

MISSISSIPPI MANUFACTURED HOUSING ASSOCIATION

June, 2019 Newsletter



2019 HALL OF FAME



WILLIAM "BILL" WINDHAM WINDHAM MOBILE HOMES, INC.



MMHA President Shane Upshaw presented the 2019 Hall of Fame award in honor of Bill Windham to Reita Windham, his wife. Our industry lost a great man when Bill passed away in May of 2016. MMHA members were proud to honor Bill and his outstanding commitment to our industry with this prestigious award. He founded Windham Homes in 1972 in Tupelo, MS and grew the business to four locations; Corinth, Grenada, and Ripley.

All locations are in business today providing homes for families across the state and even in surrounding states. Bill Windham was a pillar in our industry as well as his community, always willing to lend a helping hand to others. So many in our industry have their own Mr. Bill stories, because everyone who knew him, knew we had a true friend. MMHA proudly recognizes William "Bill" Windham as the 2019 Hall of Fame member.



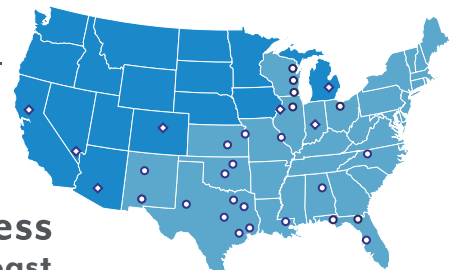
Governor Phil Bryant signed the Landowner Protection Act on May 29th. Senator Josh Harkins and Representative Mark Baker were lead legislators who handled the bill on the floor of each chamber. MMHA was one of thirty-five business associations and business entities who formed a coalition to pass this important legislation. Jennifer Hall, MMHA Executive Director, represented MMHA at the bill signing.

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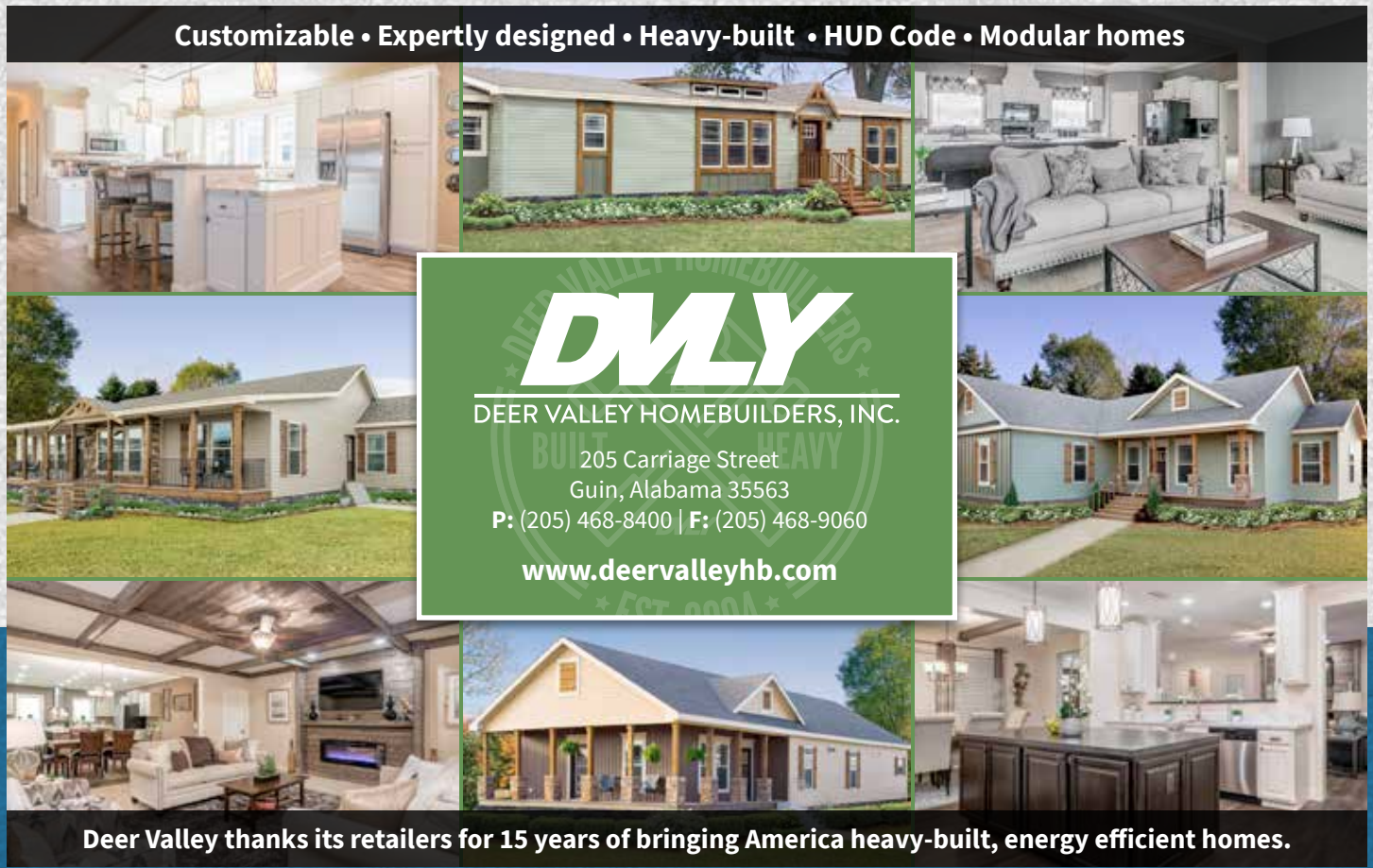


