

MISSISSIPPI MANUFACTURED HOUSING ASSOCIATION

February, 2019 Newsletter



2019 LEGISLATIVE UPDATE

With this year being an election year, there were over 2500 bills filed and many that MMHA is following. Thank goodness that many of the bills died in committee after the first deadline. The first bill to be pushed through the legislature was the HB 366 the Broadband Enabling Act which was passed by both houses and signed by the Governor on January 30th. This act would allow the electric cooperatives to supply internet to the rural areas of the state. We are monitoring other bills dealing with the MS Windstorm law which affects the insurance in the coastal counties. We are also monitoring legislation that brings the tax code forward as well as transportation issues.

HB 337 and SB 2901 are two bills that MMHA has been working on with a coalition of twenty-five other business associations. These are called the Landowner Protection Acts which primarily address the premises liability and as it relates to the acts of third parties. It was decided that the House would take up SB 2901 after it passed the Senate. We were able to get the bill passed in the Senate by 30-18 vote after defeating two amendments by a vote of 26-24 each time. Both of the amendments were to add a reverse repealer to the bill which basically kills the bill. The House took up the bill Monday, February 25th and after much deliberation, Jud A Chairman Mark

Baker was able to persuade the House members to pass SB 2901 by a vote of 74-39. The trial attorneys in the House spoke against the bill but were unsuccessful. The bill was held on a motion to reconsider. On Thursday, February 28th the bill was amended to clear up some language we had agreed upon and the House passed it, however, a member held it once again on a motion to be reconsider. The motion to reconsider will be taken up next week and it will then be sent to the Senate. The Senate can either concur with what the House added to the bill or vote to go to conference. The Coalition will be urging the Senate members to concur with SB2901 as we have worked with all concerned parties to try to seek a compromise with language in the bill. One key component of the bill is that it authorizes the court to apportion liability when a third party is involved and proven liable. Current statutory law does not do this and thereby typically holding the premises owner 100% civilly responsible for a third party's criminal act. If this law passes, it would give the premises owners the same fair and common sense opportunity of apportionment of liability just as others currently are allowed by law in other liability cases. If we are successful in the passage of this legislation, we would hope that the cost of liability insurance for businesses should be reduced.



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U.S. SENATE BANKING COMMITTEE ADVANCES NOMINEE FOR DIRECTOR OF THE FEDERAL HOUSING FINANCE AGENCY

Dr. Lesli Gooch, MHI's Executive Vice President & Chief Lobbyist, meets with Dr. Mark Calabria, Nominee for FHFA Director and Chief Economist for Vice President Mike Pence, on December 12, 2018

The Senate Banking Committee advanced the nomination of Dr. Mark Calabria as Director of the Federal Housing Finance Agency (FHFA), the regulator of Fannie Mae and Freddie Mac. Dr. Calabria's nomination will now go to the full Senate for a vote.

Dr. Calabria currently serves as Chief Economist to Vice President Mike Pence. He has an extensive background in housing finance reform. More importantly, if confirmed, it would mean the elevation of someone who has been a strong ally of manufactured housing, with extensive knowledge and experience with the subject. Under his leadership, the Manufactured Housing Consensus Committee was established.

In 2002, he served as Deputy Assistant Secretary for Regulatory Affairs at the Department of Housing and Urban Development during President George W. Bush's Administration, where he led the Office of Regulatory Affairs and Manufactured Housing. Following his service at HUD, he was THE top housing staff member on the Senate Banking Committee for many years. In that role, he took the lead in drafting the Housing and

Economic Recovery Act of 2008 (HERA), which created the FHFA as a strengthened GSE regulator and created the Duty to Serve requirements for Fannie Mae and Freddie Mac, which requires them to focus on manufactured housing. While working on the Committee, Dr. Calabria worked with MHI to help ensure the availability of financing for manufactured housing.

Dr. Calabria has served as a keynote speaker at MHI events, most recently in 2017 where he provided attendees with insights about the Administration's housing and economic development priorities. In 2012, when he was Director of Financial Regulation Studies at the CATO Institute, he spoke to MHI's members about the impact the Dodd-Frank Act could have on the housing finance sector.

MHI looks forward to continuing its strong relationship with Dr. Calabria as he leads the FHFA and will work with manufactured housing champions in the Senate to secure his appointment.

If you have any questions, please contact MHI's Government Affairs Department at (703) 229-6208 or MHIgov@mfghome.org.



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Oppose Proposal to Increase Energy Standards for Residential Furnaces

During MHI's 2019 Winter Meeting, the Board of Governors of the Suppliers Division and the TAC Committee discussed ways to increase support for the natural gas industry's petition to the Department of Energy (DOE) to withdraw its proposed rule to increase energy standards for residential furnaces and commercial water heaters.

This is important for the industry because the DOE's proposal fails to account for the negative impact these standards would have on manufactured homes. Because the DOE's proposal does not contain an exemption for small furnaces, which are frequently used in manufactured homes, it would increase new home

construction costs while also forcing existing homeowners to complete expensive retrofitting projects.

