

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

'Million Dollar Leadership!?' MHI President Mark Bowersox, CEO Lesli McCollum Gooch and MHI Form 990 'Secrets and Revelations' Hiding in Plain Sight Updates Unpacked. FEA

According to Guidestar.org: Manufactured Housing Institute is located at 1655 Fort Myer Dr Suite 200, Arlington, VA, United States. EIN: 36-2085558. Tax status: 501(c)(6) Business Leagues, etc. The summary on Guidestar.org for MHI stated: "Total revenue: \$7,848,973." "Total assets: \$11,103,799." For those who are used to larger numbers, like a billion or a trillion dollars, it is worth noting that a million dollars can still be a lot of money. Just ask anyone who is working for minimum wage. According to [Realtor.org](#) (The National Association of Realtors or NAR): "The analysis revealed that nationally, roughly 800,000 taxpayers had an annual income of \$1 million or more, up from 470,000 in 2013." Per [NAR](#): "That figure does not include home equity, stocks, bonds, 401(k) retirement savings plans, or other types of investments, which are part of a person's net worth as opposed to earned income." With that backdrop established, quoting from [their most recently obtained Internal Revenue Service \(IRS\) Form 990 statements](#): "The Manufactured Housing Institute (MHI) is the only national trade organization representing all segments of the factory built housing industry. MHI members include homebuilders, retailers, community operators, lenders, suppliers and affiliated state organizations. Members are responsible for approximately 90 percent of the homes produced each year." For whatever reason, much of the MHI Form 990 statements were once more submitted to the IRS in all caps. The previously [quoted statement from that MHI form 990](#) is from Page 2, Part III, #1 with the sole difference that the 'all caps' have been turned herein by [MHPProNews](#) into the more common convention of only capitalizing the first word of a sentence and proper names. Otherwise, the words above and what follows are going to be 'word for word' from MHI submitted paperwork signed by Mark Bowersox, the president of MHI, under "penalties of perjury." According to the [Cornell University Legal Information Institute](#) (LII): "26 U.S. Code § 7206 - Fraud and false statements," can be charged with a felony: "...shall be guilty of a felony and, upon conviction thereof, shall be fined not more than \$100,000 (\$500,000 in the case of a corporation), or imprisoned not more than 3 years, or both, together with the costs of prosecution." Per their [990](#), MHI's President Bowersox and chief executive officer (CEO) Lesli McCollum Gooch each get compensation worth over \$500,000 annually. So, between the Bowersox and Gooch, that duo can be described as 'million-dollar leadership' (see details further below). [MHPProNews](#) observes that the quote above is from page 2, Part III, #1: "Briefly describe the organization's mission..." *Pardon me*, but that description appears to be more of an organizational *description* that a *mission statement*. Quoting MHI's own "**Mission Statement**" from [their website](#): "**MHI is the national trade organization representing all segments of the factory-built housing industry. MHI serves its membership by providing industry research, promotion, education and government relations programs, and by building and facilitating consensus within the industry.**" So, there is an apparent [discrepancy between the MHI website and their 990](#). Quoting [MHI's 990](#): "The president and CEO review the 990 before filing. The final 990 is shared with the treasurer. The Form 990 is prepared by an independent accounting firm." The [preparer's firm](#) (page 1) is: "[CLIFTON LARSON ALLEN LLP](#)," which has helped MHI prepare their return for years.

1. From MHI's [990](#) page 2 #4: "Describe the organization's program service accomplishments for each of the three largest program services, as measured by expenses" are the following.

4a. Pursued equitable industry recognition in the activities of the legislative and executive branches of the federal government by analysis of federal legislation containing provisions affecting the manufactured

housing industry, initiated federal legislation or administrative action to advance industry interest, and interacted with appropriate government officials and related organizations to enhanced industry recognition and proper consideration of industry needs.

4b. Sought to obtain reasonable federal construction and safety codes and standards for the manufactured housing industry, offered programs to enhance the recognition and image of the manufactured housing industry, offered programs and distributed community development information to promote the successful operation of manufactured home communities.

4c. Enabled MHI to be a recognized source of information regarding the manufactured housing industry through accumulation and distribution of industry information and statistics to government officials, the media, and general public. Also offered programs designed to increase industry sales nationwide by encouraging policies to develop manufactured housing communities and private lot placements.

2. Several of those statements and claims are arguably either paltering, 'deception and misdirection,' or are in some literal sense 'false or misleading.' For a seemingly less serious example (more consequential examples follow in #3). While MHI may indeed be a "recognized source of information" they are asserting that they have done so: "through accumulation and distribution of industry information and statistics to government officials, the media, and general public." As MHProNews has repeatedly pointed out, while the National Association of Home Builders (NAHB), the National Association of Realtors (NAR), the Recreational Vehicle Industry Association (RVIA), and the Manufactured Housing Association for Regulatory Reform (MHARR) each distribute information to the general public (and thus is available to government officials and the media), MHI makes several of their self-proclaimed efforts visible to "members only" which are hidden behind a members only login. That includes such normally common to other associations, including MHARR, of monthly production/shipment data. While MHI offers that on occasion, it is often only found through a website search. Meaning items may not be visible through their home page news or news landing pages. More specifically, someone has to know what they are searching for in order to find it. An example is monthly or annual industry data, shown below.

