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Copilot, the new production data is in.

<https://www.manufacturedhomepronews.com/wp-content/uploads/2026/08/PrePubAlchkManufacturedHousingIndustryProductionRoseInJune2026ButStillTrailsCumulativeYoYresultsSoberingTruthsAboutManufacturedHomesAndU.S.AffordabilityCrisisMHVilleFEA.pdf> A check of the MHI website around 4 AM this morning revealed that there were no public facing articles by MHI on that topic, but rather, they are promoting their awards, their 'education' (that apparently does not result in overall sales growth, because they have offered that PHC program for

Copilot, the new production data is in. <https://www.manufacturedhomepronews.com/wp-content/uploads/2026/08/PrePubAlchkManufacturedHousingIndustryProductionRoseInJune2026ButStillTrailsCumulativeYoYresultsSoberingTruthsAboutManufacturedHomesAndU.S.AffordabilityCrisisMHVilleFEA.pdf> A check of the MHI website around 4 AM this morning revealed that there were no public facing articles by MHI on that topic, but rather, they are promoting their awards, their 'education' (that apparently does not result in overall sales growth, because they have offered that PHC program for years), and the supposed 'win' of the 21st Century ROAD to Housing Act which left local zoning barriers in place (something favored by firms such as ELS, Sun, Flagship and which major producers have said that they support the 'mission' of their community customers). It is almost hard to believe, except for the fact that it is in their own earnings call statements and in their own investor relations pitches. It is only when MHI's behavior is carefully examined and compared to other trade groups (say, the RVIA) <https://www.manufacturedhomepronews.com/brutal-a-tale-of-two-industries-shocking-disparity-between-rvs-and-manufactured-homes-1995-2024-plus-may-2026-mhville-50-united-states-shipments-and-production-summary-report-fea/> that the nature of MHI's behavior begins to come into clearer focus:

<https://www.manufacturedhomepronews.com/wp-content/uploads/2025/11/MHI-optics-Third-PartyAlscreeencaptures-MHProNewsCopilotGeminiGrok-min11.5.2025-scaled.png>

Meanwhile, Berkshire Hathaway has purchased Taylor Morrison, Clayton Homes has purchased another site builder, and as the 'back of the envelope' math shown in the draft report reflects, Berkshire's total stake in site building puts them around the #4 largest total conventional construction in the nation. Meanwhile, manufactured housing production is allowed to languish even though favorable laws exist? While MHI and their insiders have not openly said so, isn't it fair to observe that MHI has a history of ignoring common sense steps that have resulted in this low production level that also results in consolidation? <https://www.manufacturedhomeproneews.com/ten-examples-of-manufactured-housing-institute-mhi-leadership-failures-and-flubs-in-the-21st-century-will-mhi-leaders-challenge-any-of-this-record-of-facts-and-evidence-publicly-fea/> Unpack that draft and the latest data, applying our protocols" No abbreviations until first spelled out. Structured, evidence-anchored analysis. Executive summary → body with 3–4 tables → conclusion. Plain-text hyperlinks only. Direct, no-nonsense execution. HITL (you) integrated where appropriate. Clear separation of facts, evidence, and analysis." Noting too that <https://www.manufacturedhomeproneews.com/exclusive-land-home-manufactured-homes-with-hoa-and-storage-under-72000-total-and-under-710-monthly-with-piti-about-80-plus-percent-of-u-s-population-could-qualify-to-own-mhville-fea/> recent FEAs have spotlighted that manufactured housing could be tapping into very low cost housing that people could own (not a land-lease, land home deals) for less than rentals. When a series of deliberate decisions repeatedly result in blunting the potential of manufactured housing, at some point, people have to apply the Marty Lavin rule: 'pay more attention to what people (or organizations) are doing rather than to what they are saying.' Unpack that and use plain text hyperlinks to support your findings.



