

3 Step Plan for MHC Resident Engagement on HR 1779

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A three step process that could pay off short term on HR 1779, and will pay off mid-to-long term.

Those who've worked in MHCs know how MHCommunity residents talk to their neighbors. We could improve our image, influence the HR 1779 effort and fill more home/sites, through a common sense, three step process.

STEP 1: A "FEEL GOOD"

First, we apply the principle of **making residents "feel good" about their MH Living decision**. How? By attacking a common fallacy, namely that MH's are more vulnerable to wind storms than conventional housing. Your company sends out a note to every resident/MH owner to suggest they check out this link:

<http://manufacturedhomelivingnews.com/dramatic-video-of-a-manufactured-home-hit-by-a-tornado-and-high-winds/>

Please take 3½ minutes, and watch the first video yourself. Over 18,000 already have when we first drafted this two weeks ago, but now that total is over 21,000. Think about how this powerful insight might make a resident in an MH and/or living in an MHC feel better about themselves and their home selection decision!

STEP 2: TAP INTO "STAR STRUCK"

Next step, we live in a star struck culture. When our sports team wins, we "feel better" too. So imagine how elevated an MHC resident will feel when they see this article:

<http://manufacturedhomelivingnews.com/saws-betsy-russells-2-million-dollar-manufactured-home-a-bargain-but-tmzmedia-dont-get-it/>

So first one, then a second message from MHC management or an MH lender, retailer, etc. that share a website link. **"You may find this story on ManufacturedHomeLivingNews.com to be of interest,"** and the 2 links above. That could be only a few days apart. Then step 3!

STEP 3: "BROAD APPEAL"

Thanks to a tip from another state executive – along with some facts from MHI - we've massaged an article from **Yahoo! Finance** into a tool for use in this resident, MH or other engagement in support of HR 1779. Here is the third step, an article to share with your residents and MH owners.

<http://manufacturedhomelivingnews.com/yahoo-finance-cautions-mortgage-credit-availability-declining-as-cfpb-rules-are-coming-on-line/>

The above frames the issue as it should. Namely, that all Americans will be directly or indirectly impacted by Dodd-Frank. Needless to say, every one employed by a company in our industry ought to be calling or contacting their Representative by info found here: www.ContactingTheCongress.org or calling the capitol switch board at (202) 224-3121. Do the 3 steps, and you'll see the support for HR 1779 rise – and sales could too.##