

The Old Dominion Outlook

a publication of the Virginia Manufactured and Modular Housing Association

May, 2012

Issue 66

In Memory

It is with sadness that we announce the passing of longtime VAMMHA member Ralph Smith. As many of you know, Mr. Smith had worked for both Oakwood Homes and Valley Homes. He died as the result of a heart attack that he suffered after having hip replacement surgery. Please keep his family in your thoughts and prayers.

His obituary can be viewed at this link: <http://bit.ly/SmithObit>.

2012 Memorial Golf Tournament

Honoring Rick Quesenberry and Bill Jones

Wednesday, May 16, 2012, 1:00pm Shotgun Start

Where: The Club at Ironwood, 62 Country Club Circle, Staunton, Virginia

(www.theclubatironwood.com)

\$125/player. Captain's Choice. (Includes range balls; cart and greens fees; on-course beverages; trophies for 1st and 2nd place teams; gift certificates for 1st, 2nd and 3rd place teams, closest to the pin winners and longest drive winner, dinner and awards ceremony. Mulligans will be sold separately the day of the tournament.)



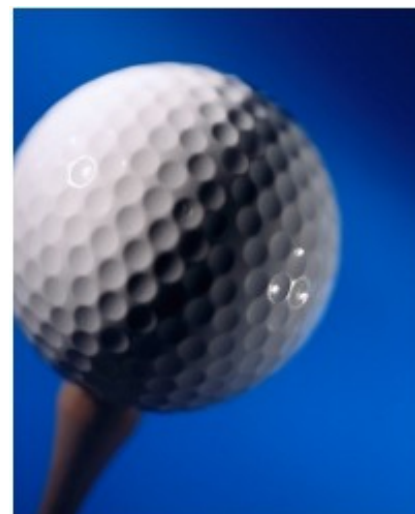
Lodging

Holiday Inn Golf and Conference Center 152 Fairway Lane Staunton, Virginia 24401 (540) 248-6020 www.histaunton.com	Days Inn 372 White Hill Road Staunton, Virginia 24401 (540) 337-3031
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Sponsorships also available. Please visit www.2012MemorialGolf.vammha.org for more information.

All proceeds support the political and legislative affairs

of VAMMHA. To register online or to download a registration form so that you can register by mail, please visit <http://www.2012MemorialGolf.vammha.org>.



Tentative 2012 Convention and Annual Meeting Schedule

July 25-27, 2012

Virginia Beach Resort and Conference Center
<http://www.virginiabeachresort.com/>



Wednesday, July 27, 2011

3:00pm-4:00pm VAMMHA Board of Directors
4:00pm-6:30pm Sales Seminar – Chris Nicely

Pillars of Promotion - 6 Proven methods to drive traffic and sell more

The whirlwind of operating your business distracts and eliminates the time to do even the basics for driving traffic. There are 6 methods that have been proven to drive traffic and give your sales people the opportunity to sell more. Hear the lowest tech, easily implementable methods to get attention and create inquiries. These tactics WORK hard for you.

Digital Marketing

56% of home buyers say they buy a home based on the curb appeal of the brick and mortar of the physical location. But even more important is how we are found and the appearance in the digital world. Learn what is important and the easy steps you MUST take in order to set yourself apart. It is critical in this digital age to leverage technology to increase sales - learn how to use 3rd screen to lock in prospects - don't know what third screen is? - come to the session to find out.

Selling to the Boomer market

Yeah, the population is aging - so what. Well the over 50 crowd is one of the largest segments buying our homes - find out who they are, what makes them special, what kind of customers they are and how to get them into your location. Do NOT overlook this very important segment - you can bet your competition will get them if you don't.

