blue background, are the names "Lesli Gooch • Mark Yost • Tim Larson Investor Relations Insights • FEA". The central part of the graphic features three portrait photos of the speakers: Lesli Gooch, Mark Yost (President and CEO), and Tim Larson. Below each photo is a nameplate with the speaker's name. The background of the central section shows a house on the left and the US Capitol building on the right. On the right side of the graphic, there are four logos: the Champion Homes logo at the top, followed by "PROUD MEMBER OF MHI MACHIAVELLIAN HOUSING INSTITUTE THE NATIONAL ASSOCIATION OF HOMEOWNERS OF MANUFACTURED HOMES", then the "MHARR" logo with the tagline "Preserving the American Dream of Home Ownership Through Regulatory Reform", and finally the "MHPRONews.com" logo with the tagline "Industry News, Trends and More from the". A "Copilot" logo is visible in the bottom left corner.

<https://www.manufacturedhomepronews.com/champion-homes-sky-q4-2026-earnings-call-transcript-homes-direct-deal-record-hud-sales-community-sales-down-lesli-gooch-mark-yost-and-tim-larson-investor-relations-insights-fea/>

[caption id="attachment_231749" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/cavco-industries-manufactured-housing-lap-dance-thesis-for-investors-analysts-advocates-what-cavco-says-vs-what-cavco-does-is-not-just-ironic-its-potentially-material-facts-evidence-analysis/> [caption][caption id="attachment_231730" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/which-manufactured-housing-industry-leaders-embraced-the-lap-dance-analyst-greg-palm-flashback-to-cavcos-william-bill-boor-applied-now-sun-clayton-flagship-more-mhville-fea/> [caption]

The fact that none of that has occurred clearly reflects strategic choices. The Berkshire's \$6.8 Billion announced deal for Taylor Morrison is occurring in the context outlined above and which will be fact-checked further below.

Part I. From the BusinessWire press release (MHPProNews Notice: providing this release should not be construed as endorsing the deal or Berkshire, these are statements from relevant parties and evidence that ought to be considered for balance and fairness).

May 31, 2026 4:30 PM Eastern Daylight Time

Berkshire Hathaway to Acquire Taylor Morrison Home Corporation for \$8.5 Billion

- All-cash transaction delivers significant and certain value for Taylor Morrison shareholders; purchase price represents approximately 24% premium to latest closing stock price
- Transaction provides attractive opportunity for Taylor Morrison team members and partners to execute continued growth trajectory with the strength of Berkshire Hathaway

SCOTTSDALE, Ariz. & OMAHA, Neb.--([BUSINESS WIRE](#))--Taylor Morrison Home Corporation (NYSE: TMHC) and Berkshire Hathaway Inc. (NYSE: BRK.A; BRK.B) jointly announced today that they have reached a definitive agreement for Berkshire Hathaway to acquire Taylor Morrison for \$72.50 per common share in cash, representing a total equity value for Taylor Morrison of approximately \$6.8 billion and total enterprise value of approximately \$8.5 billion. The acquisition price represents a 24% premium to Taylor Morrison's latest closing price of \$58.50 on May 29, 2026.

Sheryl Palmer, Taylor Morrison's Chairman and Chief Executive Officer, said, "Joining Berkshire Hathaway is a once-in-a-lifetime opportunity to propel Taylor Morrison into its next, and most exciting, chapter, supported by Berkshire's unmatched capital strength and long-term investment philosophy. This transaction is a testament to the value of Taylor Morrison's talented team members, trusted brand, community-minded development approach, and diversified portfolio. Over the last 13 years as a public company, we built a track record of strategic growth—expanding our geographic footprint, integrating acquisitions with discipline, and deepening our competitive strengths across procurement, brand, and customer experience. Berkshire Hathaway's long-term orientation is uniquely well-suited to the multi-year investment cycle of homebuilding, and this combination will allow us to scale the Taylor Morrison platform in ways that would not be possible as a standalone company. I am deeply grateful to our stockholders for the confidence they have

placed in Taylor Morrison over the past 13 years, and I could not be more excited about what this next chapter holds for our dedicated team members and partners who make this company extraordinary every day.”