2019 GENERAL MEMBERSHIP MEETING AND AWARDS LUNCHEON

MMHA held its membership meeting and awards luncheon on May 16th at the Jackson Hilton. We had Chris Nicely do a presentation on Smart MH and his company Next Step who helps people get qualified to purchase a home. We also had an industry update from Tim Fagerburg with the State Fire Marshal's office. He emphasized the importance of each party sending a representative to the scheduled appointment concerning a consumer complaint. The department is exploring ways to address or penalize those who do not show up for these important scheduled meetings.

Mrs. Hall gave a report on the Association with shipments increasing since March. She also reported that the Tunica Show was one of the best shows in the past few years with attendance being up over the 2018 Show. She encouraged members to make their hotel reservation for the multi-state convention at the Perdido Key Beach Resort for July 27-29. The convention room block is filling up fast. The meeting ended with a wonderful awards luncheon and the winners are featured in the newsletter.

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GENERAL MEMBERSHIP MEETING





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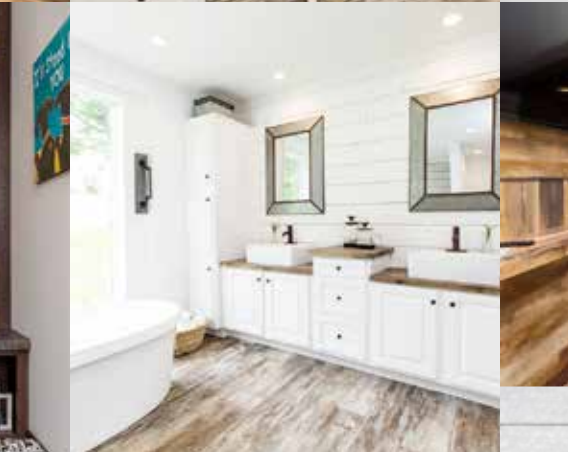



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2019 MMHA AWARDS



RADIO AWARD

1st PLACE (Right)
MAGNOLIA ESTATES, INC.
VICKSBURG, MS

2nd PLACE (Left)
THE HOME GALLERY, LLC
SALTILLO, MS



PRINT AWARD

1st PLACE (Left)
C & W HOMES
VICKSBURG, MS

2nd PLACE (Right)
**MAGNOLIA ESTATES OF
BROOKHAVEN**
BROOKHAVEN, MS



SOCIAL MEDIA AWARDS

1st PLACE (Right)
McCOMB HOME CENTER
McCOMB, MS

2nd PLACE (Left)
TOWN and COUNTRY HOMES
TUPELO, MS

TELEVISION AWARD

1st PLACE (Left)
**SOUTHERN HOUSING
ENTERPRISES, INC.**
TUPELO, MS

2nd PLACE (Right)
COLUMBUS HOME CENTER
COLUMBUS, MS

MOST ATTRACTIVE SALES CENTER

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ENTERPRISES, INC.**
TUPELO, MS

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SOUTHERN HOMES
RUSSELLVILLE, AL



**SALES PERSON OF
THE YEAR**

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All American Housing
BROOKHAVEN, MS

KATRINA NEWELL
AFFORDABLE MOBILE
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MOSS POINT, MS



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50 YEARS OF MEMBERSHIP

Franklin Homes received a 50-year MMHA membership plaque at the recent Awards luncheon. It is the first MMHA member to reach this milestone of fifty years membership in the Association. We appreciate their commitment to our industry and their loyalty to MMHA.