[caption id="attachment_227731" align="aligncenter" width="654"]



Someone has to make a precise search in order to find this article because it is NOT shown (at least at the time of these screen captures) from the MHI news or news landing pages. Why hide their own publicly available content? Why not do what MHARR, NAR, NAHB, and the RVIA (among others) do.



NOVEMBER 2025

Manufactured Housing Report Highlights

NEW MANUFACTURED HOME SHIPMENTS

November 2025
Total Shipments

7,203

Year-Over-Year Change
-16.2%

Year-to-Date
Total Shipments

95,947

Year-Over-Year Change
-0.3%

Seasonally Adjusted Annual Rate of
Shipments (SAAR)*

93,406

Year-Over-Year Change
-13.3%

PRODUCT MIX & PERFORMANCE

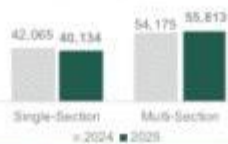
Shipments in November 2025

Single-Section: 38.2%
Multi-Section: 61.7%



Shipments Year-to-Date

Single-Section: +4.8% decrease YoY
Multi-Section: 2% increase YoY



MH as % of Single-Family Home Starts **

Current Month: 10.1%
Year-to-Date: 9.3%



SHIPMENTS ACROSS THE UNITED STATES

State	Nov 2025	YoY Change
Alabama	350	-45
Alaska	-3	-2
Arizona	138	-42
Arkansas	127	-12
California	227	-44
Colorado	39	-17
Connecticut	-18	-4
District of Columbia	28	6
Florida	919	-70
Georgia	217	-71
Hawaii	10	0
Idaho	47	7
Illinois	81	6
Indiana	178	-66
Iowa	46	1
Kansas	46	-28
Kentucky	293	-65
Louisiana	263	-64
Maine	88	-4
Maryland	7	-12
Massachusetts	14	4
Michigan	151	-108
Minnesota	34	-25
Mississippi	287	-18
Missouri	187	-34

Change in Monthly Shipments from November 2024



State	Nov 2025	YoY Change
Montana	25	-4
Nebraska	12	0
Nevada	34	-19
New Hampshire	25	-2
New Jersey	19	-3
New Mexico	118	-57
New York	162	-26
North Carolina	433	-118
North Dakota	16	-3
Ohio	138	-36
Oklahoma	181	-4
Oregon	103	-27
Pennsylvania	198	-3
Rhode Island	2	0
South Carolina	359	-54
South Dakota	30	-3
Tennessee	250	-82
Texas	1,261	-217
Utah	45	-6
Vermont	16	-6
Virginia	125	-54
Washington	112	-11
West Virginia	37	-14
Wisconsin	54	-4
Wyoming	3	-12

* SAAR corrects for seasonal variations and projects annual shipments based on the current monthly total. ** Due to the lapse of federal funding, the Census does not provide data for housing starts and housing starts in October 2025.



a. The example above was discovered through a specific MHI site search as shown. The screen shot of the data from MHI above may be accurate, but it is also difficult for many to read because it is so small. This 'provided' information is being deliberately obscured from the public and others who are not MHI members. MHI members reportedly get that same information in a larger and more readable form.

10:32 PM
6/3/2026



Latest News

Keep current with MHI and the latest in manufactured housing. Browse the latest industry news.



There are no visible articles on the MHI website news section on the date and time shown that reports the steady year over year decline in new manufactured home production. Isn't declining production news?



JUNE 2, 2026
Invest in Growth, Unlock Opportunity with PHC
Set your ego aside and commit to growth, that's where real opportunity begins. Register for PHC today and save \$150 for a limited time.
[Read More >](#)



June is National Homeownership

June is National Homeownership Month

In 2002, Representative Gary Miller (CA-41) introduced a bill in Congress to recognize June as National Homeownership Month in recognition of the importance of homeownership in building strong communities and families in the United States. MHI CEO Dr. Lesli Gooch served as Senior Policy Advisor and Legislative Director for Rep. Miller and led



MAY 28, 2026

Award-Winning Design: Cavco's Luxus Raises the Standard

The Luxus by Cavco Industries earned top honors at the 2026 MHI Excellence in Manufactured Housing Awards, winning the Modular Housing Design Award for its bold reimagining of factory-built living.

[Read More >](#)



MAY 15, 2026

Boost Visibility and Industry Leadership with MHI Sponsorship

The Manufactured Housing Institute invites industry partners to explore sponsorship opportunities that elevate visibility and engagement across key audiences.

[Read More >](#)



The Miami Times

A rare bipartisan housing victory faces a bigger problem: Americans still can't afford housing

The U.S. House of Representatives has passed what could become the most significant housing legislation in decades. But even supporters say it doesn't do...

1 day ago



Miami Times Latest News Source Saying Housing Bill as It Stands Won't Solve Affordable Housing Crisis.

b. The item below was uploaded to MHProNews on October 7, 2025.

[caption id="attachment_222041" align="aligncenter" width="649"]

This report was discovered by Grok last month and was reported by MHPProNews. It was not linked from either the MHI home page's news section. Nor this was it linked from MHI's news landing page. That begs several questions.