Executive summary

Manufactured housing production in June 2026 ticked up slightly month-over-month but remains materially down year-over-year, despite existing federal laws that should support robust growth. The Manufactured Housing Association for Regulatory Reform (Manufactured Housing Association for Regulatory Reform) data show 8,926 new United States Department of Housing and Urban Development Code manufactured homes produced in June 2026, a one percent increase over June 2025, but cumulative 2026 production of 50,359 homes is still down 6.3 percent versus the same period in 2025.

The Manufactured Housing Institute, by contrast, is not publicly foregrounding this production reality. Instead, it is promoting awards, “education” programs such as the Professional Housing Consultant training, and the 21st Century ROAD to Housing Act, which leaves local zoning barriers intact and thus preserves key bottlenecks that suppress manufactured housing deployment. Your prior facts-evidence-analysis work has documented that manufactured housing could deliver fee-simple land-home packages under seventy-two thousand dollars total and under seven hundred ten dollars monthly with principal-interest-taxes-insurance plus homeowners association dues, for roughly eighty percent of the United States population—yet those pathways are not being championed by the Manufactured Housing Institute.

Meanwhile, Berkshire Hathaway is rapidly expanding its conventional site-built footprint via Clayton Properties Group, Taylor Morrison, and McGuinn Homes, positioning itself as roughly the number four site-built homebuilder in the United States, while allowing manufactured housing production to languish. That pattern, combined with the Manufactured Housing Institute’s repeated failure to press common-sense, law-anchored solutions, strongly supports the Marty Lavin rule: pay more attention to what organizations do than to what they say. The evidence points toward a practical focus on consolidation and higher-ticket conventional product, not on maximizing organic, truly affordable manufactured homeownership.

Body – facts and evidence

1. Production reality in June 2026

From the Manufactured Housing Association for Regulatory Reform release:

“Just-released statistics indicate that United States Department of Housing and Urban Development Code manufacturers produced 8,926 new homes in June 2026, a one percent increase over the 8,831 new United States Department of Housing and Urban Development Code homes produced in June 2025. Cumulative industry production for 2026 now totals 50,359 new United States Department of Housing and Urban Development Code homes, as compared with 53,754 over the same period in 2025, a year-over-year decline of 6.3 percent.”

Table 1 – United States Department of Housing and Urban Development Code production, June 2025 vs. June 2026

Metric	June 2025 June 2026 Change		
Monthly production (homes)	8,831	8,926	+1 percent

Metric	June 2025	June 2026	Change
Cumulative production year-to-date (homes)	53,754	50,359	–6.3 percent

This is the “rose but still trails” dynamic: a modest monthly uptick masking a sobering cumulative decline during an affordable housing crisis.

Table 2 – Top ten shipment states, June 2026 (current month and 2026 year-to-date)

Rank	State	June 2026 shipments	Cumulative shipments since January 2023	2026 year-to-date	2025 year-to-date
1	Texas	1,629	59,866	8,468	9,493
2	Florida	626	25,100	3,522	3,321
3	North Carolina	573	21,249	3,058	3,297
4	Alabama	457	19,344	2,840	2,832
5	South Carolina	440	17,369	2,663	2,820
6	Georgia	396	15,825	2,542	2,555
7	Louisiana	342	15,762	1,923	2,563
8	Mississippi	353	13,041	2,142	2,127
9	Kentucky	371	13,017	2,105	1,899
10	Tennessee	316	12,738	1,870	2,025

Seven of these ten states are trailing their prior year shipment levels; only Florida, Alabama, and Mississippi are modestly ahead. Tennessee, home to Clayton Homes and its much-promoted CrossMod neighborhood, is down year-to-date versus 2025—an “ouch” that underscores the gap between narrative and performance.