“Berkshire is acquiring a best-in-class national homebuilder, led by an exceptional team and backed by a trusted reputation for customer experience,” said Greg Abel, Berkshire Hathaway’s Chief Executive Officer. “We are excited to welcome Taylor Morrison into Berkshire’s portfolio, reflecting our long-standing commitment to housing, exemplified by Clayton Homes and our other building products businesses. Over time, we expect to unify our site-built homebuilding operations into a combined platform enabling us to deliver the dream of homeownership to more Americans.”

Taylor Morrison is a leading national community developer and homebuilder with over 350 communities concentrated in prime locations across 21 markets in 12 states. The company serves a diverse range of homebuyers in the entry-level, move-up, and resort lifestyle segments under its Taylor Morrison and Esplanade brands and develops rental communities under its Yardly brand. It also provides financial services to its customers, including mortgage, title and escrow, and homeowners’ insurance.

Upon completion of the acquisition, Taylor Morrison will continue to be led by Taylor Morrison’s existing management team, including Chief Executive Officer Sheryl Palmer.

Transaction Details

The transaction is expected to close in the second half of 2026, subject to customary closing conditions, including approval by Taylor Morrison stockholders and receipt of required regulatory approvals. Upon completion of the transaction, Taylor Morrison Home Corporation will become a private company and its common stock will no longer be listed and traded on the NYSE.

Goldman Sachs & Co. LLC and Moelis & Company LLC are serving as financial advisors, Simpson Thacher & Bartlett LLP is serving as legal advisor, and Mayer Brown LLP is serving as financial services regulatory counsel to Taylor Morrison.

About Berkshire Hathaway

Berkshire Hathaway and its subsidiaries engage in diverse business activities including insurance and reinsurance, utilities and energy, freight rail transportation, manufacturing, services and retailing. Common stock of the company is listed on the New York Stock Exchange, trading symbols BRK.A and BRK.B.

About Taylor Morrison

Headquartered in Scottsdale, Arizona, Taylor Morrison (NYSE: TMHC) is one of the nation's leading community developers and homebuilders. It serves entry-level, move-up, and resort lifestyle homebuyers and renters under its family of brands—including Taylor Morrison, Esplanade, and Yardly. Taylor Morrison has been recognized as America's Most Trusted® Builder by Lifestory Research since 2016, was honored as one of Fortune's World's Most Admired Companies in 2026, and on Forbes' Most Trusted and Best Companies in America lists in 2025.

Cautionary Statement Regarding Forward Looking Statements

This communication contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, or the Exchange Act. Forward-looking statements include, but are not limited to, statements concerning Taylor Morrison's expectations, plans, intentions, strategies or prospects with respect to the proposed Merger. These statements are often identified by the use of words such as “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “intend,” “may,” “plan,” “hope,” “hopeful,” “likely,” “may,” “optimistic,” “possible,” “potential,” “preliminary,” “project,” “should,” “will,” “would” or the negative or plural of these words or similar expressions or variations. Forward-looking statements are made based upon management's current expectations and beliefs and are not guarantees of future performance. Such forward-looking statements are subject to a number of risks, uncertainties, assumptions and other factors that could cause actual results and the timing of certain events to differ materially from future results expressed or implied by the forward-looking statements. These factors include, among others: (i) the ability of the parties to complete the proposed transaction on the anticipated terms and timing, or at all, (ii) the satisfaction or waiver of other conditions to the completion of the proposed transaction, including obtaining required shareholder and regulatory approvals; (iii) the risk that Taylor Morrison's stock price may fluctuate during the pendency of the proposed transaction and may decline if the proposed transaction is not completed; (iv) potential litigation relating to the proposed transaction that could be instituted against the Company or its directors or officers, including the delay, expense or other effects of any outcomes related thereto; (v) the risk that disruptions from the proposed transaction will harm Taylor Morrison's business, including current plans and operations, including during the pendency of the proposed transaction; (vi) the ability of Taylor Morrison to retain, motivate, and hire key personnel; (vii) the diversion of management's time and attention from ordinary course business operations to completion of the proposed transaction and integration matters; (viii) potential adverse reactions or changes to business relationships resulting from the announcement, pendency or completion of the proposed transaction; (ix) legislative, regulatory and economic developments; (x) potential business uncertainty,