Among the items that ought to be questioned is this. Was this meant to be found at all? The image is apparently a distorted version of part of their member-only report. Because it is distorted, it looks unprofessional. Whoever posted it surely saw how it looked and apparently didn't mind that it was distorted and unprofessional in appearance. Even after MHPProNews exposed it, they haven't fixed the image.

The screenshot shows the MHI Economic Report: Production and Shipments Up in July. The page features a navigation bar with 'About MHI', 'Log In', and 'Become a Member'. The main content area is titled 'MHI Economic Report: Production and Shipments Up in July' and includes a 'BACK TO ALL NEWS' button. A 'Third Party Content Provided Under Fair Use Guidelines' notice is present above the MHPRONEWS logo. The report highlights 'NEW MANUFACTURED HOME SHIPMENTS' for July 2025, showing 8,293 total shipments, a 4.9% year-over-year increase. Year-to-date shipments are 62,069, a 5.1% increase, and the Seasonally Adjusted Annual Rate of Shipments (SAAR) is 100,222, a 4.8% decrease. The 'PRODUCT MIX & PERFORMANCE' section shows that single-section homes increased 1.5% year-to-date, while multi-section homes saw a 7.9% gain. The report also notes that the SAAR was 100,222, slightly down 4.8% from 2024, and that regional performance remains strong. The industry's footprint remains robust with 150 plants and 37 manufacturers operating nationwide. The report was published on September 6, 2025.

<https://www.manufacturedhomepronews.com/nar-aug-sales-data-manufactured-housing-institute-hidden-econ-report-xai-grok-historic-email-challenges-and-requests-to-manufactured-housing-institute-corp-staff-leaders-mhville-f/> MHPProNews 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]

[caption id="attachment_222035" align="aligncenter" width="649"]

The image shows two screenshots of the MHI website search results. The top screenshot is for the search query "july+2025+production". It displays the MHI logo, navigation links, and search results for "MHI Economic Report: Production and Shipments Up in July". A red callout box on the left explains that because MHI did not place this report on their homepage or news section, the primary way for most users to find it is through the search tool. Another red callout box below it states that MProNews discovered this article through an AI check by Grok, highlighting the impact of AI on reporting accuracy.

The bottom screenshot is for the search query "august+2025+production". It shows search results for "August 2025 Economic Report". A yellow callout box notes "July 2025 MHI remarks." and a red callout box asks why public-facing information for August was not provided, suggesting a "hidden" report in July that might have been intended to "trip up" reporting on MHI's practices by MProNews. A large red callout box on the left contains a detailed quote from the July report: "Production and shipment data from July 2025 reflects the growing recognition of manufactured homes as a high-quality, attainable housing option for families across the country, according to the the MHI Economic Report. Manufactured housing production rose 5.1% year-over-year and is also up 5.1% year-to-date, signaling steady growth in output. Shipments of single-section homes increased 1.5% year-to-date, while multi-section homes saw a stronger gain of 7.9%. Although the seasonally adjusted annual rate of shipments (SAAR) was 100,222, slightly down 4.8% from 2024, regional performance remains strong. Seven of nine U.S. divisions experienced shipment growth over the past year, with the West North Central, New England, and Mountain divisions leading in percentage increases. The industry's footprint remains robust, with 150 plants and 37 manufacturers operating nationwide. July saw the opening of a new Clayton Homes plant in Conway, AR, further expanding production capacity."

MHProNews Note: depending on your browser or device, many images in this report and others on

MHProNews 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]

3. An apparently more serious example of the disconnect between MHI's [990](#) and their documented behavior is the following. MHI claims under penalties of perjury that they make efforts:

"...designed to increase industry sales nationwide by encouraging policies to develop manufactured housing communities and private lot placements."

That MHI [990](#) claim is contradicted by multiple MHI members. Publicly traded MHI members have said it is "[compelling](#)" "[strategic advantage](#)" to their business model for [NIMBY](#) (not in my back yard) "[restrictive zoning and regulations](#)" policies to exist. Prominent (and arguably notorious) MHI member Frank Rolfe has said the industry "[should never](#)" develop a new "[mobile home park](#)." Other MHI corporate examples of such member-thinking are [documented here](#) and [here](#). Meaning, a reasonable person exposed to those examples of objective realities could correctly observe that *MHI states one thing, but several of their own prominent members are contradicting their claims*. That begs questions that ought to include: has [MHI's President Bowersox](#) committed [perjury multiple times](#)? Did [Richard "Dick" Jennison, a prior MHI president and CEO, also commit perjury](#)? If there are years of examples of MHI leaders deliberately committing perjury, are they doing so without the [MHI Board of Directors](#) knowledge or consent? Or are Gooch and Bowersox doing what the [MHI board](#) leaders are *asking* or *instructing* senior MHI staff? To what extent does the [preparer's firm](#) "CLIFTON LARSON ALLEN LLP" participate in this scheme to commit perjury with the IRS?

But there is potentially even more serious deception and perjury at work.

Because MHI claims to be working with lawmakers and public officials "**to increase industry sales nationwide**" when the pending [21st Century ROAD to Housing bill](#) is a "[litany of deficiencies](#)" that [MHI repeatedly endorsed](#) that based on history will demonstrably accomplish the goal of overcoming the very zoning and placement barriers [MHI leaders have claimed in Congressional testimony they work to expose and overcome](#).

