

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

Northmarq's 2025 Land Lease Manufactured Home Community Data and Trends Research. MHCs Reportedly Outpacing Apartment Rent Hikes in Past Decade. Greenfield vs. Existing MHCs. FEA

"Since mid-2022, annual rent gains have averaged between 6.0% and 7.7%," said Northmarq in the research found in their report provided in Part I below. [Multi-year Manufactured Housing Institute](#) (MHI) member Northmarq also stated: "In the trailing 10 years, rent growth averaged 5.6% per year." Northmarq's report of "an average annual growth rate of **5.6%**, traditional multifamily apartment data sources estimate trailing 10-year annual rent growth averages to be between **3.7% and 5.4%**, depending on the metric used," per [GAIO](#) which cited sources. Once again, a source linked to MHI has reported information that [reflects one of the classic signals for potential oligopoly style monopolization](#) of a sector. [MHI member](#) and Berkshire Hathaway (BRK) linked [Berkadia](#) previously [reported](#): "For households, manufactured homes have appreciated faster than site-built homes, according to a study by HUD and the U.S. Census Bureau. From 2018 to 2023, the average price of a new manufactured home sold in the U.S. increased 58.3% compared to 37.7% for site-built homes" (highlighting added by [MHPProNews](#)). So, while Northmarq's purpose in their report is apparently one of marketing *their* services to current and prospective investors in land lease manufactured home communities (MHCs), their own information - properly discerned using the [facts-evidence-analysis](#) (FEA) methodology - reveals a tale of [potential antitrust violation](#) clues that are apparently hiding in plain sight.

1. According to [GAIO](#).

Data and Sources Comparison

The table below breaks down how Northmarq's manufactured housing data stacks up against major national apartment tracking indices for the same trailing decade (roughly 2015–2025):

Housing Sector [1, 2, 3, 4, 5]	Source / Index	10-Year Total Increase	Estimated Annual Average	Data Characteristics
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Manufactured Housing	Northmarq MHC Research	~72.4%	5.6%	Tracks land-lease community home sites.
Traditional Apartments	iPropertyManagement Index	~66.0%	5.4%	Broad national average including all multifamily units.
Traditional Apartments	Zillow Observed Rent Index (ZORI)	~37.0%	3.7%	Accounts for market-rate shifts and repeat-rentals.
Traditional Apartments	U.S. Census Bureau (via DoorLoop)	~40.0%	4.0%	Comprehensive, population-weighted median data.

Why Manufactured Housing Outpaced Apartments

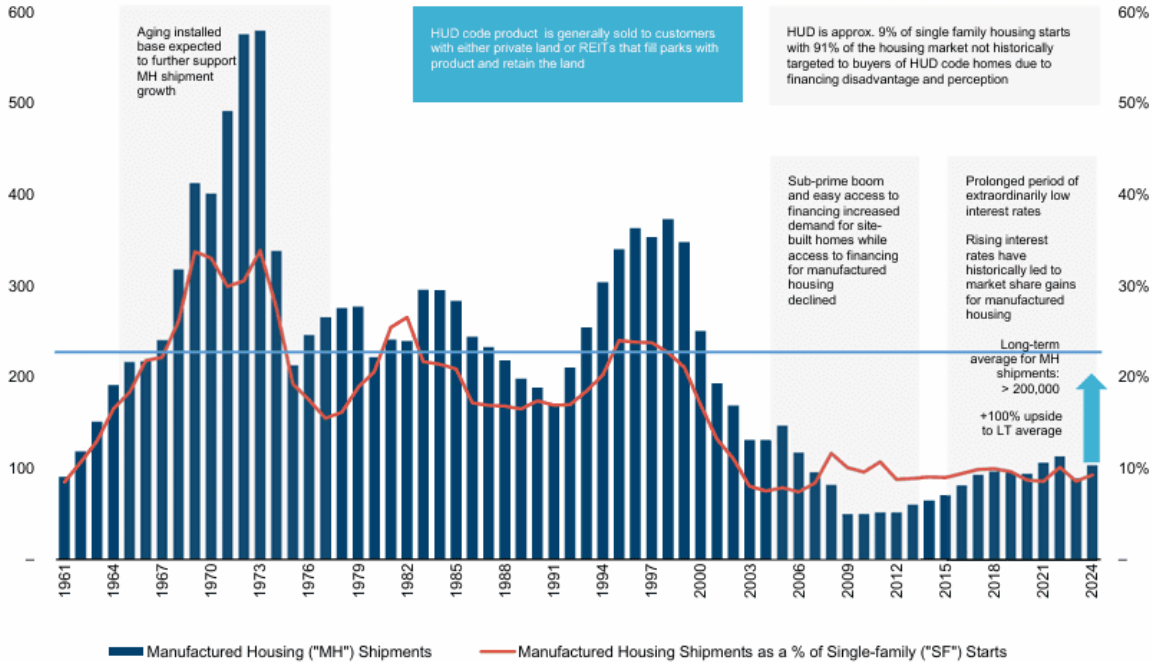
- **Severe Supply Constraints:** Building new manufactured home communities faces immense zoning, land-use, and local regulatory hurdles. Traditional apartments saw record-high construction booms, which diluted landlords' pricing power and flattened apartment rents. [1, 2, 3, 4, 5]
- **Sticky Tenant Base:** Moving a physical manufactured home from a leased plot is incredibly expensive, often costing thousands of dollars. This leaves lot renters with significantly less leverage to move when lot rents increase, compared to apartment tenants who can easily relocate at lease end. [1, 2]
- **The Affordability Crisis:** As single-family home prices and traditional rents spiked, manufactured housing became the last remaining bastion of unsubsidized affordable housing, causing demand—and subsequently prices—to skyrocket. [1, 2]