Franklin Homes was founded in 1969 in Russellville, Alabama, on the principle of unsurpassed quality in materials and craftsmanship. Franklin's skilled craftsmen produce homes in an environmentally-controlled manufacturing facility using cutting edge design, engineering, and construction techniques. In July 2015, Franklin Homes became a wholly-owned subsidiary of C3 Design, Inc. a privately held Mississippi-based modular home company committed to continuously improving the design, quality, customer service, and value of every Franklin home. Franklin has always used top quality materials and has strived to improve on all its construction, cosmetic, and amenity offerings, throughout its 50-year history. Franklin's Motto is "Superior Quality, Exceptional Value" The Franklin facility is approximately 275,000 sq. ft. under roof on approximately 20 acres of property. All production, engineering, material handling, purchasing, and offices are in Russellville, AL. Franklin offers a variety of floor plans and amenities to address any homeowner needs. Over the past 50 years, Franklin has produced thousands of homes built on an unwavering commitment to quality and we have grown to become a leading manufacturer of modular and HUD homes in 13 states.



Blake Jackson (Left)
Received the award presented by
Shane Upshaw (Right)
MMHA President.



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HOMES ON THE HILL JUNE 2019

Our Homes on the Hill Summer Legislative Fly-In is timed so MHI members can not only meet with Congressional officials about our legislative priorities but can also invite their lawmakers to tour the manufactured homes located just a few steps away on the National Mall!

U.S. Department of Housing and Urban Development (HUD) Secretary Ben Carson is hosting a week-long Innovative Housing Showcase on the National Mall to commemorate National Homeownership Month. This year's fly-in has been rescheduled and revamped to coordinate our annual event with the manufactured homes that will be on display on the National Mall that week.

Three manufactured homes will be on display including a single-section home by Fleetwood/Cavco, as well as a traditional multi-section and a "New Class" home by Skyline Champion. The

"New Class" home will be built to specifications that allow it to qualify for Fannie Mae's MH Advantage® and Freddie Mac's CHOICEHomeSM financing programs.

"Having two of our homes displayed on the National Mall is a unique opportunity for our company and we're honored to be included. We look forward to showcasing our high-quality, affordable housing solutions to all that visit our display," said Mark Yost, President, Skyline Champion.

The Innovative Housing Showcase is a five-day event on the National Mall that will highlight an array of new technologies and building solutions. These innovations make housing more affordable for American families and more resilient during natural disasters. For more information, please visit www.hud.gov/Innovative_Housing.



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HUD held a week-long Innovative Housing Showcase on the National Mall. The Innovative Housing Showcase is a five-day event on the National Mall that will highlight an array of new technologies and building solutions for housing. Manufactured homes were on display June 1 - 5. The industry will be represented by a single-section home, as well as a traditional multi-section and a "New Class" home. The "New Class" home will be built to specifications that allow it to qualify for Fannie Mae's MH Advantage® and Freddie Mac's CHOICEHomeSM financing programs.



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HUD Secretary Carson Expresses Strong Support for Manufactured Housing at Congressional Hearing

The morning after HUD announced that it was rescinding its 2017 carport letters, Secretary Carson appeared before the House Financial Services Committee and reaffirmed his strong support for manufactured housing. Secretary Carson testified that “manufactured housing is a critical part” of the affordable housing solution.

Representative Andy Barr (R-KY), who authored the original amendment to rescind the carport letters that passed the House unanimously in September 2017, thanked the Secretary for finally rescinding the letters. Barr said that the “policy imposed a costly and time-consuming hurdle for the production of manufactured homes that negatively impacted consumers and forced many manufacturers to stop offering these carport-ready homes.”

Representative Barr went on to point out that there is more work to be done, noting that “HUD still has not finalized more than 100 recommendations by the Manufactured Housing Consensus Committee, some going back a decade.” Barr specifically asked Secretary Carson what can be done to “change the internal processes at HUD so that more of these recommendations are more promptly adopted.” Secretary Carson told Representative Barr that he is working on “beefing up the division [Office of Manufactured Housing Programs] so that they are not just treading water” and commented that “they [the Office of Manufactured Housing Programs] are really making forward progress right now.”