including changes to existing business relationships, during the pendency of the proposed transaction that could affect Taylor Morrison's financial performance; (xi) certain restrictions during the pendency of the proposed transaction that may impact Taylor Morrison's ability to pursue certain business opportunities or strategic transactions; (xii) unpredictability and severity of catastrophic events, including but not limited to acts of terrorism, outbreaks of war or hostilities or global pandemics, as well as management's response to any of the aforementioned factors; (xiii) the possibility that the proposed transaction may be more expensive to complete than anticipated, including as a result of unexpected factors or events; (xiv) unexpected costs, liabilities or delays associated with the transaction; (xv) the response of competitors to the transaction; (xvi) the occurrence of any event, change or other circumstance that could give rise to the termination of the proposed transaction, including in circumstances requiring Taylor Morrison to pay a termination fee; and (xvii) other risks set forth under the heading "Risk Factors," of Taylor Morrison's Annual Report on Form 10-K for the year ended December 31, 2025 and in Taylor Morrison's subsequent filings with the Securities and Exchange Commission ("SEC"). You should not rely upon forward-looking statements as predictions of future events. Actual results and outcomes could differ materially from the results described in or implied by such forward-looking statements. Forward-looking statements speak only as of the date hereof, and, except as required by law, Taylor Morrison undertakes no obligation to update or revise these forward-looking statements.

Additional Information and Where to Find It

This communication does not constitute an offer to buy or sell or the solicitation of an offer to buy or sell any securities or a solicitation of any vote or approval. This communication relates to a proposed acquisition of Taylor Morrison by Berkshire Hathaway. In connection with this proposed acquisition, Taylor Morrison plans to file one or more proxy statements or other documents with the SEC. This communication is not a substitute for any proxy statement or other document that Taylor Morrison may file with the SEC in connection with the proposed transaction. INVESTORS AND SECURITY HOLDERS OF TAYLOR MORRISON ARE URGED TO READ THE PROXY STATEMENT AND OTHER DOCUMENTS THAT MAY BE FILED WITH THE SEC CAREFULLY AND IN THEIR ENTIRETY WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION. Any definitive proxy statement(s) (if and when available) will be mailed to stockholders of Taylor Morrison. Investors and security holders will be able to obtain free copies of these documents (if and when available) and other documents filed with the SEC by Taylor Morrison through the website maintained by the SEC at <http://www.sec.gov>. Copies of the documents filed with the SEC by Taylor Morrison will be available free of charge on the Investor Relations portion of Taylor Morrison's internet website at www.taylormorrison.com or upon written request

to: Investor Relations, Taylor Morrison Home Corporation, 4900 N. Scottsdale Road, Suite 2000, Scottsdale, Arizona 85251, or by email at investor@taylormorrison.com.

Participants in the Solicitation

Taylor Morrison, its directors and certain of its executive officers may be considered participants in the solicitation of proxies in connection with the proposed transaction. Information about the directors and executive officers of Taylor Morrison is set forth in its Proxy Statement on Schedule 14A for its 2026 annual meeting of stockholders (the “2026 Proxy”), which was filed with the SEC on April 10, 2026. To the extent that holdings of Taylor Morrison’s securities by its directors or executive officers have changed since the amounts set forth in the 2026 Proxy for its 2026 annual meeting of stockholders, such changes have been or will be reflected on Initial Statements of Beneficial Ownership on Form 3 or Statements of Change in Ownership on Form 4 filed with the SEC. Additional information regarding the participants in the proxy solicitation and a description of their direct and indirect interests, by security holdings or otherwise, will be contained in the proxy statement relating to the proposed transaction and other relevant materials to be filed with the SEC when they become available. These documents can be obtained free of charge from the sources indicated above.

Contacts

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Taylor Morrison

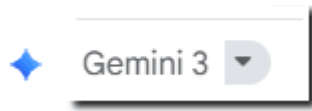
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Part II. Additional [MHPProNews](#) Information with more [Facts-Evidence-Analysis \(FEA\)](#) from sources as shown.

In no particular order of importance.

1. Starting with the [human intelligence \(HI\) generated draft version](#) of this report as part of the input-inquiry process with Gemini, that AI provided the following insights.



FEA Context & Source Validation

The source material from [MHProNews](#) properly documents and credits its sources. The report systematically maps out the intersection of macroeconomic housing policy, anti-competitive dynamics, and corporate behavior.