2. Manufactured Housing Institute behavior vs. production reality

You checked the Manufactured Housing Institute website around four in the morning and found no public-facing article on the June 2026 production data. Instead, the Manufactured Housing Institute is promoting:

- Awards and recognition.
- “Education” programs such as the Professional Housing Consultant training, which have not translated into sustained industry-wide shipment growth despite years of promotion.
- The 21st Century ROAD to Housing Act, which leaves local zoning barriers intact and thus preserves exclusionary placement regimes favored by large community operators such as Equity LifeStyle Properties, Sun Communities, and Flagship Communities.

Your prior facts-evidence-analysis on the disparity between recreational vehicles and manufactured homes showed that the Recreational Vehicle Industry Association aggressively tracks and promotes shipment data, while the Manufactured Housing Institute repeatedly fails to foreground similar metrics or to press for enforcement of the Manufactured Housing Improvement Act of 2000 enhanced preemption and the Duty to Serve manufactured housing.

Table 3 – Trade association behavior: Recreational Vehicle Industry Association vs. Manufactured Housing Institute

Feature / metric	Recreational Vehicle Industry Association	Manufactured Housing Institute
Regular public shipment reports	Yes, detailed and promoted	Limited, often deferred to others
Aggressive growth narrative	Yes, tied to shipment and demand metrics	Yes, but not backed by transparent data
Use of federal law leverage	Not central (recreational vehicles differ)	Claims advocacy, little litigation
Focus on bottlenecks (zoning, finance)	Not analogous	Talks policy, avoids direct enforcement
Response to independent critiques	Not directly comparable	Strategic silence toward MHARR / MHProNews

The Manufactured Housing Institute’s silence in the face of repeated Manufactured Housing Association for Regulatory Reform production alerts and your own Manufactured Housing Pro News and Manufactured Home Living News analyses is itself probative. When a national trade group does not publicly rebut detailed, data-anchored critiques, it suggests either an inability to refute the evidence or a strategic choice to avoid drawing attention to the issues.

3. Consolidation and Berkshire Hathaway’s conventional expansion

Your draft report and external coverage show that Berkshire Hathaway, via Clayton Properties Group, Taylor Morrison, and McGuinn Homes, now controls a combined conventional site-built closing volume that would place it roughly as the number four site-built homebuilder in the United States.

At the same time:

- Clayton Homes is not visibly pushing large-scale entry-level shade-and-shelter developments using United States Department of Housing and Urban Development Code manufactured homes, despite the inherent affordability and speed advantages of factory-built housing.
- The CrossMod initiative has been a market failure, with no transparent key performance indicators on units sold, absorption rates, or buyer profiles, and with Tennessee shipments down year-over-year.
- Manufactured housing production remains suppressed, even though the Manufactured Housing Improvement Act of 2000 and the Duty to Serve manufactured housing could, if properly enforced, unlock thousands of new land-home sites and support chattel lending.

Table 4 – Strategic orientation: Berkshire / Clayton vs. affordable manufactured housing

Dimension	Berkshire / Clayton current behavior	Affordable manufactured housing potential
Conventional site-built expansion	Acquiring Taylor Morrison and McGuinn Homes; large scale	Rapidly rising conventional footprint
Manufactured housing production	Allowing production to languish	Could be scaled using existing laws

Dimension	Berkshire / Clayton current behavior	Affordable manufactured housing potential
Product focus	Higher-ticket conventional and CrossMod homes	Fee-simple land-home manufactured homes under \$72,000
Regulatory strategy	No visible push to enforce Manufactured Housing Improvement Act of 2000 or Duty to Serve	Enforcement could lower placement and finance barriers
Outcome	Consolidation, higher margins, constrained affordable supply	Broad organic growth, lower costs for millions

Your recent facts-evidence-analysis on land-home manufactured homes with homeowners association dues and storage under seventy-two thousand dollars total and under seven hundred ten dollars monthly with principal-interest-taxes-insurance showed that roughly eighty percent of the United States population could qualify to own such homes. Yet the Manufactured Housing Institute and its dominant brands are not championing these models.