4. [Lesli Gooch](#) is a Ph.D., as MHI likes to remind industry readers by calling her "Dr. Gooch." Ms. [Gooch's doctoral dissertation is linked here](#). She thus can't be thought of as lacking professional understanding. Gooch can't claim to be underinformed or misinformed, because the MHI [990](#) reveals a handsome salary, bonuses and benefits and the [MHI website](#) and [emails praise her](#). [MHI's board](#) is clearly responsible, because such matters are in their [fiduciary duty](#). Their board members *are not supposed to be engaged in* what is called "[self-dealing](#)."

Similarly, [Mark Bowersox](#) is an experienced RV and manufactured housing association leader. From years of RV industry experience, [Bowersox](#) knows multiple ways of promoting that industry which could easily be translated into similar effort to promote the manufactured housing industry. He can't be thought of as underinformed, misinformed, or ignorant. Meaning, [Bowersox](#) can and should be held responsible along with [Gooch](#) for what MHI staff are doing (or not doing that common sense, education, experience and [fiduciary duty](#) all demand. As the headline and opening paragraph observed, between Gooch and

Bowersox, over a million-dollar a year is being spent by MHI on those two alone in salary, bonuses, retirement, and other benefits. That doesn't count travel and other investments in those two.



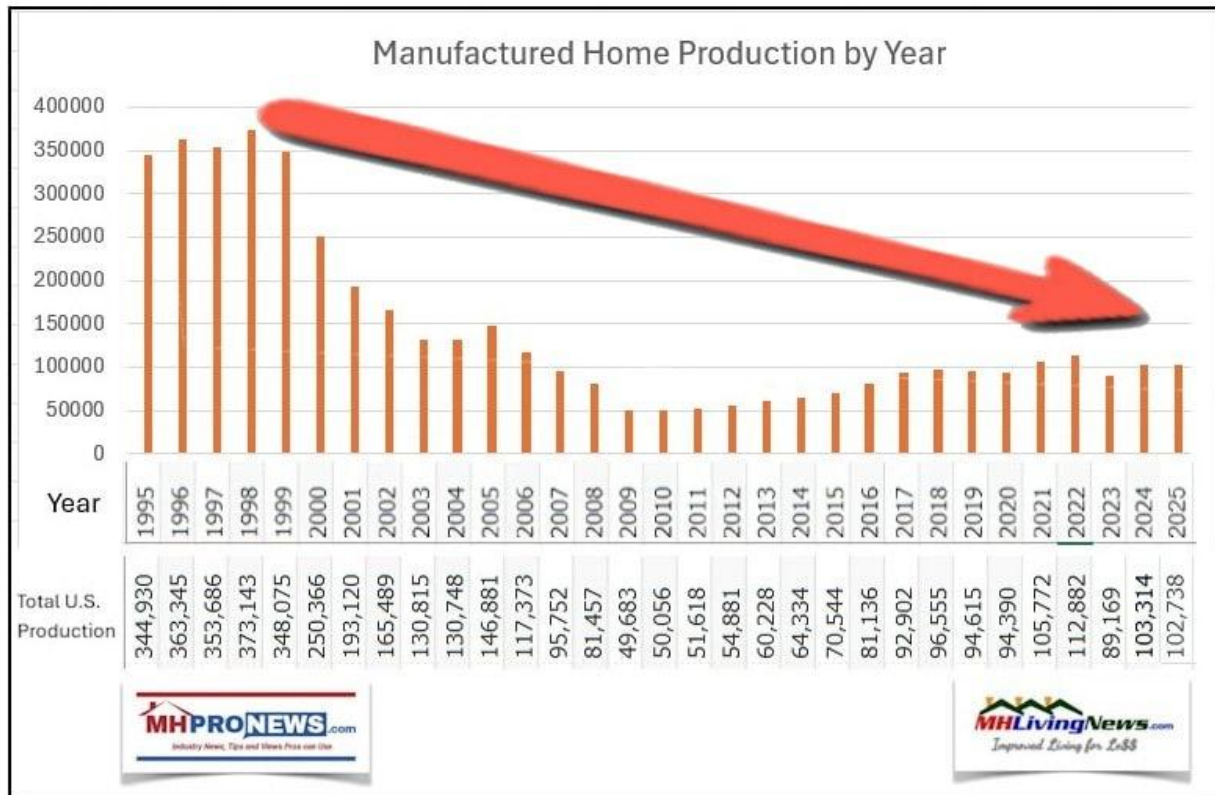
990 Form **Return of Organization Exempt From Income Tax** OMB No. 1545-0047 **2024**
 Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations) Do not enter social security numbers on this form as it may be made public.
 Go to www.irs.gov/Form990 for instructions and the latest information.
 Department of the Treasury **Open to Public Inspection**

Form 990 (2024) Page 8
Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)					(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee			
(20) MARK D BOWERSOX PRESIDENT	40.00 0.00			X			462,780	0	61,049
(21) LESLI MCCOLLUM GOOCH CHIEF EXECUTIVE OFFICER	40.00 0.00			X			461,580	0	52,863
(22) ANNE LADEWIG VP OF MARKETING AND MEMBERSHIP	40.00 0.00					X	149,400	0	32,369
(23) GAY A WESTBROOK SVP OF POLITICAL AND PUBLIC AFFAIRS	40.00 0.00					X	131,450	0	26,567
(24) NAIDA STRUYK DIRECTOR OF MEETINGS	40.00 0.00					X	140,232	0	16,633