To bolster MHI's advocacy for the withdrawal of the proposed rule, MHI has launched a "Call to Action" grassroots campaign. To help ensure that the DOE does not develop any energy conservation regulations that create excessive compliance and cost burdens on manufactured housing that outweigh the consumer benefits, we urge industry members to participate in MHI's "Call to Action." The public comment period is open through Friday, March 1, 2019. MMHA submitted comments asking DOE to withdraw their proposed rule.



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Getting Social

SOCIAL MEDIA

UPDATE



Understanding why social media is so important

DID YOU KNOW TODAY 88% OF CUSTOMERS WILL SEARCH A PRODUCT ONLINE BEFORE THEY BUY IT.

Social media is rising at rapid speeds. Now, more people of all ages are joining social media sites and using them regularly to find the things that interest them. If you're not marketing your business then you're missing out! If you want it to make it, you need to be where your potential customers are.

By giving your business the social media touch, you not only generate more business but also better connect with your customers and serve

them on a higher level. If done right, the long term marketing of your business on social media can prove to be cost effective. Paid social media campaigns, such as Facebook Ads, are less expensive than other advertising options. And with Social medias custom marketing tools you have control over who you want to see your ads. Which means there's a higher return on investment.

At MMHA we are using social media platforms to educate and inform the public on what manufactured homes are today. We are dedicated to informing our viewers about the quality, energy

efficiency, safety and afford ability of Mississippi homes and continue to direct them to our local retailers. We are continuing to see growth with our social media platforms and look forward to what the future holds as we expand our reach and message.

Social Media Stats for 2018

Over 6,000 page likes in 2018

18,426 average post reach in 2018

27 Average comments per post in 2018



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Louisville Show Attendance Signals an Energized Industry for 2019

“The number of attendees Wednesday morning to open the show were stronger than we’ve experienced even during the best years,” said Dennis Hill, who heads Show Ways Unlimited, which produces The Louisville Show and other manufactured housing trade shows. “Our opening education sessions were standing room only and very well received.”

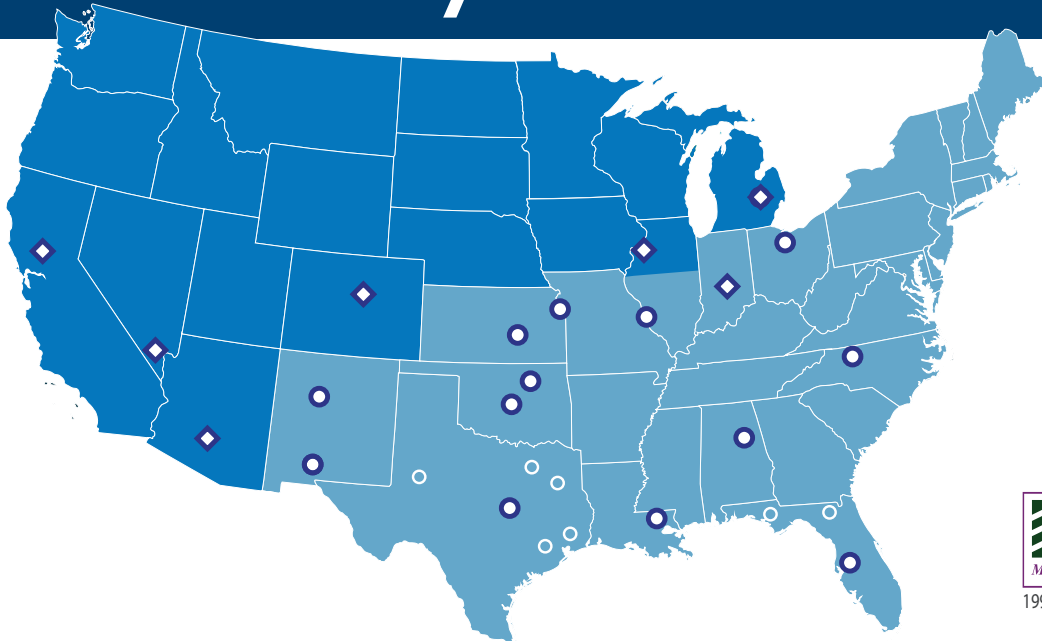
The sessions – on finance, marketing and purchasing – held an audience of 200-plus attendees. Meanwhile, the other 3,300-plus professionals toured the new model homes and mingled with service and supply exhibitors. Joe Viglione, from Fairmont Homes, said the presence of retailers among The Louisville Show attendance is

stronger than he’s experienced in his three-plus decades in the business.

“Retailers tend to start showing up about 10 or 11 o’clock on opening day. This year they were here first thing. That means they came the day prior, which signals to me a great deal of enthusiasm toward purchasing this season.”

The Louisville Show is a manufactured housing industry trade show and is not open to the public. Attendance includes industry professionals in the areas of manufacturing, retail sales, community ownership and management, financial services and product supply.

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MMHA'S INDUSTRY BROCHURE



Don't forget to take advantage of the MMHA industry brochure. It is full of need to know information for the first time home buyers. It is also nice to have materials to give legislators when they call and ask questions about our manufactured homes. In the brochure we continue the message of what manufactured housing has become today and push readers to find a local retailer near them.

