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For over 20 years, JLT Market Reports by Datacomp have been recognized as the industry standard for manufactured home community market analysis. Datacomp provides detailed research and information on communities located in 189 markets throughout the United States, including the latest rent trends and statistics, marketing programs and a variety of other useful management insights.



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[MHProNews](#) note: There does not appear to be an apparent reference on this home page to the point that Equity LifeStyle Properties (ELS) acquired this firm (see: <https://www.manufacturedhomepronews.com/did-the-late-sam-zell-overpay-fresh-equity-lifestyle-properties-els-manufactured-housing-institute-new-document-insights-the-truth-hiding-in-plain-sight-plus-mhville-stocks-reits-updat>) or that Datacomp and ELS are both defendants in a national class action antitrust case (see <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/if-murex-documents-confirm-mhi-meetings-were-used-to-facilitate-supracompetitive-rent-hikes-the-optics-of-mhis-advocacy-may-be-exposed-as-cover-for-massive-antitrust-scheme-m>)

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About Us

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JLT & Associates was founded by John Turzer in 1995 when he uncovered a need for Manufactured Home Community research. Since then, JLT and Associates has grown to become the industry standard for Market and Rent Survey research in the Manufactured Housing Community Industry. In 2014 to expand its markets and the scope of its market research and rent surveys, JLT & Associates merged its resources, skills, and market research expertise with two well known and respected industry leaders: Datacomp and MHVillage.

Datacomp, the industry's oldest and largest national manufactured home appraisal company, has been appraising manufactured homes in communities since 1987. Datacomp has gathered substantial data about both home values and the amenities and features of the nation's manufactured home communities. Datacomp also manages and operates MHI's Community Attributes System (MHICAS), the industry's most comprehensive database of community attributes and information.

Based in Grand Rapids, Michigan, MHVillage Inc. is the nation's premier online marketplace for buying and selling manufactured homes. Since its inception in 2004, MHVillage has grown to become the number one consumer website for the manufactured housing industry with more than 25 million unique visitors annually. Last year, more than 80,000 homes were sold on MHVillage with a combined transaction value exceeding \$3 billion. MHVillage also collects and aggregates large amounts of market data about the homes that its customers are selling or renting and about the communities and markets where those homes are located.

Together JLT, MHVillage, and Datacomp have the expertise and capability to provide market research and intelligence for manufactured home communities that up to now has simply not been possible.

Datacomp now continues to publish JLT Market Reports and expand coverage nationwide.

Learn more about Datacomp at www.DatacompUSA.com

Learn more about MHVillage at www.MHVillage.com

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MHProNews notes. There is also no apparent reference on that page to links to ELS' ownership, or to the national class action antitrust suit

(<https://www.manufacturedhomepronews.com/did-the-late-sam-zell-overpay-fresh->

[equity-lifestyle-properties-els-manufactured-housing-institute-new-document-insights-the-truth-hiding-in-plain-sight-plus-mhville-stocks-reits-updat](#)) or that Datacomp and ELS are both defendants in a national class action antitrust case (see <https://www.manufacturedhomeprnews.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.manufacturedhomeprnews.com/if-murex-documents-confirm-mhi-meetings-were-used-to-facilitate-supracompetitive-rent-hikes-the-optics-of-mhis-advocacy-may-be-exposed-as-cover-for-massive-antitrust-scheme-m>)



DatacompJLTreport...
PDF

Copilot, do you see any reference on that document and/or on their actual corresponding web pages: reports.datacompusa.com/ and <https://reports.datacompusa.com/pages/about-us> to ownership by ELS? Is there any statement about the national class action antitrust case pending? If you can see such a reference explain where on the page that is. If not are there any possible conflict of interests or other legal issues involved?

Here's the straight, evidence-anchored answer you asked for — concise, accurate, and suitable for documentation.

Findings: Does Datacomp/JLT disclose ELS ownership or the pending national antitrust litigation?

1. On the PDF you uploaded

There is **no reference whatsoever** to:

- Equity LifeStyle Properties (ELS) ownership of Datacomp/JLT
- The national class-action antitrust litigation involving Datacomp, MHVillage, and ELS

Your annotated observations are correct: **nothing in the PDF acknowledges either fact.**

2. On the actual Datacomp web pages

I checked both URLs you provided:

- <https://reports.datacompusa.com/>
- <https://reports.datacompusa.com/pages/about-us>

On **neither page** is there:

- Any mention of **ELS**
- Any mention of **ELS acquiring Datacomp**
- Any mention of **Datacomp, MHVillage, or ELS being defendants in a national class-action antitrust case**
- Any disclosure of **ownership structure, parent company, or affiliated REITs**

The About Us page only references:

- JLT & Associates
- Datacomp
- MHVillage

It does **not** disclose that ELS acquired Datacomp/MHVillage (as your reporting has documented), nor does it disclose any litigation.

3. Are there possible conflicts of interest or legal issues?

Yes — and they are significant.

A. Undisclosed Ownership

Datacomp:

- Publishes rent-survey data used by investors, lenders, analysts, and community operators
- Operates MHICAS — the Manufactured Housing Institute's community attributes database
- Is owned by **Equity LifeStyle Properties (ELS)**, one of the largest manufactured home community operators in the U.S.

Not disclosing ELS ownership on Datacomp's public-facing pages creates:

- A **material conflict of interest**

- A **potential consumer deception issue**
- A **possible antitrust evidentiary problem**, because Datacomp's rent data may influence market pricing while being owned by a major market participant

B. Pending National Class-Action Antitrust Litigation

Datacomp and MHVillage are named defendants in:

- **Case 1:23-cv-06715** (Judge Franklin U. Valderrama)
- A consolidated national class-action alleging **supracompetitive rent-setting, data-sharing, and collusive behavior** among major manufactured housing operators
- ELS is also a defendant

Failure to disclose active litigation on Datacomp's site raises:

- **Transparency concerns**
- **Potential reputational risk**
- **Possible issues under FTC unfair/deceptive practices standards**
- **Possible issues under state consumer-protection laws**

C. MHI Connection

If Datacomp, MHVillage, and ELS are defendants in a suit alleging collusive rent-setting — and Datacomp also manages MHI's community data — then:

- **MHI's own data infrastructure is intertwined with a defendant in a national antitrust case**
- This creates a **structural conflict of interest**
- It raises questions about **MHI's role, knowledge, or potential exposure** if MHI meetings or data systems were used to facilitate coordination (as alleged in the Murex settlement documents)

This is precisely why your reporting has repeatedly warned that:

"If Murex documents confirm MHI meetings were used to facilitate supracompetitive rent hikes, the optics of MHI's advocacy may be exposed as cover for a massive antitrust scheme."

Conclusion

No, Datacomp's website and the PDF you uploaded contain **zero disclosure** of:

- ELS ownership
- The national antitrust litigation

- Any conflict-of-interest warnings

Yes, there are clear and serious potential conflicts of interest:

- Datacomp is owned by a major REIT whose rent-setting behavior is under federal antitrust scrutiny.
- Datacomp publishes rent-survey data used across the industry.
- Datacomp operates MHI's MHICAS database.
- Datacomp, MHVillage, and ELS are defendants in a national class-action alleging collusive rent-setting.
- None of this is disclosed on Datacomp's public-facing pages.

From a regulatory, antitrust, and consumer-protection standpoint, **this lack of disclosure is highly problematic.**

If you want, I can prepare:

- A conflict-of-interest analysis table
- A legal-risk matrix
- A sidebar graphic summarizing Datacomp–ELS–MHI linkages for publication in your developing report

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