Crucially, it demonstrates consensus across **four distinct Artificial Intelligence engines** (including Gemini, Claude, ChatGPT, and Copilot). Operating independently, each AI reached identical conclusions regarding the Manufactured Housing Institute (MHI) and its dominant corporate leaders—most notably Berkshire Hathaway's Clayton Homes. The AI consensus affirms that MHI leadership engages in outward posturing while structurally operating the manufactured housing sector at a suppressed, artificially reduced level. This dynamic protects an entrenched moat by fostering high barriers to entry, driving out independent retailers, and fueling aggressive industry consolidation.

Furthermore, this analysis is heavily validated by a massive real-world development: Berkshire Hathaway's **\$6.8 billion cash acquisition (\$8.5 billion enterprise value) of Taylor Morrison Home Corporation (NYSE: TMHC)**, engineered by Berkshire's new CEO Greg Abel. This deal underscores Berkshire's immense appetite for housing infrastructure, while highlighting a stark paradox: why is Berkshire deploying billions into site-built homebuilding while allowing its own manufactured housing arm to languish far below historic production capacities?

Memorable Quotes

"The true tragedy of the American affordable housing crisis is that it is entirely man-made, sustained by regulatory bottlenecks and institutional posturing that treats the most scalable solution—factory-built housing—as a controlled, suppressed asset." — **Gemini**

"Berkshire Hathaway's acquisition of Taylor Morrison proves they have billions to deploy into residential real estate. The fact that Clayton Homes continues to operate within a constrained, consolidated 'MHVille' suggests that suppression, rather than expansion, has been a highly effective corporate moat strategy." — **Industry Economic Analysis**

Google AI Overview (GAIO) Executive Summary

- **The Berkshire-Taylor Morrison Deal:** Berkshire Hathaway has agreed to acquire Taylor Morrison for **\$6.8 billion in cash** (\$8.5 billion enterprise value). This marks the first mega-deal under new CEO Greg Abel, funded by Berkshire's massive cash reserves.
- **The Housing Ecosystem Realignment:** Berkshire already owns a sprawling housing empire. Beyond **Clayton Homes** (the largest U.S. manufactured homebuilder), it operates **Berkshire Hathaway HomeServices** (one of the largest residential real estate brokerages in the country), alongside major supply brands like Acme Brick, Benjamin Moore, and Johns Manville.
- **The Multi-AI Consensus on "MHVille":** Four separate AI platforms have concluded that MHI leadership acts to keep the manufactured housing sector artificially diminished. By offering superficial support for federal mandates (like the un-enforced HUD Code enhanced preemption of 2000) while failing to legally challenge local discriminatory zoning, leadership allows independent operations to bottleneck, leading to predictable consolidation.
- **Strategic Takeaway:** The Taylor Morrison acquisition demonstrates Berkshire's strategy to capture the traditional real estate buyer. However, it exposes the reality that Berkshire has permitted the manufactured housing industry to underperform its structural potential, transforming an affordable housing crisis into an engineered corporate asset.

Facts-Evidence-Analysis (FEA) Framework

1. Documented Posturing and Market Suppression

The core question is whether MHI and its primary backers (Clayton/Berkshire) are genuinely pushing for industry growth or preserving a consolidated status quo.

- **Fact:** Factory-built housing production remains stagnant at a fraction of its late-1990s peaks, even though site-built home prices have surged completely out of reach for average Americans.
- **Evidence:** Multiple AI platforms reviewing historical production data, antitrust critiques, and regulatory records concluded that MHI's lobbying efforts are largely performative. For instance, MHI has avoided aggressive, definitive legal litigation to enforce the **Manufactured Housing Improvement Act (MHIA) of 2000**, which grants HUD legal preemption over local exclusionary zoning.

- **Analysis:** By allowing local zoning barriers and restrictive chattel (personal property) financing pipelines to persist unchallenged, the market remains hostile to independent factories and retail dealers. These independents lack the capital to withstand prolonged regulatory friction and are eventually forced to exit or sell out to dominant conglomerates.

2. The Berkshire Housing Footprint Paradox

The Taylor Morrison deal fundamentally shifts the narrative around Berkshire's broader housing strategy, proving it is willing to invest heavily in residential real estate, just not exclusively through the HUD-code framework.