In response to a question from Representative Scott Tipton (R-CO) about the lack of affordable housing in rural America, Secretary Carson reiterated that manufactured housing is a major source of homeownership in rural areas and said that “anything we [HUD] can do to enhance the

manufactured housing industry is going to be helpful for the situation in rural areas.”

During an exchange with Secretary Carson, Representative John Rose (R-TN), stated that manufactured housing is an integral part of the housing landscape in his state. Secretary Carson agreed with Representative Rose’s statement and expressed the importance of “concentrating on modernizing our building techniques and integrating those into our housing policy.”

The comments at the hearing about manufactured housing are the culmination of MHI’s effective advocacy efforts, including sustained engagement with the Administration, HUD and Congress. MHI has made expediting changes to the HUD Code a top priority. MHI is the only trade association representing the industry in Washington whose actions have resulted in an improved regulatory climate for manufactured housing at HUD and excellent support on Capitol Hill. During his address at MHI’s Congress and Expo in New Orleans, Secretary Carson acknowledged MHI’s efforts, stating “I am grateful for the many insights MHI has provided to HUD in the form of its available reports, educational materials, and constructive dialogue.”

MHI will continue its productive and effective advocacy to change HUD’s approach to regulating manufactured housing and to ensure timely updates to the HUD Code to support the efficient production of high-quality homes with features consumers want at affordable prices.

If you have any questions, please contact MHI’s Government Affairs Department at MHIgov@mfghome.org.

\$15,000

EXTERIOR HOME
IMPROVEMENT/LANDSCAPING

GIVEAWAY



SEE YOUR LOCAL RETAILER FOR RULES AND DETAILS!
GIVEAWAY ENDS JULY 31, 2019



ALL ENTRIES MUST BE CUSTOMERS WHO HAVE CLOSED ON LOAN PACKAGES FOR THE HOME OR PAID IN FULL FOR THEIR HOME FROM MAY 1, 2019 - JULY 31, 2019.

MMHA is giving back to consumers by awarding one winner per region a Home Improvement/Landscaping prize worth \$15,000.00! Download the entry form in the retailers resource section of the membership page at msmmha.com. Along with the entry form for contestants are the rules and guidelines of the giveaways. Retailers may send completed forms back to Lorie Hanson at Lhanson@msmmha.com. If you have any questions about the giveaways please contact the MMHA office at 601.939.8820.

CONTEST GUIDELINES ARE AS FOLLOW:

1. MMHA Retailers may enter multiple customers for the \$15,000 prize for the exterior home improvement/landscaping package. The attached form must be completed and emailed to Lhanson@msmmha.com by July 31, 2019 at 5:00 p.m.
2. All entries must be customers who have closed on loan packages for the home or paid in full for their home from May 1, 2019 - July 31, 2019.
3. A committee will judge the entries submitted and one winner per region will be announced by August 20, 2019.
4. MMHA will issue payment of the \$15,000 to the contractor(s) performing the work. This payment may consist of more than one check to multiple entities. Contracts, work orders, invoices, or receipts will be submitted before checks are issued.
5. Winners of the prize will have photo op with MMHA representatives and will sign a release form for MMHA to use their story and photos of their home for promotional purposes.

6. Winners will be issued payment upon receipt of required signed tax documents and signed release form.

7. The customer can choose from the exterior home improvement/landscaping list to complete their prize package totaling \$15,000. The prize amount will include the cost of labor.

MMHA will assist the winners in selecting one of the exterior home improvement/landscape packages valued at \$15,000.00. MMHA will pay the contractor(s) directly and not make payments to the individual winner. The person who wins the MMHA prize valued at \$15,000.00 will receive the appropriate tax form from MMHA and will be responsible for the taxes.

*****Contest Rules:** A selection committee will review all applications from the three regions in the state of Mississippi and select one winner from each region. The winner of the \$15,000.00 prize will need to submit the required information to MMHA for tax reporting purposes before receiving the prize. The prizes will be awarded at the end of August 2019.

