

2012 Congress & Expo Educational Workshops

Wednesday, April 11

1:15 p.m. – 2:30 p.m.

Creative Ideas for Increasing Sales and Profits in Today's Housing Market

How do you stand out amongst your competition? Where can you make extra profit on the sales you do have? How do you develop new business that is outside the traditional role of a retail sales center, or how do you change your business model to better fit your local market? Traditional manufactured home retailers have had to become more innovative and resourceful to survive and succeed during this housing and finance market downturn. A panel of retailers will discuss their strategies during this interactive workshop. **Moderator – Ross Kinzler**, *Wisconsin Housing Alliance*; **Speakers – Sean Feeney**, *Pacific Manufactured Homes*; **Leo Poggione**, *Craftsman Homes*; **Scott Ryan**, *Heritage Homes*; **Kevin Satterthwaite**, *Pine Ridge Homes*

Powerful Internet Home Listings that Drive Prospects to Your Location

If a picture is worth a thousand words, what is a virtual tour worth? When someone views your online home listing, how can you acquire their contact information and convert them into a real prospect? We know that almost all buyers today are looking for their next home online, but almost no one actually purchases a home online. Our challenge is to create powerful and compelling listings that drive Internet prospects into our retail sales centers and communities. Whether you list your homes on your own company Web site, Craig's List or with one of the online listing services like MHVillage, you need to know how to drive potential buyers to the next step. **Speaker – Dan Rinzema**, *MHVillage/Datacomp*

Buy, Consolidate, Hold or Sell? Four Strategies for Navigating Today's Challenging Land-Lease Community Market

As a community owner today, you can easily feel overwhelmed by complex decisions and opportunities related to your community. For example, what are the challenges when purchasing a note or buying fee simple from a servicer or banking institution? What should you do if your loan is due and no replacement debt is available? What are the effects of self-financed, rental, or rent-to-own homes on your asset's valuation? Is there a source of manufactured home financing? How can you effectively and efficiently increase asset valuation at little to no cost? Please join us for an open-forum discussion covering these important topics and more. **Speakers – Waylon Grubbs, Kolman Bubis and Bob McBroom**, *Sunstone MH Consultants*

Wednesday, April 11

2:45 p.m. – 4:00 p.m.

Measuring Customer Satisfaction and Improving Loyalty

When it comes to customer satisfaction, how many times have you heard, “If you don’t measure it, you can’t improve it?” But measuring customer satisfaction can be complicated and time consuming. How about this question, “How likely is it that you would recommend (insert company name) to a friend or colleague?” Simple, right? Learn how companies in our industry plus companies like Zappos, Southwest Airlines, Apple, Amazon, and many more are improving loyalty and satisfaction by implementing a system popularized through the book “The Ultimate Question 2.0” by Fred Reichheld. **Speaker – Joe Adams PHC®**, *The Housing Marketplace*

Nurturing Leads Into Your Sales Funnel

Ninety percent of your buyers or renters find you online. You can impress your prospects with a beautiful Web site, but that doesn’t mean that they’ll beat a path to your sales center or community. Buyers need to be courted and nurtured before they’ll reveal themselves to you, either online or in person. Fortunately, there are some highly effective tools at your disposal to get “invisible” online prospects to look at what you have to offer, get excited about your offering, and take positive action to enter your sales process. We’ll show you the tools and techniques – and how easy they are to use! **Speaker – Scott Stroud**, *Selling More Homes Media and Builder Radio.com*

Acquiring & Rehabilitating Distressed Properties for Fun & Profit

Buying, improving, and managing a troubled land-lease community often offers an excellent return on investment opportunity for real estate investors. Whether buying one’s first income-producing property or building a land-lease community portfolio, the lower upfront investment, challenge of improving the rental property and resident relations, and eventually marketing the property for significant capital gain, can be an exciting and profitable business cycle. But, how do you do this? A panel comprised of land-lease community owners, property managers, and consultants will share their lessons Learned. **Moderator – George Allen, CPM & MHM, GFA Management Inc.**; **Speakers – Jamie Dougherty, CPA & MHM, Community Management Group; Greg Harmon, MHM, GHP Marketing LLC; Mac McClanahan, MHM, Indy Mac**

Thursday, April 12

9:45 a.m. – 11:00 a.m.