7:00pm-8:30pm Chairman's Reception

Thursday, July 28, 2011

7:30am-9:00am Buffet Breakfast – Speaker, Sherrie Clevenger, NADA Appraisal Guides
9:00am-10:00am Panel Discussion -- Appraisals

Sherrie Clevenger, NADA Appraisal Guides
Brian Covey, Wells Fargo

10:00am-11:00am Economic Forecast – Dr. Elliot Eisenberg

Elliot Eisenberg, Ph.D. is a nationally acclaimed economist and public speaker specializing in making the arcana and minutia of economics fun, relevant and educational. He holds a B.A. in economics with first class honors from McGill University, as well as a Masters and Ph.D. in public administration from Syracuse University. Dr. Eisenberg is a frequent speaker on topics including: economic forecasts, economic impact of homebuilding, consequences of government regulation, cost-benefit analysis, prudential use of financial derivatives, strategic business development and other current economic issues. He is the creator of the multifamily stock index (the first nationally recognized index to track the total return of public firms principally involved in the ownership and management of apartments), the author of more than sixty-five articles and serves on the Editorial Board of the Encyclopedia of Housing. He has spoken to hundreds of business groups and associations, frequently as keynote speaker, and is a frequent guest lecturer on college campuses. Dr. Eisenberg has been invited to testify before lawmakers and is often asked to comment on proposed legislation. His research and opinions have been featured in *Bloomberg*, *Business Week*, *Forbes*, *Fortune*, and many other publications. He is regularly featured guest on several talk radio shows, is often seen on television and authors a daily 70 word commentary on the economy that is available at www.econ70.com.

Lunch On Your Own
12:30pm-5:00pm Golf Tournament
1:00pm-5:00pm Fishing Trip
6:30pm-7:30pm Cocktail Party
7:30pm-9:00pm Buffet Dinner, Awards and Hall of Fame

Friday, July 29, 2011

8:00am-9:00am Buffet Breakfast
9:00am-10:00am Annual Meeting and Election of Board Members



BE ON THE LOOKOUT IN YOUR INBOX/MAILBOX FOR REGISTRATION MATERIALS



Don't Let Washington Overreach and Overreaction Destroy the American Dream of Homeownership

Please contact your Congressman today and ask them to cosponsor the Preserving Access to Manufactured Housing Act (H.R. 3849)

BACKGROUND:

On January 31, Reps. Stephen Fincher (R-TN), Joe Donnelly (D-IN) and Gary Miller (R-CA) introduced the Preserving Access to Manufactured Housing Act (H.R. 3849) to reduce regulatory burdens that impede access to affordable manufactured housing financing. The bipartisan bill addresses two significant issues impacting consumers' ability to obtain mortgage financing for manufactured homes:

- **Reducing the threshold by which small balance manufactured home personal property loans** are considered High-Cost Mortgage Loans under provisions within the Dodd-Frank Wall Street Reform and Consumer Protection Act (P.L. 111-203) which will thereby reduce the number of loans subject to punitive and onerous liabilities.
- **Clarifying that those selling manufactured homes—who are not fundamentally engaged in the business of originating mortgage loans—are not to be defined as mortgage originators** under the federal SAFE Act which will thereby ensure they are better able to provide adequate technical assistance to consumers throughout the manufactured home buying process (similar to the SAFE Act treatment of real estate brokers).

The bill would amend these laws to minimize growing disincentives to serving the financing needs of low- and moderate-income manufactured home buyers. Often, it is these very consumers that are in greatest need of access to both affordable housing financing and technical assistance in the manufactured home buying process. Without revision, there would remain the very real unintended consequence of eliminating access to sustainable manufactured housing for millions of families. For more information, please visit <http://bit.ly/HR3849AlertMHI> to view MHI's issue brief.

ACTION NEEDED:

Assistance is needed from the entire factory-built housing industry to contact Members of Congress. We specifically encourage the following:

Contact your U.S. Representatives and urge them to co-sponsor H.R. 3849 (Preserving Access to Manufactured Housing Act). For more information, click here: <http://bit.ly/HR3849AlertMHI> to view MHI's issue brief, **which includes a sample letter, talking points and background information.** You can contact your Representative via the Write Your Representative service by following this link: <http://www.house.gov/writerep/>

If you are a manufactured home community owner, retailer, lender, etc. please consider urging your customers/residents to send their own letters requesting their U.S. Representative co-sponsor H.R. 3849. A sample letter, prepared by MHI staff, is available here: <http://bit.ly/SampleLetterVAResidents>.