Getting Social

SOCIAL MEDIA

UPDATE



2019 Social Media Numbers Are Trending Up!

2019 is proving to be our best year yet for social media marketing. This year alone we have reached 2,775,394 people through our social media marketing efforts. In 2018 we reached 1,472,189. We are only halfway through the 2019 year and we have already surpassed 2018. This is a huge success for our industry as we continue to promote and educate consumers about the industry, generate and support sales efforts by sending consumers to the website, and by generating a request for information.

We continue to receive messages requesting information on manufactured housing and we have mailed hundreds of our brochures to

consumers and continue to direct them to our retailers listing on the MMHA website.

Through MMHA's social media platforms Facebook, Instagram and most recently added Twitter, we are producing new followers, viewership and engagement. We are continuing to incorporate relevant content, boosted post, and campaigns that generate reach and awareness.

As we head into the second half of this year we are encouraged that our social media numbers will continue to grow and our goal will continue to be to educate and promote the manufactured housing industry within the state.

SOCIAL MEDIA STATS FOR 2019 AD CAMPAIGNS

As of March 23, 2019

11,280 Page Likes

85% of MMHA Followers are Women

2,775,394 People Reached through Ads

6,967,578 Impressions through Ads

576,108 Post Engagement through Ads

13,403 Link Clicks through Ads

25 Average Daily Page Likes

1,456 Average Daily Engaged Users

48,113 Average Daily Reach



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Deadline to register is July 12, 2019



MISSISSIPPI MANUFACTURED HOUSING ASSOCIATION 2019 CALENDAR OF EVENTS

- JUN 3&4** **LICENSE RENEWAL SALES AND SET-UP EDUCATIONAL SEMINAR**
Mississippi State Fire Academy | Pearl, MS
- JUNE 3-4** **MHI SUMMER LEGISLATIVE FLY-IN**
The Liaison | Washington, D.C.
- JUN 10-13** **MS ASSOCIATION OF SUPERVISORS**
90TH ANNUAL CONVENTION
MS Coast Convention Center, Biloxi, MS
- JUN 24-26** **MS MUNICIPAL LEAGUE ANNUAL CONVENTION**
MS Coast Convention Center, Biloxi, MS
- JUL 27-29** **MULTI-STATE CONVENTION**
Perdido beach Resort, Orange Beach, AL
- SEP 12** **PAC GOLF TOURNAMENT**
Castlewoods Golf Club, Brandon, MS
- SEP 22-24** **MHI ANNUAL MEETING**
The Westin | Savannah, GA



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Shipping Report

In March 2019, 7,623 new manufactured homes were shipped, a decrease of 1,190 homes or 13.5 percent compared to March 2018. Compared with the same month last year, shipments of single-section homes were down 18.2 percent and shipments of multi-section homes were down 9.2 percent. Total floors shipped in March 2019 were 11,859, a decrease of 12.1 percent compared with March 2018.

The seasonally adjusted annual rate (SAAR) of shipments was 90,459 in March 2019, down 1.9 percent from the adjusted rate of 92,195 in February 2019. The SAAR corrects for normal seasonal variations and projects annual shipments based on the current monthly total.

The number of plants reporting production in March 2019 was 134 and the number of active corporations was 34, the same number of plants and active corporations as in February 2019.

Cumulative shipments from January through March this year totaled 22,357 homes compared with 25,520 homes for the first quarter of 2018, a net decrease of 12.4 percent.

	Mar	Apr
CMH/Clayton	\$	\$
Cavalier	\$	\$
Cav dba Buccaneer	\$	\$
Cappaert	\$	\$
Champion, TN	\$	\$
Champion, KY	\$	\$
Champion, TX	R	R
Champion, FL -Homes of Merit	R	R
Clayton - Addison	\$	\$
Deer Valley	\$	\$
Fleetwood/TN(Lafayette)	\$	\$
Franklin	R	\$
Giles	\$	\$
Hamilton Homebuilders	\$	\$
Jessup Housing	\$	\$
Kabco	\$	\$
Lexington Homes	\$	\$
Live Oak	R	R
Oak Creek Homes	R	R
Platinum Homes, Inc.	\$	\$
ScotBilt Homes	N	R
Southern Energy/AL/TX	\$	\$
Southern Homes	\$	\$
Sunshine	\$	\$
TRU Homes	\$	\$
Winston Homebuilders	\$	\$