[caption id="attachment_228773" align="aligncenter" width="655"]



<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 id="attachment_151293" align="aligncenter" width="600"]

MHPRONEWS.com
Industry News, Tips and Views From our Site

MHI 2.0
Ushering in a New Era for MHI in 2020

Explosive - Veteran MH Insider Interview Delivers Vital Insights, plus Unpacking "Manufactured Housing Institute 2.0" Announcements

Uploaded on January 13, 2020. <https://www.manufacturedhomepronews.com/explosive-veteran-mh->



[insider-interview-delivers-vital-insights-plus-unpacking-manufactured-housing-institute-2-0-announcements](#)[/caption]

As the MHPProNews graphic above documents, in 2022, manufactured housing experienced a modest rise to 112,882 new units produced that year. But that is less than 1/3rd of the last industry peak of 373,143 new HUD Code manufactured homes produced in 1998. It is much less than half of the 250,336 new units produced in 2000. So, what are rank and file MHI (and the industry more broadly) getting for those million dollars a year senior MHI staffers? When viewed or stated in terms of [key performance indicators](#) (KPI), what MHARR has called "[the illusion of motion](#)" that MHI has crafted over the years begins to rapidly fall apart.

Restated, this critique isn't hypothetical or mere [opinion](#). These concerns are clearly supported by years of cold, hard facts. Cui bono? Who benefits? According to multiple published documents from and by MHI's own corporate leaders, it is the [consolidators](#) of the industry. MHI seems to exist in part to create the illusion of a group that is supposed to [protect, educate and promote](#) (PEP) the entire industry in the manner of an "[umbrella](#)" style trade organization.

5. It should also be observed that MHI's senior leadership compensation has shot up in recent years.

[caption id="attachment_185546" align="aligncenter" width="654"]

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)					(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee			
  (1) RICHARD JENNISON PRESIDENT & CHIEF EXECUTIVE	40.00			X			279,330	0	50,938
(2) MARK BOWERSOX EXECUTIVE VP - INDUSTRY RE	40.00				X		259,320	0	35,361
(3) LESLI GOOCH EXECUTIVE VP - GOVERNMENT	40.00				X		247,950	0	33,472
(4) RICHARD ROBINSON SR. VP - STATE & LOCAL AFF	40.00				X		195,396	0	54,869
(5) DAVID TOWNSEND SVP - FINANCE AND ADMIN	40.00			X			150,436	0	31,851
(6) DEVIN LEARY-HANEBRINK VP & COUNSEL, GOVERNMENT AFFAIRS	40.00					X	154,781	0	14,396
(7) KARA BIEGAY SR. DIRECTOR - GOVERNMENT	40.00					X	154,300	0	14,623
(8) JENNETTE HODGE VP - RESEARCH AND MARKET A	40.00					X	133,029	0	14,483
(9) GAY WESTBROOK VP - POLITICAL AND PUBLIC	40.00					X	125,599	0	19,529
(10) KAITLYN PALATUCCI SR. DIRECTOR OF BUSINESS D	40.00					X	107,548	0	5,468

"In the business world, the rear-view mirror is always clearer than the windshield." - Warren Buffett. That begs a key question. Why don't more people LOOK at the rearview mirror more so they can learn more about the patterns that influence what's ahead? Note: depending on your browser or device, many images in this report can be clicked to expand. or 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. <https://www.manufacturedhomepronews.com/in-the-business-world-the-rear-view-mirror-is-always-clearer-than-the-windshield-warren-buffett-mhville-leader-showcases-efforts-to-renew-american-dream-plus-sunday-weekly/>

[caption id="attachment_185547" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/over-1-million-manufactured-housing-institute-doc-drop-top-mhi-staff-pay-revealed-additionally-unpacking-evidence-of-perjury-fraud-other-possible-federal-crimes-plus-mhville-stocks-update/>[/caption]

MHI claims to be promoting the industry, but multiple artificial intelligence (AI) units, when given the same or similar information, have concluded that MHI is posturing for the sake of optics while industry [consolidation](#) continues. On something as basic as publicly promoting (as they claimed in #4 above) manufactured housing during national home ownership month (June), **MHI instead promoted Lesli Gooch** instead of *the industry* and a potential vehicle for generational wealth creation.

[caption id="attachment_232633" align="aligncenter" width="653"]

Latest News

Keep current with MHI and the latest in manufactured housing. Browse the latest industry news.



MAY 29, 2026

June is National Homeownership Month

In 2002, Representative Gary Miller (CA-41) introduced a bill in Congress to recognize June as National Homeownership Month in recognition of the importance of homeownership in building strong communities and families in the United States. MHI CEO Dr. Lesli Gooch served as Senior Policy Advisor and Legislative Director for Rep. Miller and led the roll out and subsequent celebrations for National Homeownership Month.

