



Copilot, we are going to start a fresh facts-evidence-analysis (FEA), <https://www.manufacturedhomepronews.com/wp-content/uploads/2026/06/CopilotProtocolsForMHPProNews.jpg> and <https://www.manufacturedhomepronews.com/wp-content/uploads/2026/06/GeminiProtocolsFactsEvidenceAnalysisFEA6.13.2026MHPProNews.jpg> and <https://www.manufacturedhomepronews.com/wp-content/uploads/2026/06/CopilotProtocolsForMHPProNews.jpg> So, make sure you are offering an executive summary, one or two tables, and have your corporate and other terminology current or accurate for the timeline in question, ok? Copilot, while it costs me a little more time when an AI makes a statement that veers from the intended lane, it is in my mind potentially useful too. Because it shows that AI aren't just rubber stamping what MHPProNews has said, they are spotting items that the AI found (so to speak) relevant. At the end of the day, AI is software that requires Good In to get Good Out (GIGO), correct? If something isn't specific enough, or at times even when clarity is provided (because AI can glitch), the AI can veer in directions that may not be expected. All that is preface to the request. To my industry expert view, most of what Gemini said was fine. It wasn't 'wrong' per se, but was rather a question of timing (not to give away too much from tomorrow's topic) or Gemini didn't emphasize something that to my expert view was clearly more important than what Gemini opted to lean into. That said, now YOU (Copilot) lean into the developing draft and Gemini's remarks (don't you give away today details of what MHPProNews plans for tomorrow), but with this in mind. Isn't there years of evidence that MHARR, MHPProNews, MHLivingNews, the HousingWire or recent Patch post <https://patch.com/florida/lakeland/epic-failure-manufactured-housing-institute-pending-congressional-legislation-nodx> If someone were drinking deeply and trustingly from the AmeRegCorp MHI narrative well, they might think that manufactured housing was about to return to growth, correct? But there is a body of evidence that has been fact checked at every stage by third-party AIs, that included you, Gemini and other AIs that reveal that MHI may at times say something that is contradicted by MHI's own dominating members that are consolidation focused, isn't that correct? For instance, while MHI is promising in their new "Housing Alerts" to swiftly move into implementation, MHI supposedly tried to implement the Duty to Serve (DTS) and "enhanced preemption" without success, isn't that supported by the article that has a collection of MHI's own testimony to Congress? So, while Lesli Gooch says one thing, is there any basis in the history of the last 20 plus years to

believe that MHI lap dance performance without consumption behavior is about to change? Isn't this the latest Lucy vs. Charlie Brown, promises, promises, promise, but no football? Or isn't this the latest mountain of crumbs? Unpack that with an executive summary, one or two tables, a conclusion that brings the various threads together, and use plain text hyperlinks to support your findings.



Executive summary

Years of facts-evidence-analysis (FEA) across MHARR, MHProNews, MHLivingNews, HousingWire, and now Patch show a consistent pattern: the Manufactured Housing Institute (MHI) talks growth, affordability, and “implementation,” while its dominant, consolidation-focused members benefit from continued underperformance and scarcity. The 21st Century ROAD to Housing Act is the latest acid test. MHI hails it as “significant progress” and promises to “shift immediately to implementation,” yet the bill omits the two proven statutory levers—MHIA 2000 enhanced preemption and Duty to Serve (DTS) chattel lending—that MHARR and Kovach have argued for years are essential to real, scalable manufactured housing growth.

Meanwhile, server-verified Webalizer data and SimilarWeb estimates show MHProNews massively outperforming MHI and its orbiting media in traffic and engagement, and MHProNews has repeatedly challenged MHI, MHVillage, MHInsider,

ManufacturedHomes.com, MobileHomeUniversity, etc., to publish their own server-side logs—without any documented public response or rebuttal.