2. [MHProNews](#) notes that from the perspective of Northmarq and those focused on the land lease manufactured home communities (MHCs) sector, the term 'sales activity' is often a reference to *sales of communities* rather than the sales of new single-family HUD Code manufactured homes. So, while Northmarq provides a rounded of indication of HUD Code manufactured home sales, that should not be misunderstood.

3. What is implied, but not directly stated, in the Northmarq presentation for 2025 (see Part I below) national trends in manufactured home communities is that there is apparently a

level of 'churn' occurring among the residents and/or units in land lease communities. When roughly [31 percent \(using MHI figures\)](#) of new HUD Code shipments are going into land lease, and yet MHC occupancy levels *are not* declining sharply. What is happening? Some older units are apparently being 'retired' and replaced with new manufactured homes. Champion Homes (SKY) has suggested as much in the graphic below. Quoting the SKY graphic below on the top left: "**Aging installed base expected to further support MH shipment growth.**"

The Manufactured Housing Industry (HUD Product) has Significant Upside as Financing Returns



Source: U.S. Census Bureau.

Statements can be *true* yet may still be *misleading* or only partially informative. For example, Champion (SKY) said: "...due to financing disadvantage and perception..." as a limiting factor for the industry, and thus for their firm too. True enough. But what is unstated is that Champion could be using their cash hoard to support a GoRVing style campaign to overcome "perception" issues. Champion could be using some of that cash hoard to push litigation to get the 2000 Reform Law or HERA 2008 DTS provision enforced. But instead, Champion passed on those or other opportunities to press for organic growth and is supporting housing bills that lack MHARR amendments. Restated, Champion's behavior and statements have obvious tensions and contradictions. There is an evidence-based argument to be made that their IR pitch is materially misleading.



4. From the firm's corporate history page (the company is privately owned, not publicly traded) retrieved on 6.21.2026.

Northmarq began in the 1960s as a financing business within a holding company of mortgage banking, real estate and insurance companies owned by the Hamm Family. ...

In 1999, the company was acquired by the [Pohlad family](#) when the Hamm family sold its operating companies. By early 2000, Northmarq began a run of 13 acquisitions that added 25 offices and 200 employees to the company. ...

Today Northmarq is one of the largest commercial real estate capital markets firms in the U.S. with more than 40 offices and more than 1,000 employees who carry on our legacy of providing the highest-quality service to real estate investors, developers, and lenders for more than 60 years.

[MHPProNews](#) notes that the above is not a plug or endorsement, but rather, is the firm speaking about itself. That should objectively be considered against the totality of available information.

5. According to JP Morgan about cap rates.

In real estate, capitalization rates—commonly called cap rates—are useful risk measurements for [commercial properties](#).

... It's critical to make an apples-to-apples comparison with cap rates. For example, it matters if you are comparing cap rates based on actual versus projected income.

What's a good cap rate? It varies from investor to investor and property to property. In general, the higher the cap rate, the greater the risk and return.

J.P.Morgan

Annual net operating income (NOI) / the property's market value

$$\text{Cap rate} = \frac{600,000}{14,000,000} = 4.3\%$$

Property value = \$14,000,000 / Net operating income (NOI) = \$600,000



- According to *Crexi*: "A cap rate is a number that tells an investor what kind of return they can expect on a property and how long it'll take for them to make back the purchase price."
- *Investopedia* explained it this way: "The *capitalization rate* is the rate of return on a real estate investment property based on the income that the property is expected to generate."