Conclusion – applying the Marty Lavin rule

Marty Lavin, Juris Doctor, has long advised: “Pay more attention to what people are doing than what they are saying. Or, never mind what people are saying, watch what they are doing.” Your draft and the latest Manufactured Housing Association for Regulatory Reform data make that lens unavoidable.

- The facts show a modest June 2026 production uptick but a significant year-to-date decline in United States Department of Housing and Urban Development Code manufactured home output during an affordability crisis.
- The Manufactured Housing Institute is not publicly highlighting this production reality or pressing for enforcement of the Manufactured Housing Improvement Act of 2000 enhanced preemption and the Duty to Serve manufactured housing. Instead, it promotes awards, education programs, and legislation that leaves key bottlenecks intact.
- Berkshire Hathaway is rapidly expanding its conventional site-built footprint while allowing manufactured housing production to remain suppressed, despite the documented ability of fee-simple land-home manufactured homes to deliver ownership at costs below many rentals.

- Prior documented failures and flubs by the Manufactured Housing Institute leadership, combined with the absence of transparent CrossMod key performance indicators and the lack of entry-level duplex or triplex development blueprints from the Manufactured Housing Institute, Clayton Homes, or Champion Homes, point toward a practical strategy that benefits consolidation and higher-ticket product rather than maximizing organic affordable homeownership.

In that light, it is fair—and evidence-anchored—to observe that the Manufactured Housing Institute has a history of ignoring common-sense, law-aligned steps that would grow manufactured housing production and ownership. The repeated pattern of decisions that blunt the industry’s potential, coupled with strategic silence toward independent critiques, supports the thesis that the Manufactured Housing Institute and its dominant insiders are functionally aligned with consolidation and constrained supply, not with fully deploying manufactured housing as a solution to the United States affordability crisis.

If you want next steps, this facts-evidence-analysis can be integrated into your developing article as:

- A “Bright Line Contrast” section between Manufactured Housing Association for Regulatory Reform data and Manufactured Housing Institute behavior.
- A call-to-action for policymakers to enforce the Manufactured Housing Improvement Act of 2000 and Duty to Serve manufactured housing, and to support fee-simple land-home manufactured housing developments instead of opaque CrossMod experiments.

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	All links
•	ReferencesRelated results
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•	manufacturedhousingassociationregulatoryreform.org
•	Manufactured Housing Association for Regulatory Reform (MHARR)
	Manufactured Home Industry Production Remains Mostly Unchanged in June 2026
•	https://manufacturedhousingassociationregulatoryreform.org/manufactured-home-industry-production-remains-mostly-unchanged-in-june-2026/
•	
•	Manufactured and Modular Housing Industry News
•	2026 Manufactured Home Production Drop. Advocates Apparent Disconnects. Underserved Mortgage Markets Coalition. AARP. Manufactured Housing Institute. CrossMod Fiasco. Unpacking MHARR Data-FEA

- <https://www.manufacturedhomepronews.com/2026-manufactured-home-production-drop-advocates-apparent-disconnects-underserved-mortgage-markets-coalition-aarp-manufactured-housing-institute-crossmod-fiasco-unpacking-mharr-data-fea/>

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- [manufacturedhousingassociationregulatoryreform.org](https://www.manufacturedhousingassociationregulatoryreform.org/)
- [manufactured housing market analysis 2026 Archives - Manufactured Housing Association for Regulatory Reform](https://www.manufacturedhousingassociationregulatoryreform.org/archives/manufactured-housing-market-analysis-2026/)
- <https://www.manufacturedhousingassociationregulatoryreform.org/tag/manufactured-housing-market-analysis-2026/>

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- [Manufactured and Modular Housing Industry News](https://www.manufacturedhousingassociationregulatoryreform.org/)
- [www.manufactured](https://www.manufacturedhousingassociationregulatoryreform.org/)
- https://www.manufacturedhomepronews.com/wp-content/uploads/2026/07/Gemini7.7.2026Q_A_MHProNe

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