VAMMHA Technology Corner

Kurt Herring
Technology Committee Chair



The Changing World of Online Lead Generation

Back in the “good old days” (like, 2002), online lead generation was pretty straight forward. First you built a good, attractive website and a good landing/contact us page. You made sure they gave visitors just enough information about who you were to assure them that you might have what they are looking for so that they would choose to contact you. Then you sent traffic to them by buying pay per click ads on search engines like Google and Yahoo, sending out emails to targeted lists of potential customers, and attempting to get links from related sites that might attract visitors that would be interested in you. If you were really lucky with your linking and you did a little on page SEO (Search Engine Optimization), you might even start getting the highly coveted “organic” traffic (ie, free traffic) from the search engines as they “learned” that you had a high valued site.

In addition, you could join lead generation directories, sites that aggregated information about an industry that attracting highly targeted traffic and then pass visitors on to you. The secret was “casting a wide net,” making sure your company could be found anywhere that potential customers were looking.

However, companies quickly started learning this “secret” formula and the competition increased. In addition, the web has continued to evolve, new services have grown, and new ways of promoting yourself have popped up all over the place. Now, in 2012, it can be very confusing and overwhelming to develop a lead generation strategy. The good news is, the basics are still the same, you still want to “cast a wide net.” First, you need a good web site and good, attractive landing pages. Second, search engines are still a great source of traffic, even if there is more competition for that traffic these days. However, in addition, it’s time to start tackling “Social Media.” The big difference between the “old” way of doing things and social media is that social media is a 2 way interaction, it’s a conversation. A blog is a good place to start, as is a setting up a profile for yourself on Facebook, Google+ and LinkedIn (and linking them all to your website). Contribute content to these regularly and you’ll be surprised how quickly the conversation picks up. Answer questions and post useful content that comes out of these conversations on your website. If this all still seems daunting, the good news is there are experts out there waiting to help you.

Optima Health Value-Added Benefits Information

If you are a dues-paying member of the Virginia Manufactured and Modular Housing Association and have between 2 and 99 employees - you are eligible to receive Optima Health value-added* benefits for your employees and their families.

What are the value added benefits?

Groups receive these value-added benefits at no additional cost to the member when received from an in-network provider.



- * \$5.00 reduction on the Primary Care Provider (PCP), and the Behavioral Health Copayments become effective
- * \$5.00 reduction for Specialist visit Copayment
- * \$50.00 reduction for Outpatient Surgery Copayment
- * Three (3) additional Employee Assistance Program sessions

For additional information, contact your local agent, Glenn Hogue, Hogue Insurance at (804) 779-3230, or Suzanne Stewart, Optima Health at (804) 901-1082.

- * Value-added refers to an enhanced benefit design compared to non-Association group plans.
- ** Groups in the Association program are individually underwritten .

Optima Health is the trade name of Optima Health plan and Optima Health insurance Company.

All Optima Health plans have benefit exclusions and limitations and terms under which the policy may be continued in force or discontinued. For cost and complete details of coverage please contact Optima Health or log on to www.optimahealth.com/associations.

The next meeting of the VAMMHA Board of Directors will be held on Wednesday, May 16, at The Club at Ironwood, 62 Country Club Circle, Staunton, Virginia.

The Chairman's Message

By Larry Checca, VAMMHA Chairman

Dear Members,

The next 90 days are the most fun filled, entertaining and informative time of the year for the members and the board. It all begins on May 16, 2012 with the regular Board Meeting at the Club at Ironwood in Staunton, Virginia, followed by the 2012 Memorial Golf Tournament, the next 90 days are focused on the Annual Convention, July 25 - 27, 2012 and concludes with the Awards Banquet when VAMMHA recognizes the contributions of members to the industry and the Association and awards 3 scholarships to very deserving students headed for college or technical school. In addition, students currently enrolled in college or technical school is also eligible. Go on-line or call the office for an application.