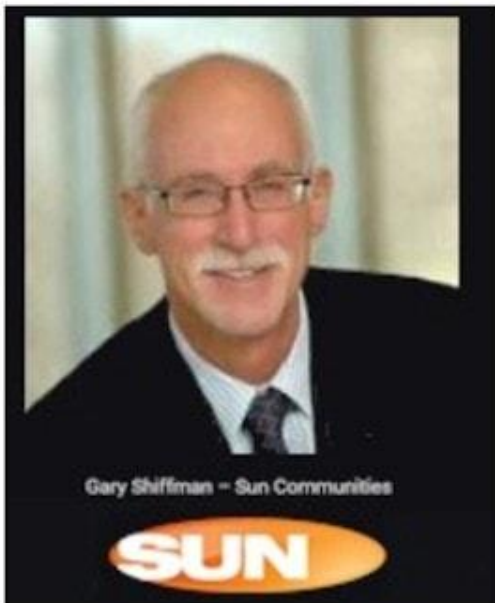
With those notions in mind, this flashback quote to then Sun Communities (SUI) chairman and CEO Gary Shiffman is useful in discerning what follows from Northmarq.

[caption id="attachment_154664" align="aligncenter" width="597"]

Andrew "Drew" Babin, Research Analyst for Robert W. Baird & Co, Inc. posed the following to Sun Communities Chairman and CEO.

“Obviously, manufactured housing is probably the most practical solution available for California’s affordability issues, and with the political environment the way it is, is there any more traction in potentially gaining more opportunities in that state to develop ground-up, incorporating affordable components?”

While that inquiry was California specific, it could have broader implications as the reply below reflects.



“Drew, it’s Gary. There certainly is and it’s certainly the West Coast, certainly right up to the Northwest is area of concentration where we feel, we can actually develop

communities to a better return for our shareholders than buying them at the cap rates that they’re trading at currently.”

Oct 29, 2019

- – Gary A. Shiffman,
Chairman & CEO
Sun Communities, Inc. (SUI).

