

# MISSISSIPPI MANUFACTURED HOUSING ASSOCIATION

August, 2019 Newsletter





## 2019 MULTI-STATE CONVENTION A HUGE SUCCESS

Everyone enjoyed being at the Perdido Beach Resort in Orange Beach, Alabama where the weather was absolutely wonderful the entire time. We had 332 registered attendees for this year's convention, which was a great turnout. The weather was absolutely perfect for golfing, fishing, or just relaxing on the beach.

We kicked off the convention with an awesome welcome reception where everyone enjoyed visiting and networking. The convention is always a great opportunity to visit with old and new friends and have the opportunity to network while having fun at the beach. The activity's day was filled with cooking demo, fishing, and golf. At the general breakfast meeting, we had an industry update from MHI Vice President Rick Robinson and an update on the MH New Class Homes Fannie Mae and Freddie Mac programs from Scott MacFarlane, CIS Executive Vice President. Both presentations were very informative. The Convention ended with an outstanding banquet recognizing Doris Hydrick as AMHA's per-

son of the year and Commissioner Dick Hall as the MMHA President's award recipient. Everyone also enjoyed the amazing entertainer, Joe Turner, who worked the crowd during the reception with his tricks and then held all of our attention with his amazing illusions during the banquet performance. He had us all saying, "How did he do that?"

It is because of our convention hosts and event sponsors generous support that we were able to keep convention registration fees at a minimum and fund the cost of this year's convention. We sincerely thank each of you for your support of the multi-state convention. While Mississippi was the host state this year, we want to thank all of MMHA, AMHA, and LMHA staff for all of their efforts in making this years convention a huge success. Our 2020 convention will be at the Perdido Beach Resort July 25-27 and we look forward to seeing all of you again for a great time at the beach.



## WELCOME RECEPTION







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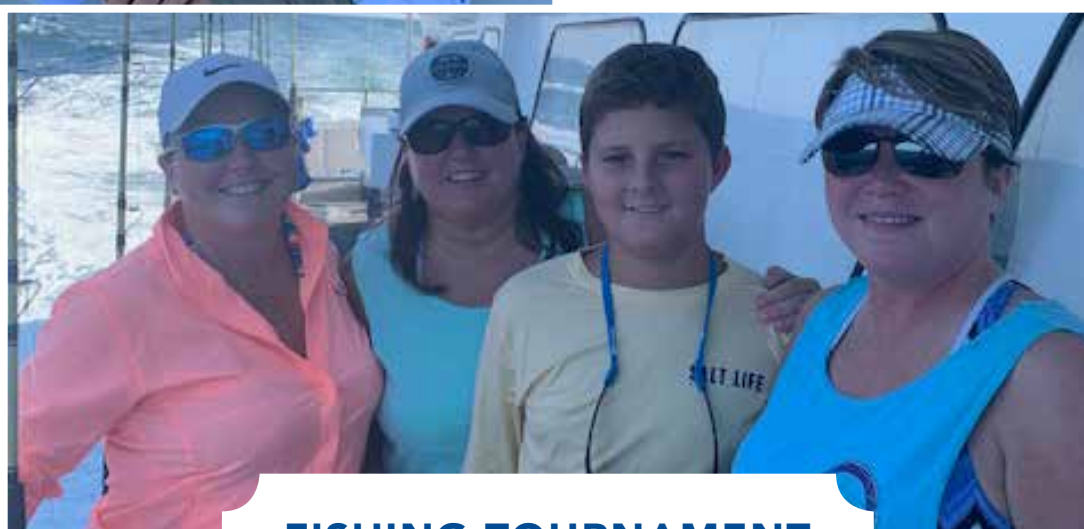
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## GENERAL SESSION





## GENERAL MEMBERSHIP MEETING





## BANQUET







## KIDS PROGRAM



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# Shipping Report

May June

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)	R	R
Franklin	\$	\$
Giles	R	\$
Hamilton Homebuilders	\$	\$
Jessup Housing	\$	R
Kabco	\$	\$
Lexington Homes	\$	\$
Live Oak	R	R
Oak Creek Homes	R	R
Platinum Homes, Inc.	\$	\$
ScotBilt Homes	R	N
Southern Energy/AL/TX	\$	\$
Southern Homes	\$	\$
Sunshine	\$	\$
TRU Homes	\$	\$
Winston Homebuilders	\$	\$

In June 2019, new manufactured home shipments decreased 6.6% to 7,765 homes as compared to the 8,311 homes shipped in June 2018. Total shipments for June 2019 were 836 less than the prior month of May.

Compared with June 2018, shipments of single-section homes are down by 7.3% and multi-section homes are down by 6.0%. Total floors shipped in June 2019 decreased 6.5% to 12,206 compared to June 2018.

Of the 7,765 homes shipped in June, there were there were no homes designated as FEMA units shipped which is the same as June 2018.

The seasonally adjusted annual rate (SAAR) of shipments was 93,337 in June 2019, down 1.9% from the adjusted rate of 95,151 in May 2019. The SAAR corrects for normal seasonal variations and projects annual shipments based on the current monthly total.