The VAMMHA golf outing honors two former Board Members who unselfishly gave of their time and talents to promote the manufactured housing industry. Rick Quesenberry and Bill Jones had a lasting impact on VAMMHA. Please make plans to join us for a round of golf and fellowship as we honor their memory.

The Annual Convention has a program with something for everyone. This year it is being held at the Virginia Beach Resort and Convention Center. The new location is not the only changes. We have some fun events for all ages. Yes there will still be a golf outing! Fishing, exploring and sightseeing have been added to the agenda. You can still lounge around the pool, or relax at the beach. The business meeting and several seminars will provide up-to-date information from experts.

Chris Nicely will present a seminar on business strategy and traffic building; Sherrie Cleavenger will give an overview on appraisals practices today and how this is impacting your business and Dr. Elliot Eisenberg will give an Economic Forecast.

Make plans to attend. This will be a very fun filled informative Convention.

Until next month,

Larry Checca
Chairman

Executive Director's Report

By Tyler Craddock



By now, VAMMHA members should have gotten our latest memo on implementation of the SAFE Act in Virginia. While this continues to be a work in progress for the regulators and the regulated, we are closer to the clarity needed for our industry. If you are a VAMMHA member, and you have not gotten a copy, please email me at tcraaddock@vammha.org or call our office at (804) 750-2500, and we will be

glad to get a copy out to you. One thing I would note, however, is that while we can give you information on the regulatory process, we can legally bless your process, and as such, you are encouraged to consult your attorney as well.

Also, I hope to see each and every one of you at the Memorial Golf Tournament in Staunton. Money raised through the tournament will be used to fund our political, legislative, legal and regulatory efforts on behalf of the industry.

Finally, please check out the tentative convention schedule on page 2. VAMMHA members have told us that they wanted more educational opportunities and more social activities, and under the leadership of our convention chair, Owen Robertson, we have tried to deliver exactly that and then some. Even as of this writing, we are working on possible additions to the schedule. We will soon be sending out the registration materials. So, please be on the lookout for them.



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Shipment Data

Manufacturers Shipment Data	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Cavalier Home Builders (Nashville, NC)	X	X	X	X								
Champion Home Builders (Topeka, IN)	—	—	—									
Champion Home Builders (Lillington, NC)	X	X	X									
Clayton Homes (Maryville, TN)	X	X	X	X								
Colony Factory Crafted Homes (Shipperville, PA)	—	—	—									
Commodore Homes (Danville, VA)	X	X	X	X								
Fleetwood Homes (Rocky Mount, VA)	X	X	X									
Fleetwood Homes (Lafayette, TN)	—	—	—									
Giles Industries (New Tazewell, TN)	X	X	X	X								
Holmes Building Systems (Robbins, NC)	X	X	—									
Manis Homes (Laurinburg, NC)	X	X	X									
New Era Building Systems (Strattanville, PA)	—	—	—									
Pine Grove Mfg. Homes (Pine Grove, PA)	—	—	—									
Pleasant Valley Modular Homes (Pine Grove, PA)	—	—	—									
R-Anell Housing Group (Cherryville, NC)	—	—	—									
Redman Homes (Ephrata, PA)	X	—	—									
Southern Energy Homes (Addison, AL)	X	—	X									
Southern Estates (Double Springs, AL)	—	—	X									
Southern Homes Plant #1 (Double Springs, AL)	—	—	—									
Southern Homes Plant #4 (Double Springs, AL)	—	—	—									
	X	Indicates shipment dues received for that month										
	-	Indicates no shipment dues received for that month										

Manufactured Home Shipment Data

Source: Manufactured Housing Institute

	2011 (Through January, 2011)	2012 (Through January, 2012)
United States	5,661	8,084
Virginia	102	154
North Carolina	296	431
West Virginia	87	112
Tennessee	139	226
Kentucky	241	269

Modular Home Shipment Data

Source: Manufactured Housing Institute

	2010	2011
United States	12,928	12,241
Virginia	896	1,057
North Carolina	1,472	1,192
West Virginia	210	165
Tennessee	163	175
Kentucky	data not available	data not available