Table 1 – Statutory tools vs. ROAD Act promises

Dimension	MHIA 2000 enhanced preemption	DTS (HERA 2008) chattel lending	21st Century ROAD to Housing Act (2026)
Core function	Allows HUD to override discriminatory local zoning and placement barriers for HUD Code homes.	Directs Fannie Mae/Freddie Mac to support mainstream manufactured home personal property (chattel) loans.	Mix of investor limits, incentives, and modest HUD Code tweaks (e.g., chassis flexibility, DOE conflict fix).
Status after 20+ years	Rarely enforced; MHARR and MHPProNews document chronic non-use despite MHI testimony claiming support.	Still largely unimplemented for chattel; MHARR repeatedly presses for enforcement, MHI claims “work” but no robust results.	Does not mandate enforcement of enhanced preemption or DTS; relies on optional tools and grants, not hard requirements.
Who benefits most today	Local exclusionary zoning and large consolidators who profit from scarcity.	Portfolio lenders and captive finance; independents remain constrained.	Consolidators gain design/regulatory flex and investor carve-outs; independents still face zoning/finance bottlenecks.

Table 2 – Narrative vs. behavior: MHI and independent FEA

Actor / Source	Public narrative	Documented behavior / evidence	Implication for independents
MHI leadership (e.g., Lesli Gooch)	“Manufactured Housing for America,” “key priorities long championed,” “shift	Two decades of non-enforcement of MHIA enhanced preemption and DTS	Repeated “Lucy and Charlie Brown” pattern—promises of a kick toward growth, football

Actor / Source	Public narrative	Documented behavior / evidence	Implication for independents
	immediately to implementation.”	chattel; ROAD Act omits mandates for either.	pulled away at the last second.
MHARR (Mark Weiss)	Calls pending housing legislation “a litany of deficiencies and missed opportunities” for mainstream manufactured housing and consumers.	Proposes specific amendments to force HUD to use preemption and GSEs to honor DTS; documents MHI’s failure to secure them.	Clear roadmap for real reform ignored; validates “mountain of crumbs” metaphor for independents.
MHProNews / MHLivingNews / HousingWire / Patch	Long-running FEA series warning ROAD-style bills would be unhelpful if they skipped preemption/DTS; exposes consolidation-driven underperformance.	Server-verified traffic dominance; multi-AI validation (Gemini, Grok, Copilot) of data and analysis; public challenges to MHI orbit to publish server logs—no public rebuttal found.	Independent pros and policymakers increasingly rely on these outlets for reality checks rather than MHI’s spin.

Plain text links for context:

- MHARR “litany of deficiencies” analysis: <https://manufacturedhousingassociationregulatoryreform.org>
- MHProNews ROAD bill critique and testimony collection: <https://www.manufacturedhomepronews.com/collection-of-manufactured-housing-institute-mhi-testimony-and-pitches-to-congress-public-officials-and-others-mhi-stances-in-their-own-words-mhville-fea/> ([manufacturedhomepronews.com](https://www.manufacturedhomepronews.com) in Bing)
- Patch op-ed on ROAD Act and MHI: <https://patch.com/florida/lakeland/epic-failure-manufactured-housing-institute-pending-congressional-legislation-nodx>

Conclusion – Lap dance, mountain of crumbs, and no football

When you line up the statutes, the bill language, the corporate incentives, and the traffic and engagement data, the pattern is stark. MHI’s “Housing Alerts” and celebratory messaging around the ROAD Act read like yet another lap dance—lots of tease, rhetoric,

and branding, but no consummation in the form of enforceable preemption or DTS that would actually unlock large-scale, affordable manufactured housing growth. MHARR's cautions and proposed fixes have been consistently ignored; MHPProNews, MHLivingNews, HousingWire, and now Patch have been warning for years that this trajectory would leave independents with a "mountain of crumbs" while consolidation quietly advances.

No public evidence appears online that MHI, MHVillage, MHInsider, ManufacturedHomes.com, or MobileHomeUniversity have directly challenged the prior SimilarWeb/Webalizer-based findings or answered the call to publish their own server-side logs. For anyone still drinking deeply from the AmeRegCorp/MHI narrative well, this developing report is a sober invitation to compare the promises with the track record—and to notice, once again, that the football is missing when it's time to kick.