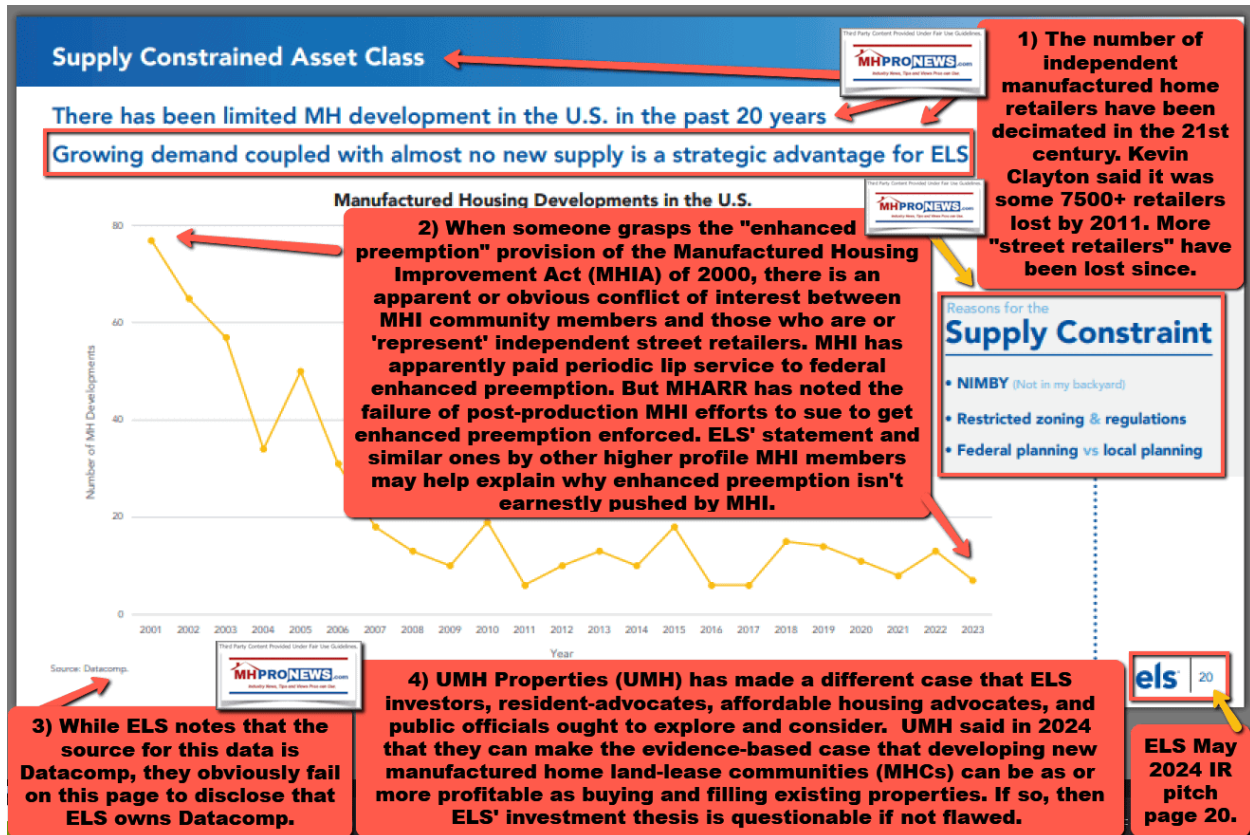


“Drew,

*it's Gary. There certainly is and it's certainly the West Coast, certainly right up to the Northwest is area of concentration where we feel, we can actually develop communities to a better return for our shareholders than buying them at the cap rates that they're trade at currently." From a Seeking Alpha earnings call transcript. See that in full context at this link here: <https://www.manufacturedhomepronews.com/sun-communities-3rd-quarter-new-acquisitions-sales-detail-new-sites-inside-info-plus-manufactured-home-investing-stock-updates/> **See also:** <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]*

6. There are obviously pros and cons to each approach (greenfield developing vs. acquiring existing MHC properties). For example, those who favor buying existing properties vs. doing greenfield developing often point to the notion that they are buying a cashflowing asset that is already performing. And as MHI members focused on consolidation have noted, such as the example below from Equity LifeStyle Properties (ELS), it isn't always easy to get the local zoning and permitting to develop a new property.

[caption id="attachment_213154" align="aligncenter" width="654"]



“Growing demand coupled with almost no new supply is a strategic advantage for ELS.” 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. There is already a national class action antitrust suite pending; see that here: <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-includes-cooperation-provision-information-documents-fea> and here: <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/](#) 8 of the 11 defendants have been identified as apparent members of MHI, and two of them are Equity LifeStyle Properties (ELS) and ELS owned Datacomp. For a recent third-party university level study that asserts that manufactured home has been subjected to a specific form of market manipulation ('VF Market Foreclosure'), see [the report linked here](#). Note: to see the above image in a larger size, in several devices or browsers, click the image and follow the prompts. To see an article detailing the ELS stance, click here:

<https://www.manufacturedhomeprnews.com/equity-lifestyle-properties-second-quarter-results-claims-of-strong-performance-examined-via-lens-of-potentially-mounting-legal-reg-concerns-as-els-double-down-on-ir-statement/> To see another article that reflects other MHI member stances on constraining supply, click here.

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

[/caption]

7. There is also the consumer and public policy angles, as was noted in the opening paragraph to this report. Because developing has been suppressed in the 21st century to levels so low that land lease community closure may outpace new openings, there are economic pressures upwards on-site fees. Is this a truly *free market* or is it better described as a market heavily influenced by legal, financial, corporate, and other forces that are helping fuel the affordable housing crisis?

[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]

8. What is worth noting is that the divide between what [consolidation](#) focused firms proclaim and project vs. what YIMBY proponents point towards. More *affordable housing* development could lead to unlocking a projected \$2 trillion dollars a year in additional gross domestic product (GDP) potential.

[caption id="attachment_218386" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/2-trillion-dollar-annual-u-s-dilemma-raised-by-nlihc-and-mckinsey-mharr-reports-manufactured-housing-production-growth-june-2025-historic-facts-key-expert-quotes-research-and-mhville-fea/>[/caption]

9. Last for now, and perhaps not least. If multi-family housing developing were to suddenly slow to a similar pace (nearly zero) as new MHCs developing in the 21st century, what would be the expected outcome? Existing multifamily properties would likely experience a similar demand as existing MHCs. Rents would rise at a more rapid pace as a result. The [GAO said that a \\$100 rise in rents correlates to a 9 percent increase in homelessness.](#)

Unsheltered Homelessness in San Francisco, California



<https://www.gao.gov/products/gao-20-433>

Those are among the notions and points not mentioned in Northmarq's 2025 report. This [facts-evidence-analysis \(FEA\)](#) is underway.

Part I. From the [Northmarq 2025 Presentation at this link here.](#)

Part II