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2019 TUNICA SHOW

It's time to register! The Tunica Show has more homes than any other industry event! In 2019 The Tunica Show registers retailers, builder/developers, community owners/operators, and installers from all over the region. The 2018 show drew 2,147 attendees last year, from an expansive region which stretched from Illinois all the way to East Texas. The number of attendees actually exceeded our expectations and even surpassed last year's attendance numbers. This is a significant coup for the Tunica Show, because it means new business relationships abound!

Continuing the excitement that accompanies another year at the Tunica Manufactured Housing Show, are two free lunches that will be provided for attendees. This is a convenient and delicious way to luncheon at the show site and a good way to maximize your time.

The Tunica Show is an event packed with possibilities. We look forward to seeing you there!

SEMINARS

Seminars will be held on Tuesday March 26th from 8:00am-11:00am at the Resorts Casino and Hotel, before the show in order to maximize your time at the show all three days.

MODEL HOME DISPLAYS

70 new model homes will be displayed by 24 prominent manufacturers. They will be joined by nearly 100 service and suppliers exhibitors representing every facet of the manufactured housing industry.

NETWORKING

Gain insight and knowledge from manufactured housing experts with over 2,300 manufactured housing industry professionals expected to attend, representing more than 500 companies. This means new business relationships abound!

For more information on The 2019 Tunica Show, contact Show Coordinator Dennis J. Hill at (770) 587-3350 or visit thetunicashow.com



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MHI RELEASES CONSUMER RESEARCH

At the recent MHI winter meeting in Austin during the General Session a presentation was released regarding MHI's in-depth consumer research about the demographics, perceptions, and preferences of manufactured homeowners and residents. MHI commissioned Trifecta Research for the study and the findings provide exciting insights into a variety of topics and market trends, including the characteristics and satisfaction of individuals who live in manufactured homes across the country.

This extensive independent research study of manufactured housing residents reveals positive signs for future growth. For example, a notable finding from the research is the level of satisfaction that individuals feel regarding their decision to live in a manufactured home.

- Two-thirds of owners were either "extremely" or "very satisfied" with their manufactured homes, and at least "very likely" to recommend manufactured housing to others.
- For those living in land-lease communities, 62% were either "extremely" or "very satisfied." Satisfaction soared to 76% for respondents living in a 55+ community indicating they were either "extremely" or "very satisfied."

MHI has a strategic plan to utilize this research to bolster advocacy efforts, public relations outreach, and more. MHI offered the results of this research to the MHI members so they could also utilize the findings.

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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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MISSISSIPPI MANUFACTURED HOUSING ASSOCIATION 2019 CALENDAR OF EVENTS

- MAR 22** **EDUCATION CONFERENCE CALL**
8:30 - 9:30 AM
- MAR 26-28** **TUNICA SHOW**
Hollywood Hotel & Casino, Tunica, MS
- MAR 26** **BOARD OF DIRECTORS MEETING**
10:00 AM | Hollywood Hotel & Casino
- APR 23** **MMHA INSURANCE SEMINAR**
10:00 - 5:00 PM | MMHA Office
- APR 26** **EDUCATION CONFERENCE CALL**
8:30 - 9:30 AM
- MAY 6-8** **MHI CONGRESS / EXPO**
New Orleans, La
- MAY 16** **GENERAL MEMBERSHIP**
8:30 AM | Hilton Jackson
- MAY 16** **BOARD OF DIRECTORS MEETING**
1:30 PM | Hilton Jackson | Crown Room
- JUL 27-29** **MULTI-STATE CONVENTION**
Perdido beach Resort, Orange Beach, AL

Dates are subject to revision with notification



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Shipping Report

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

In December 2018, new manufactured home shipments decreased 17.7% to 5,984 homes as compared to the 7,269 homes shipped in December 2017. Total shipments for December 2018 were 1,706 homes less than November. Compared with December 2017, the trend is mixed with shipments of single-section homes down by 35.8% and multi-section homes up by 5.8%. Total shipments for the full year of 2018 are 96,540 which is a 3.9% increase over 2017. Total floors shipped in December 2018 decreased 10.5% to 9,398 compared to December 2017.

The seasonally adjusted annual rate (SAAR) of shipments was 84,530 in December 2018, down 7.7% from the adjusted rate of 91,626 in November 2018. The SAAR corrects for normal seasonal variations and projects annual shipments based on the current monthly total.

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

**DECEMBER 2018
MISSISSIPPI PRODUCT MIX**

Single Section	Multi Section	Total Shipments
93	107	200

	DECEMBER			Year through DECEMBER		
	2017	2018	% Change	2017	2018	% Change
East South Central						
Alabama	611	330	-46.0%	6,046	4,807	-20.5%
Kentucky	189	159	-15.9%	2,807	2,819	0.4%
Mississippi	270	200	-25.9%	3,665	3,557	-2.9%
Tennessee	240	139	-42.1%	2,664	2,710	1.7%
Texas	1,941	1,085	-44.1%	17,676	18,632	5.4%