*Announcing VAMMHA's 2012
Scholarship Program!*



*VAMMHA Members and their employees are
Eligible for This Program*

*3 Scholarships will be Awarded at the Annual Meeting in
July in the Amounts of \$2,000.00, \$1,000.00 and \$500.00*

Scholarships will be awarded to individuals nominated by VAMMHA members. Students enrolled in college, junior college or tech schools; graduating high school seniors who will be attending a college, junior college or tech school; gifted children and children with special needs can be nominated. Nominees can be sons or daughters of VAMMHA members or employees. Immediate family members of the VAMMHA Executive Committee are not eligible. A nominee must have a minimum of a 3.0 GPA. Scholarships will be limited to undergraduate studies only (except in the case of gifted and special needs children).

For a nomination form and/or an application package, please click here: <http://bit.ly/2012Scholarship>, or contact VAMMHA at 804-750-2500 or by email at ffields@vammha.org.

Convention and Awards Update

See Below for Important Information on 2012 Awards

By Owen Robertson
Convention and Awards Committee Chairman



On page two of this newsletter, you will find information about the 2012 VAMMHA Convention and Annual Meeting. It will be held on July 25-27 at the Virginia Beach Resort and Conference Center. The 2012 Convention will be a great time for fellowship, making industry connections, seeing old friends, making new ones and building relationships.

It will have everything you have liked about past conventions as well as things for which many of you have asked. Please be on the lookout for your 2012 registration materials that are coming very soon; you will be pleasantly surprised about what we have to offer this year. It's going to be an exciting convention.

At our May Board of Directors Meeting, we will vote on awards to be presented at the convention. As a VAMMHA member, you have the ability to make nominations for the following awards:

Hall Of Fame.

- a. Must have been a VAMMHA member, VAMMHA consultant, friend of VAMMHA or employee in good standing for at least 10 years while the candidate was active;
- b. Two-thirds majority vote of the Board required for selection;
- c. If no viable candidates are available, the award shall not be made.

Member Of The Year.

The award recognizes a member of VAMMHA or outstanding personal contributions to the industry during the past year.

- a. Must be active member of VAMMHA in good standing;
- b. Cannot be presently serving on the Board;
- c. Two-thirds majority vote of the Board required for selection.

Annual Single-Lot Location Of The Year.

- a. Must be a member in good standing of VAMMHA;
- b. Award based on most professionally displayed sales center in Virginia;
- c. Repeat winners are permitted.

Annual Multi-Lot Location Of The Year - Regional.

- a. Must be a member in good standing of VAMMHA;
- b. Two or more locations operating in seven or fewer states;
- c. Sales Center must be located in Virginia;
- d. Repeat winners are permitted.

Annual Multi-Lot Location Of The Year - National.

- a. Must be a member in good standing of VAMMHA;
- b. Ten or more locations operating in eight or more states;
- c. Sales center must be located in Virginia;
- d. Repeat winners are permitted.

If you would like to nominate anyone for any of these awards, you may do so by emailing me at owen.robertson@claytonhomes.com or Tyler Craddock at tcraddock@vammha.org. You can also fax your nominations to (804) 741-3027. If you are going to submit a nomination, please do so before May 14, 2012.

Calendar of Events

May 16, 2012	9:30am	VAMMHA Board of Directors	The Club at Ironwood, Staunton
May 16, 2012	1:00pm	Memorial Golf Tournament	The Club at Ironwood, Staunton
		http://www.2012MemorialGolf.vammha.org	
July 25, 2012	3:00pm	VAMMHA Board of Directors	VA Beach Resort and Conference Center, Virginia Beach
July 25-27, 2012		2012 VAMMHA Convention	VA Beach Resort and Conference Center, Virginia Beach
July 27, 2012	9:00am	VAMMHA Annual Meeting	VA Beach Resort and Conference Center, Virginia Beach

Convention and Awards Update

By Larry Checca, MHI Delegate

“Financial Services Committee Unveils “Dodd-Frank Burden Tracker”

WASHINGTON - The Financial Services Committee on Tuesday unveiled the Dodd-Frank Burden Tracker, an online resource to help the public keep track of all the new government rules and red tape required by the Dodd-Frank Act. Dodd-Frank, passed by Congress in 2010, mandates that government regulators write over 400 new rules and requirements that will be imposed on the private sector. Since the law was signed by President Obama in July 2010, the Dodd-Frank Burden Tracker reveals:

- regulators have written 185 of the 400 rules;
- these 185 rules consume 5,320 pages;
- it will take private sector job-creators 24,035,801 hours every year to comply with these first 185 Dodd-Frank rules.