In June, 136 plants representing 34 corporations reported production data which is the same as May 2019.

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

## JUNE 2019 MISSISSIPPI PRODUCT MIX

Single Section	Multi Section	Total Shipments
139	176	315

	JUNE			Year through JUNE		
	2018	2019	% Change	2018	2019	% Change
<b>East South Central</b>						
Alabama	342	388	13.5%	2,894	2,209	-23.7%
Kentucky	210	221	5.2%	1,416	1,256	-11.3%
Mississippi	321	315	-1.9%	2,025	1,702	-16.0%
Tennessee	232	220	-5.2%	1,525	1,226	-19.6%
Subtotal (region)	<b>1,105</b>	<b>1,144</b>	<b>3.5%</b>	<b>7,860</b>	<b>6,393</b>	<b>-18.7%</b>
<b>West South Central</b>						
Arkansas	180	140	-22.2%	1,064	761	-28.5%
Louisiana	389	379	-2.6%	2,608	2,140	-17.9%
Oklahoma	200	140	-30.0%	1,074	883	-17.8%
Texas	1,565	1,210	-22.7%	10,075	7,791	-22.7%
Subtotal (region)	<b>2,334</b>	<b>1,869</b>	<b>-19.9%</b>	<b>14,821</b>	<b>11,575</b>	<b>-21.9%</b>



# GET YOUR BUSINESS NOTICED ADVERTISE TODAY



## INTERESTED IN ADVERTISING IN OUR NEWSLETTER?

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 .

WE OFFER A FULL SUITE OF COMMUNITY AND RETAIL PROGRAMS FOR BUSINESSES NATIONWIDE. **CONTACT US TODAY!**

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# Getting Social

SOCIAL MEDIA

UPDATE



We are continuing to see positive growth through our social media campaigns this year. As always, Our goal is to promote and educate consumers about the industry, and support sales efforts.

In 2018 we reached over 1.4 million people and so far for 2019 we have reached over 3.8 million people. That's more than doubled the amount of reach in 2019 and we still have 5 more months to go! Last year we had around 7.4 million impressions, and we have surpassed those numbers with over 9.5 million impressions. So, our numbers are trending positively and more people are being educated about our industry and homes.

We have been creating video content from the homes displayed at this years Tunica Show and are seeing positive results as we showcase a new home each week. We will continue to use this footage

to create new content to incorporate into our campaigns and page post throughout the rest of the year. You can access the video content through our showcase resource or Facebook page.

We are trying new techniques to generate consumer interest and leads and recently ran a promotion offering a free brochure resource to anyone interested. We mailed out 351 brochures on manufactured homes during this promotion and continue to receive messages requesting information that we direct to the retailer's section of the website.

This year has been very successful so far and we are extremely happy with the amount of people we are educating about what manufactured homes are today. It is all thanks to your support to our social media campaigns.

## SOCIAL MEDIA STATS FOR 2019 AD CAMPAIGNS

As of July 22, 2019

13,818 Page Likes

3,839,812 People Reached through Ads

9,581,507 Impressions through Ads

15,545 Link Clicks through Ads

32 Average Daily Page Likes

1,184 Average Daily Engaged Users

46,592 Average Daily Reach

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# FREE RESOURCES FOR SOCIAL MEDIA

MMHA provides an online resource to help boost your social media marketing needs. Members have access to stock photography, graphics, videos, and marketing resources related to the industry. Take a look for yourself by visiting the membership section of our website and clicking on retailers resources at the bottom of the page.

[msmmha.com](http://msmmha.com)





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# MISSISSIPPI MANUFACTURED HOUSING ASSOCIATION

## 2019 CALENDAR OF EVENTS

- SEP 12**      **PAC GOLF TOURNAMENT**  
Castlewoods Golf Club, Brandon, MS
- SEP 22-24**    **MHI ANNUAL MEETING**  
The Westin | Savannah, GA
- SEP**          **EDUCATION CONFERENCE CALL**  
8:30 - 9:30 AM | Date TBD
- OCT 15**      **BOARD OF DIRECTORS MEETING**  
10:00 AM | MMHA Office | Date TBD
- OCT**          **EDUCATION CONFERENCE CALL**  
8:30 - 9:30 AM | Date TBD
- NOV**          **EDUCATION CONFERENCE CALL**  
8:30 - 9:30 AM | Date TBD
- NOV 28-29**   **THANKSGIVING HOLIDAY**  
Office will be closed
- DEC 10**      **BOARD OF DIRECTORS MEETING**  
10:00 AM | MMHA Office | Date TBD
- DEC**          **EDUCATION CONFERENCE CALL**  
8:30 - 9:30 AM | Date TBD
- DEC 25-27**   **CHRISTMAS HOLIDAY**  
Office will be closed
- FEB 16-18**   **WINTER MEETING**  
HILTON NASHVILLE | NASHVILLE, TN  
REGISTRATION OPENING FALL 2019
- APR 6-8**      **CONGRESS & EXPO**  
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