[Read More >](#)

<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/> Yet another apparent example of self-promotion, of posturing, of glorifying some 'insider' instead of promoting the industry as a whole. If MHI's Gooch was so important in the June as National Homeownership Month movement, then why does MHI fail to promote HUD Code manufactured housing properly in a way that is measurable by key performance indicators like more production, more developing, more competitive lending, and the removal of localized zoning and placement barriers? [caption][caption id="attachment_232662" align="aligncenter" width="600"]



<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]

By [MHI laughably asserting that Lesli Gooch was somehow instrumental in establishing national home ownership month](#), MHI ironically helped document the opposite of what they claimed on the [MHI 990](#). Similarly, approaching a year ago, [MHProNews](#) predicted - based on years of history - the "acid test" of MHI promoting the Innovative Housing Showcase (IHS) on the National Mall. Multiple AIs attempted to find evidence of any public facing promotion of the event that might attract potentially tens or hundreds of thousands of people to see on display brand new and nicely staged manufactured homes.

[caption id="attachment_220231" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/acid-test-pending-innovative-housing-showcase-2025-as-manufactured-housing-institute-mhi-behavioral-case-study-will-mhi-use-ihs-2025-to-try-prove-their-industry-critics-wrong-mhville-fea/>[/caption]

[caption id="attachment_220613" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/ready-for-more-affordable-housing-in-usa-innovative-housing-showcase-2025-reveal-proven-options-but-post-event-facts-evidence-analysis-exposes-political-and-corporate-intrigue-as-bottlenecks/>[/caption]

The turnout for the IHS event that included manufactured homes was tepid, per reporting. Some MHI videos of these events are often *not posted* on YouTube or otherwise properly promoted. Part of the result? The very NIMBYism at the local level that multiple MHI members say is a strategic advantage to their business model.

But there is more evidence.

6. Multiple individuals in the MHI orbit wanted MHI to promote the industry in a GoRVing educational/marketing campaign style. Bowersox, while he was with the Indiana Manufactured Housing Association-Recreation Vehicle Indiana Council (imharvic.org) personally attended and helped promote RVs. Where was the equivalent in manufactured housing?

[caption id="attachment_229584" align="aligncenter" width="600"]

WHY IS A LEISURE PRODUCT OUTSELLING A HOUSING NECESSITY?
Comparing the RVIA GoRVing Model vs. MHI Stagnation & Consolidation

'RVs - A Discretionary Item' 'MHs - An Affordable Housing Necessity'

SALES (Growing) **PRODUCTION (Declining/Throttled)**

High Sales, Booming Demand (For Leisure) **Low Output, Unfulfilled Need (For Housing)**

Strategic Divide

"I Would Have to Say Yes- Issues are Behind Us- Production to Mid-to-Late 1990s Levels Will Return -MHI CEO."

MHPRONEWS.com

Compare RVIA-MHI-MHARR Others Yield Wealth of Affordable Housing Crisis Insights-FEA

@ A facts-evidence-analysis (FEA) look at MHVILLE vs. RVVILLE

<https://www.manufacturedhomepronews.com/i-would-have-to-say-yes-issues-are-behind-us-production-to-mid-to-late-1990s-levels-will-return-mhi-ceo-compare-rvia-mhi-mharr-others-yield-wealth-of-affordable-housing-crisis-insights-fea/>[caption id="attachment_227973" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/everyone-seemed-on-board-then-suddenly-mhi-not-interested-another-tipster-doc-drop-on-mhi-torpedoed-gorving-style-mhville-campaign-dozens-of-mh-industry-pros-reve/>[/caption][caption id="attachment_227278" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/whistleblower-tips-lesli-gooch-hard-hits-on-manufactured-housing-institute-torpedoing-and-3-cs-decision-makers-mhi-accused-of-deliberately-blocking-industry-growth-efforts-mhville-fea/>[/caption]

Those two articles immediately above include documentation from MHI orbit individuals that demonstrates that MHI senior staff and corporate/board leaders were directly engaged in a 'grassroots' effort to boost the industry through such a campaign. It should be stressed that on the RV side, a modest GoRVing campaign fee is added to each unit. Meaning, such a campaign is **ultimately paid for by the**

consumers who buy the unit (be it an RV, or in the case of a potentially similar MHI campaign for manufactured housing, consumers would also pay it). Stated differently, such an effort is essentially FREE (no net cost) to the industry. So, why is it that MHI - which first promoted this idea themselves over 20 years ago via the Roper Report - failed time and again to do any serious public promotion of the industry? Why is it that MHI misses obvious opportunities like IHS or National Homeownership Month?

[caption id="attachment_183944" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/manufactured-housing-institute-mhis-roper-report-aarp-marty-lavin-strike-again-plus-manufactured-housing-stock-updates/>[/caption]

Remarks by Sam and Eugene Landy or Curt Hodges (all, MHI members) make it clear that MHI does have voices that promote a different viewpoint than one of keeping the industry small in order to create barriers to entry, persistence, or exit that results in [consolidation](#).

[caption id="attachment_231676" align="aligncenter" width="600"]

LEGACY HOUSING EARNINGS CALL Q1 2026

CURT HODGSON - CEO TACTICS
"PICTURE ME WITH A MACHETE"
"LEGAL ACTION."

LEGACY HOUSING TACTICS
LEGAL & POLICY
LEGAL ACTION
DEPORTATIONS HURT

CHOWDHURY AND GÜRTLER ANALYSIS
MARKET BATTLE

FEDERAL REGULATION
MH-VILLE LESSONS - FEA

earnings call

1. HIGHER RATES GOOD
2. HEADWINDS- PLACE TO PUT
3. GOOD AND BAD NEWS
4. THE FUTURE

AI generated with head shot edited in.