The Burden Tracker will be continually updated as more Dodd-Frank rules are written.

“This online resource will help the public better understand how the cumulative weight of these new rules – layered upon existing outdated, unnecessary and duplicative red tape – hurts small businesses and financial institutions. They have to spend increasing amounts of time and money dealing with all this red tape instead of engaging in the activities that grow our economy and create jobs,” said Committee Chairman Spencer Bachus.

Oversight and Investigations Subcommittee Chairman Randy Neugebauer noted that it will take businesses more time to comply with Dodd-Frank rules than it took to build the Panama Canal.

“It will take over 24 million man hours to comply with Dodd-Frank rules per year. It took only 20 million to build the Panama Canal,” said Rep. Neugebauer. “Banks and credit unions, retirement funds and other financial institutions will be forced to spend a large portion of their budgets trying to comply with Dodd-Frank rules rather than lending to small businesses and American consumers and investing in our economy. While the promised benefits of Dodd-Frank are still illusory, the costs are beginning to become crystal clear.”

The Dodd-Frank Burden Tracker can be found on the Financial Services Committee’s website at <www.financialservices.house.gov/burden tracker>

2012 National Congress & Expo a Huge Success

We would like to thank the 700 registrants, speakers, sponsors, and exhibitors that helped make the 2012 Congress & Expo for Manufactured and Modular Housing a huge success. Attendees from all sectors of the industry convened in Las Vegas April 10th-12th to take advantage of the educational sessions, the National Communities Council (NCC) Forum, networking opportunities, and to see the latest and greatest products and services offered by the exhibitors and more.

Speakers and educational sessions tackled a host of challenges and opportunities for our industries. Topics included innovative approaches for increasing sales/profits in today’s housing market to navigating today’s challenging land-lease community market, and complying with new state and federal consumer protection laws as they relate to retailing and community operations. All of these sessions were very informative and provided a wealth of information on all aspects of manufactured and modular housing.

During the National Communities Council (NCC) Forum, sponsored by ROC USA, attendees heard from some of the industry’s leading experts on topics such community lease-option programs, legal issues for communities, social media, economic trends, cutting edge design trends for housing, and more.

Keynote speakers at the meeting’s general sessions included Dr. David Crowe, chief economist for the National Association of Home Builders, and John K. McIlwain, senior resident fellow/J. Ronald Terwilliger Chair of Housing at the Urban Land Institute. These housing leaders not only spoke on how their respective organizations are looking at manufactured and modular housing; they also came to learn and better understand how our industries will be playing a stronger role in tomorrow’s housing marketplace. The featured speaker for Thursday’s General Session was Karen Purves. The presentations focused on demographic trends, the economy, effective communication and building positive relationships.

Always a highlight of the event was the 2012 National Awards Luncheon sponsored by Triad Financial Services. Awards were presented to communities, retailers, and companies who provide outstanding customer service and leadership for the industry.

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Action Needed -- Urge Representatives to Co-Sponsor the Preserving Access to Manufactured Housing Finance Act (H.R. 3849)

BACKGROUND:

On January 31st, Reps. Stephen Fincher (R-TN), Joe Donnelly (D-IN) and Gary Miller (R-CA) introduced the Preserving Access to Manufactured Housing Act (H.R. 3849) to reduce regulatory burdens that impede access to affordable manufactured housing financing. The bipartisan bill addresses two significant issues impacting consumers' ability to obtain mortgage financing for manufactured homes:

- **Reducing the threshold by which small balance manufactured home personal property loans** are considered High-Cost Mortgage Loans under provisions within the Dodd-Frank Wall Street Reform and Consumer Protection Act (P.L. 111-203) which will thereby reduce the number of loans subject to punitive and onerous liabilities.
- **Clarifying that those selling manufactured homes—who are not fundamentally engaged in the business of originating mortgage loans—are not to be defined as mortgage originators** under the federal SAFE Act which will thereby ensure they are better able to provide adequate technical assistance to consumers throughout the manufactured home buying process (similar to the SAFE Act treatment of real estate brokers).