\$ | Dues Paid R | Report (no Dues) N | No Reports/No Dues

**MARCH 2019
MISSISSIPPI PRODUCT MIX**

Single Section	Multi Section	Total Shipments
188	136	324

	MARCH			Year through MARCH		
	2018	2019	% Change	2018	2019	% Change
East South Central						
Alabama	410	319	-22.2%	1,743	1,023	-41.3%
Kentucky	223	256	14.8%	749	606	-19.1%
Mississippi	410	324	-21.0%	1,057	753	-28.8%
Tennessee	293	158	-46.1%	789	526	-33.3%
Subtotal (region)	1,336	1,057	-20.9%	4,338	2,908	-33.0%
West South Central						
Arkansas	184	132	-28.3%	482	350	-27.4%
Louisiana	420	333	-20.7%	1,370	981	-28.4%
Oklahoma	160	163	1.9%	505	444	-12.1%
Texas	1,746	1,273	-27.1%	5,310	3,765	-29.1%
Subtotal (region)	2,510	1,901	-24.3%	7,667	5,540	-27.7%

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Keep your Business front and center in the manufactured housing industry with the MMHA newsletter. The newsletter has been a great success and has kept our members informed on industry updates, upcoming events, national news, and shipment reports. Advertise in the MMHA newsletter with a half or full page size and you will be given a banner ad to be displayed on the home page of our website .

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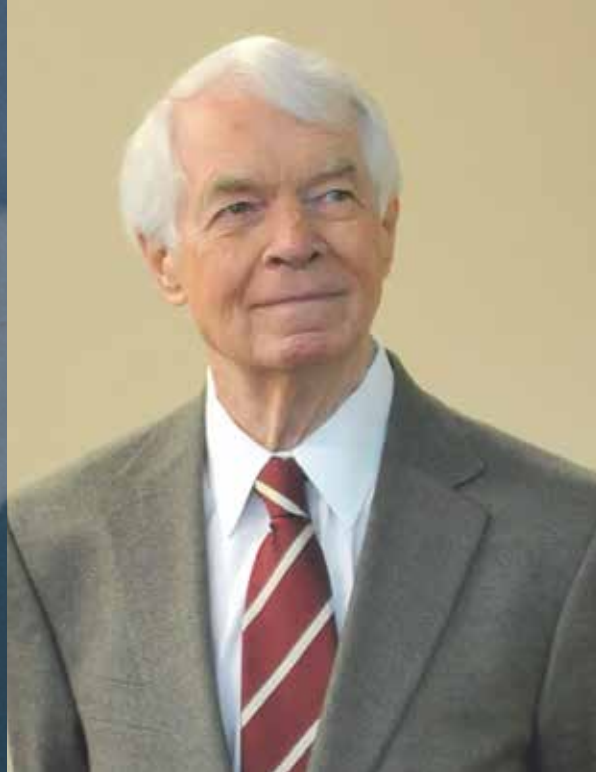
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Senator William Thad Cochran

The past few days, Mississippi has said goodbye to a great leader, United States Senator Thad Cochran (December 7, 1937-May 30, 2019). On behalf of MMHA, I attended the ceremony at the State Capital and the funeral at Northminister Baptist Church. Not many powerful leaders are known by their first name only, but our Senator was and his name was Thad. Thad was known on the Hill as the gentle persuader and at the funeral, Senator Leahy called him the Senators' Senator. He was loved and respected by all who knew him because everyone knew that Thad Cochran loved his Mississippi. As Senate appropriation chairman, he made sure that funds were directed to Mississippi to help meet our needs. After Katrina devastated our gulf coast, he worked both sides of the aisle to bring billions of dollars to rebuild not only Mississippi's gulf coast but the whole south region. Senator Richard Shelby noted in his remarks at the funeral how Thad helped rebuild the entire gulf coast. Each and every time, I and other MMHA members met with Thad and his staff on issues affecting manufactured housing, he always came through. His word was all we needed to know our request would be honored. It was his language in the appropriation's bill for many years that prevented our industry from being under the DOE regulations. Thad worked for the betterment of all Mississippians, but he also helped all Americans with many of the bills that he authored and supported during his 45 years of service at the U. S. Capitol. Thad was the 10th longest serving U. S. Senator in the history of the Senate. I along with MMHA members have memories of sitting with Thad in his office in Washington listening to his stories and even getting to hear him play his baby grand piano. Thad was a dear friend of mine and Dick and we will always be grateful for his friendship. I will cherish my memories, treasure our friendship, and thank God for giving Mississippi such a gentle giant as our U. S. Senator. Rest in peace, Thad.