<https://www.manufacturedhomepronews.com/legacy-housing-earnings-call-q1-2026-curt-hodgson-legal-action-deportations-hurt-higher-rates-good-headwinds-place-to-put-good-and-bad-news-the-future-picture-me-with-a-machete-fea/>

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

UMH Properties FQ4 2023 Earnings Call Transcript-
SAM LANDY 'EXPANSIONS- GREENFIELD DEVELOPMENT' 'SIGNIFICANTLY OUTPERFORM STABILIZED PROPERTIES'

EUGENE LANDY - 'BUILD 100,000 NEW COMMUNITIES'

Designer Powered by DALLÉ 3
plus MHMarkets

Eugene & Sam Landy
UMH Properties

<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]

Additionally, the national class action antitrust suit is a reminder that there are apparent risks to corporate or association leaders who employ the 'no growth' strategy that directly contradicts their years of claims in IRS Form 990s that they are working for industry growth.

[caption id="attachment_229795" align="aligncenter" width="600"]

Franklin U. Valderrama

COURT GRANTS PRELIMINARY APPROVAL OF CLASS SETTLEMENT WITH MUREX PROPERTIES

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SERVING CONSOLIDATORS OF THE
MANUFACTURED HOUSING INDUSTRY

CASE #1:23-CV-06715 JUDGE VALDERRAMA 2ND AMENDED CLASS ACTION COMPLAINT-MANUFACTURED HOME LOT RENT ANTITRUST.' FEA

<https://www.manufacturedhomepronews.com/court-grants-preliminary-approval-of-class-settlement-with-murex-properties-case-123-cv-06715-judge-valderrama-2nd-amended-class-action-complaint-manufactured-home-lot-rent-antitru/>[caption id="attachment_227681" align="aligncenter" width="600"]

PROUD MEMBER OF
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THE NATIONAL ASSOCIATION
SERVING CONSOLIDATORS OF THE
MANUFACTURED HOUSING INDUSTRY

els
yes!
communities

SUN

rhp

DATACOMP

Figure 19: Percent Increase in U.S. Rent from 2010.

Case: 1:23-cv-06715 Document #: 221 Filed: 01/26/26 Page

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CASE #123-CV-06715
FILED 01.26.26
JUDGE FRANKLIN U. VALDERRAMA
SECOND AMENDED CONSOLIDATED CLASS ACTION Antitrust COMPLAINT.
'MUREX SETTLED- INCLUDES COOPERATION PROVISION-INFORMATION DOCUMENTS'-FEA

<https://www.manufacturedhomepronews.com/case-1-23-cv-06715-filed-01-26-26-judge-franklin-u-valderrama-second-amended-consolidated-class-action-complaint-murex-settled-include-cooperation-provision-information-documents-fea>

[provision-information-documents-fea/](#)[/caption][caption id="attachment_232138" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/what-happens-if-congress-passes-housing-reform-yet-manufactured-home-industry-growth-stalled-will-govt-shareholders-affordable-housing-seekers-residents-sue-mhi-corps-institutional-investors-fea/>[/caption][caption id="attachment_232118" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/scott-susin-cma-since-2024-5-states-passed-laws-requiring-cities-allow-manufactured-homes-wherever-traditional-homes-permitted-no-evidence-earlier-such-reforms-worked-fha-chattel-mh/>[/caption][caption id="attachment_232263" align="aligncenter" width="600"]



<https://www.manufacturedhomeproneews.com/cmas-scott-susin-im-not-surprised-that-successive-hud-secretaries-refused-to-take-on-federal-preemption-for-hud-code-manufactured-housing-martinez-carson-fudge-turner-mhville-fea/> [caption] [caption id="attachment_233362" align="aligncenter" width="600"]



<https://www.manufacturedhomeproneews.com/pending-house-senate-housing-bills-are-terrible-legislation-for-manufactured-housing-industry-independent-producers-retailers-communities-affordable-housing-consumers-is-mhi-respons/> [caption]

7. MHI claims to promote: "manufactured housing industry through accumulation and distribution of industry information and statistics" to the public, government officials and the media. But if that is true, where is it? Does seriously MHI expect public officials, media members or the general public to become an MHI member in order to see what they have behind their login? If not, then where is their collection of research by third-parties or others that are easily found on their website?

[caption id="attachment_233245" align="aligncenter" width="600"]

Groundbreaking?
“Comparable Product at Lower Price.”

NAHB
RESEARCH
CENTER

NAHB

U.S. DEPARTMENT OF HOUSING
AND URBAN DEVELOPMENT

HUD Published Guidance in Conjunction with NAHB on Using Manufactured Housing for Developing Entry Level Housing. FEA

MHPRONEWS.com

<https://www.manufacturedhomepronews.com/groundbreaking-comparable-product-at-lower-price-hud-published-guidance-in-conjunction-with-nahb-on-using-manufactured-housing-for-developing-entry-level-housing-fea/>[/caption]

Where is MHI in defending the industry from the arguably misleading 'wind study' that recently made mainstream news headlines?