The bill would amend these laws to minimize growing disincentives to serving the financing needs of low- and moderate-income manufactured home buyers. Often, it is these very consumers that are in greatest need of access to both affordable housing financing and technical assistance in the manufactured home buying process. Without revision, there would remain the very real unintended consequence of eliminating access to sustainable manufactured housing for millions of families. For more information, [click here](#) to view MHI's issue brief.

ACTION NEEDED:

MHI is working to add as many co-sponsors to the bill as quickly as possible. The Consumer Financial Protection Bureau (CFPB) must have regulations for housing finance in final form by January 2013. This is also the same time the CFPB expects to begin fully monitoring and enforcing state SAFE Act laws.

The more co-sponsors to the bill, the stronger argument MHI can make to leaders of the House Financial Services Committee to move the bill quickly. In addition, the greater the level of bipartisan support the less controversial the measure will be perceived, which will allow for swifter action.

Assistance is needed from the entire manufactured housing industry to contact Members of Congress, and specifically request the following actions:

- **Contact your U.S. Representatives and urge them to co-sponsor H.R. 3849 (Preserving Access to Manufactured Housing Act).** To co-sponsor, a company representative should contact Jim Hall in Rep. Stephen Fincher's office at 202.225.4714 or jim.hall@mail.house.gov or Alissa Stamm in the office of Rep. Joe Donnelly at 202.225.3915 or Alissa.stamm@mail.house.gov.

For more information, [click here](#) to view MHI's issue brief, which includes a sample letter, talking points and background information. To find your U.S. Representative using your zip code, [click here](http://www.house.gov/) (<http://www.house.gov/>). Please relay any commitments you receive from Representatives to co-sponsor HR 3849 to MHI staff. MHI can then follow up on these commitments in Washington, DC.

- **If you have Representatives that serve on the House Financial Services Committee (<http://financialservices.house.gov/About/Members.htm>), please reach out to them and urge them to co-sponsor HR 3849.** If you have a close connection or relationship with congressional staff or a Member of Congress, direct communication (phone or email) is the most effective means of communication.

- **If you are a manufactured home community owner, retailer, lender, etc., please consider urging your customers/residents to send their own letters requesting their U.S. Representative co-sponsor H.R. 3849.** MHI staff can assist in drafting a personalized letter and alert to your customer base.

CFPB Clarifies MLO Compensation

On April 2nd, the Consumer Financial Protection Bureau (CFPB) issued guidance to address concerns as to whether the mortgage

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loan originator compensation rule in Regulation Z (Truth in Lending Act) prohibits originators from participating in a qualified profit-sharing 401(k) or employee stock ownership plan. [Click here \(http://bit.ly/CFPBRegZ\)](http://bit.ly/CFPBRegZ) to view the document. In its guidance, the CFPB advises that loan originators can participate in these plans. The CFPB is currently working on rules to implement the loan originator compensation provisions of the Dodd-Frank Act, but decided it was important to issue the clarification now rather than wait for the final rules to be adopted.

CFPB Issues Rule Expanding Confidential Treatment of Privileged Information

On March 28th, in response to concerns about the treatment of privileged information submitted to the CFPB, the agency published a proposed rule designed to preserve applicable legal privileges with respect to third parties when information is provided to the CFPB for any purpose in the course of supervisory or regulatory processes. [Click here \(http://1.usa.gov/CFPBPriv\)](http://1.usa.gov/CFPBPriv) to view the proposed rule. The comment period closes April 16th.