Home Rental Programs in Land-Lease Communities

Land-lease community owners are rethinking ways to fill vacancies during this period of tight consumer financing. One successful strategy is adding rental homes to your community, and in some extreme cases, converting almost all sites to rentals. This workshop will explore numerous aspects of a successful rental program, including acquiring home inventory, home maintenance and rehabilitation, expenses, leasing policies, move-in and move-out procedures and more. **Speaker – Candace Holcombe**, *Newport Pacific Family of Companies*

20 Easy Marketing and Advertising Ideas That Won't Break the Bank

Need some easily implemented marketing and advertising ideas to promote your business? We'll give you 20 manageable ideas that will help promote your business and won't throw your budget into a tailspin. We'll discuss QR codes, successful giveaways, how an intern may be a valuable asset and 17 more valuable ideas!

Speaker – Beth Monicatti-Blank, *All Seasons Communications*

Seller Financing, Dodd-Frank, the Consumer Financial Protection Bureau, and You

To continue to be successful, many retailers and community owners are providing financing to their homebuyers. This workshop will explain the different methods of seller financing, the pros and cons of each, and how seller financing can help improve your business. Legal and compliance issues, with both state and federal laws, will be covered and will include information on Dodd-Frank and the newly created Consumer Financial Protection Bureau (CFPB) – what it is, how it will impact your seller financing operations, and what to expect during a CFPB examination. In this workshop, we'll present real-world strategies for continuing to prosper in this new regulatory environment. **Speaker – Ken Rishel**, *Rishel Consulting Group*

Thursday, April 12

11:15 a.m. – 12:30 p.m.

Gender Matters – Selling Differently to Men and Women

Our Thursday morning general session speaker, Karen Purves will pair her relatable, funny and energetic style with her original scientific research to offer a unique, current, content-rich program on maximizing buy-in from men and women on procedures, products and services. In this session she will offer the latest in cutting edge brain science and answer your questions on the best way to influence men and women during the sales process. Audience members will leave with 12 techniques to apply immediately to thrive in a challenging economy! **Speaker – Karen Purves**, *Innovative Impact*

MHI Legislative and Regulatory Update

Over the past several years, major legislative and regulatory initiatives have dealt many industries significant challenges. Because the manufactured housing industry has worked together to create a strong voice, we have fared better than many in dealing with the myriad of new laws and regulations. However, it is important to stay vigilant in advocating for our industry. This session is designed to keep you informed and let you know how you can assist MHI on important issues including: Dodd-Frank financial reform, energy standards and vital energy-related tax credits, SAFE Act, the future role of government in housing finance, and oversight of the federal manufactured housing program. The importance of your involvement in the political process and a look to the upcoming elections will also be covered. **Speakers – Jason Boehlert, Rae Ann Bevington, and Lois Starkey, *Manufactured Housing Institute***

Fair Housing/2012

This workshop will cover the changing landscape of Fair Housing rules and enforcement faced by manufactured housing communities today. Changing a manufactured housing community from "55 and older" to "all age" is a critical and ongoing compliance and "cost of doing business" concern. Come hear the experts discuss the pros and cons of keeping or changing a community's age-based designation and the questions you should consider. We will also cover issues presented by testers and what can be viewed as housing discrimination. Learn about and explore the overlap and distinctions between ADA and Fair Housing compliance for the manufactured housing industry and short-term rental RV parks which are increasingly facing issues that were traditionally long-term residency issues. **Speakers – Rob Coldren and Bill Dahlin, *Hart, King & Coldren*; David Eastman, Lutz, Bobo, Telfair, Eastman, Gabel & Lee**