[caption id="attachment_232609" align="aligncenter" width="600"]

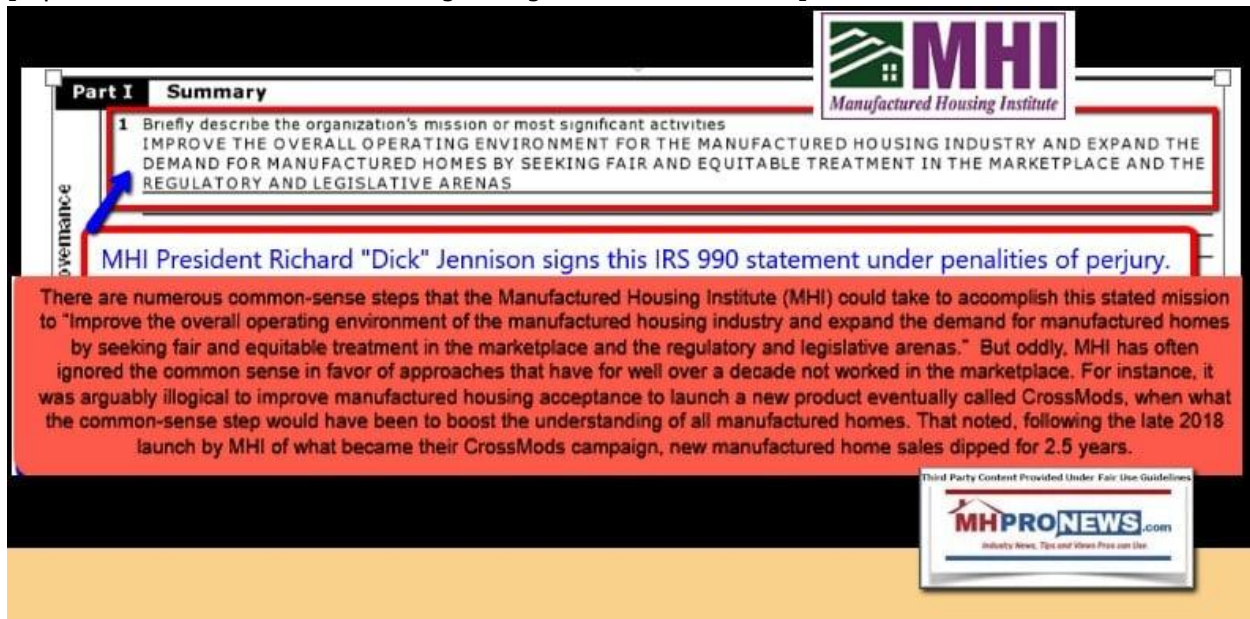


<https://www.manufacturedhomepronews.com/wall-of-wind-fiu-tests-fatal-flaws-fiu-manufactured-home-test-deliberately-altered-anchoring-to-achieve-catastrophaphic-failure-video-clip-for-media-field-history-tells-very-different-story-fea/>[/caption]

There is much more that can be discerned from the MHI 990. The complete MHI 990 that the above pull quotes are pulled from is posted below.

To stress that MHI has been pushing this narrative of 'promoting industry growth' for years, here is a screen shot from a prior 990 signed by prior MHI President and CEO Dick Jennison.

[caption id="attachment_174538" align="aligncenter" width="650"]



"Improve the overall operating environment for the manufactured housing industry and expand the demand for manufactured homes by seeking fair and equitable treatment in the marketplace and the regulatory and legislative arenas." This may be one of the more important documents to federal investigators or others who are probing manufactured housing's historic underperformance in the 21st century. For context and details see: <https://www.manufacturedhomepronews.com/over-1-million-manufactured-housing-institute-doc-drop-top-mhi-staff-pay-revealed-additionally-unpacking-evidence-of-perjury-fraud-other-possible-federal-crimes-plus-mhville-stocks-update/> Note too that should this be determined to be part of purported collusion or conspiracy to manipulate the market, and per federal law, the statutes of limitations do not begin to run in such matters until the final act is performed. [caption]

Per that prior MHI 990 above, MHI's mission was described as shown above and below.

"Improve the overall operating environment for the manufactured housing industry and expand the demand for manufactured homes by seeking fair and equitable treatment in the marketplace and the regulatory and legislative arenas."

If that was indeed their sincere effort, then MHI is led by overpaid and unperforming professionals. But the more logical explanation is what multiple AIs have asserted in their respective research. Namely, that MHI is paying lip service to growth focused activities when instead they actually working for industry [consolidation](#). Which brings the objective observer, investigator, or researcher to the question. Have MHI leaders - examples Jennison and Bowersox who sign those 990s - engaged in perjury? While there has been no court ruling or plea deal made by MHI senior staff or corporate leaders regarding such matters, is it fair to say that the weight of evidence clearly tends to point in that direction? Given that several 21st century scandals involving billions of dollars in ripoffs largely escaped regulatory and media scrutiny for years, shouldn't there be a formal investigation of MHI regarding these matters?

[caption id="attachment_232960" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/illusions-in-a-democratic-republic-as-250th-anniversary-of-u-s-approaches-markopolos-madoff-lessons-applied-to-healthcare-affordable-housing-crisis-manufactured-home-mashup-mhville-fea/>[/caption]

- 8.
- 9.
- 10.