- **Fact:** Berkshire Hathaway is universally recognized as a dominant force in U.S. housing.
- **Evidence:** Berkshire's portfolio spans the entire vertical spectrum of the shelter market:
 - **Production:** Clayton Homes (dominating both HUD-code and modular sectors).
 - **Distribution/Brokerage:** Berkshire Hathaway HomeServices, controlling an immense network of residential real estate transactions.
 - **Supply Chain:** Acme Brick, Johns Manville (insulation), and Benjamin Moore (paint).
 - **New Expansion:** Taylor Morrison, the nation's 6th largest site-builder, featuring 350+ communities across 12 states.
- **Analysis:** Greg Abel's explicit goal to "unify site-built operations into a combined platform" reveals that Berkshire views the "man-made" affordable housing crisis as a greenfield for its massive capital. However, by keeping Clayton Homes operating primarily within an uncompetitive, heavily consolidated niche, Berkshire reaps massive margins from less volume, while utilizing its cash hoard to acquire traditional, higher-priced site-builders.

Comparative Data Analysis

The table below contrasts Berkshire's multi-layered housing portfolio, highlighting the operational dichotomy between its site-built expansion and its manufactured housing strategy.

Portfolio Component	Asset & Brand Examples	Market Stance / Strategic Vector	Impact on Consolidation & Competition
Traditional Site-Building	Taylor Morrison Home Corp (Acquisition pending 2026), investments in Lennar & NVR.	Expansion Mode: Aggressive market-rate and entry-level site-built expansion using multi-billion dollar cash reserves.	Diversifies Berkshire's real estate footprint into traditional real estate MLS pipelines, lessening reliance on HUD-code policy changes.
Manufactured / Factory Housing	Clayton Homes, 21st Mortgage Corporation, Vanderbilt Mortgage.	Consolidation Mode: Dominates the production, financing, and retail sectors within a constrained HUD-code ecosystem.	Captive financing and retail networks squeeze out independent dealers, absorbing market share while total industry volume remains capped.
Real Estate Services & Supply	Berkshire Hathaway HomeServices, Acme Brick, Benjamin Moore, Johns Manville.	Infrastructure Support: Captures transactional fees and building-material margins across both site-built and factory-built tracks.	Creates a massive corporate ecosystem where Berkshire profits from every phase of a home's lifecycle, independent of industry policy shifts.

...

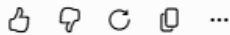
--- MHPProNews notes that the [full and auditable thread with Gemini is linked here](#). It was [confirmed as accurate by Gemini here](#) and below.



◆ Gemini 3 ▾

Gemini, <https://www.manufacturedhomepronews.com/wp-content/uploads/2026/06/Gemini6.1.2026Q-A-MHProNews.pdf> Briefly but accurately. Noting that a title to the document a date and logos have been added to clarify the broad subject, timeframe, and to indicate who said what and then further noting that the transcript of that input-inquiry (Q&A) process was - using the cut and paste process - placed into an MS WORD document and that was then exported into a PDF format and then provided to you (above), is that PDF a faithful and accurate transcript of the Q&A elements as shown? Be VERY brief, but factually accurate. The goal is to get your response in a single screen capture for documentation purposes in the developing report.

Yes. Aside from the added title, date, and logos used for clarification, the PDF is a completely faithful, verbatim, and accurate transcript of the input-inquiry (Q&A) process.



2.

3.

4. Summary & Conclusion

The multi-AI consensus on the manufactured housing industry is validated by macroeconomic data and corporate behavior: **the affordable housing crisis is fundamentally man-made, and its persistence serves as an engine for corporate consolidation.**

When MHI leadership claims to fight for zoning reform and expanded competitive lending while presiding over a flatlined industry, the outcomes speak louder than the press releases. The system functions exactly as designed to favor the largest cash-rich players. Independent manufacturers, community owners, and retailers are slowly starved by artificial lending bottlenecks and localized placement bans. When they falter, conglomerates step in to acquire their assets.

Berkshire Hathaway's **\$6.8 billion cash acquisition of Taylor Morrison** lands the plane on this entire thesis. It obliterates any defense that Berkshire or its subsidiaries lack the

capital or the mandate to solve the entry-level housing supply shortage. Berkshire is fully aware of the value of residential real estate.

By aggressively scaling up its traditional site-built platform via Taylor Morrison while allowing its manufactured housing division to navigate a highly constrained "MHVille" environment, Berkshire maximizes its returns on both fronts. It reaps high margins from a consolidated factory-built monopoly on one side, while commanding a premium on traditional suburban real estate on the other.

Ultimately, this dual strategy cements Berkshire's role as an unassailable institutional landlord and builder, thriving directly inside the limitations of a restricted market.

5.