According to the CFPB, the proposed rule would provide “that the submission by any person of any information to the CFPB in the course of the supervisory or regulatory processes will not waive or otherwise affect any privilege such person may claim with respect to such information under Federal or State law as to any other person or entity.” In addition, CFPB is proposing to readopt a version of an interim rule (that was issued July 2011) in modified form to provide that the CFPB’s provision of privileged information to another federal or state agency does not waive any applicable privilege, whether the privilege belongs to the CFPB or any other person.

MHI members can contact Jason Boehlert at 703-558-0660 or jboehlert@mfghome.org.

CU Factory Built Lending Receives Regional Lender of the Year Award

CU Factory Built Lending (CUFBL) is proud to announce that they were named the 2012 MHI Regional Lender of the Year at the 2012 National Congress & Expo for Manufactured and Modular Housing in Las Vegas, NV. CUFBL’s Bill Strunk and Jeff Mouat accepted the award.

This annual award recognizes the regional lender that best exemplifies practices that contribute to product innovation, provides the best response to meet customer needs, contributes to the well-being of the manufactured housing lending industry and demonstrates ethical and prudent lending practices.

CUFBL was recognized for its innovative One Step Program which offers extremely low interest rates for the first five years and a very competitive fixed rate for the remainder of the loan term that is locked in at closing. The program allows customers to build equity more quickly because of the reduced interest costs of the loan. The company is also an active participant in state manufactured housing associations through sponsorships and board memberships.

CUFBL, a division of SACU, specializes in financing manufactured homes in more than 40 states. The company provides lending services to current and prospective manufactured home owners, through regional offices in Greensboro, NC; San Antonio, TX; Seattle, WA; and Fairfax, VT. As a division of a large credit union, CUFBL takes its reputation very seriously and is closely monitored by the National Credit Union Administration (NCUA), the independent federal agency that supervises and charters federal credit unions.

For information, please contact John Harcher, CUFBL Business Development Executive, at 866-279-1899 Ext. 6685 or jharcher@sacu.com.



Interested in Serving on the VAMMHA Board?

Please email us at tcraddock@vammha.org or call us at 804.750.2500, and we will be sure to include you on the ballot at the annual meeting in July!

**DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
VIRGINIA MANUFACTURED HOUSING BOARD
Lorenzo E. Dyer, Secretary to the Board**

The Department of Housing and Community Development according to Virginia law §36-85.5, is designated as the State Administrative Agency (SAA), as approved by HUD. The Administrator or its Designee are authorized to perform certain functions as the SAA, including the responsible administration and enforcement of Chapter 4.1 (§36-85.2 et seq.) of Title 36 of the Code of Virginia and of the plan authorized by §36-85.5 of the Code of Virginia. The Division of Building and Fire Regulation of DHCD is authorized to perform activities required of an SAA by the HUD enforcement plan including, but not limited to investigations, citation of violations, handling of complaints, conducting hearings, supervising remedial actions monitoring, and making such reports as may be required.

According to applicable regulation, at any time during regular business hours when a manufactured home is located on a dealer's or distributor's lot and offered for sale, the administrator shall have authority to inspect such home for transit damages, seal tampering, violations of the federal standards and the dealer's or distributor's compliance with applicable state and federal laws and regulations. The administrator shall give written notice to the dealer or distributor when any home inspected does not comply with the federal standards.

Also, being in compliance with law of the Commonwealth, a Dealer Lot Inspection shall include but not be limited to the following items:

- 1) Dealer licenses are posted.
- 2) Salesperson licenses are posted.
- 3) Salesperson licenses are properly posted.
- 4) The dealer lot location and signage matches the dealer's application.
- 5) That the dealer maintains advertising records for sixty (60) days minimum.
- 6) That manufacturer and dealer written warranties and the duration are provided.
- 7) Manufactured home consumer manuals.
- 8) Manufacturer installation instructions provided.
- 9) Purchaser Card completed and mailed.
- 10) Complaints and/or complaints/information forwarded to manufacturer for the past 2 to 4 new manufactured homes.
- 11) Dealer retains records relating to warranty claims or complaints
- 12) Installer certification of installation provided to Dealer.
- 13) Consumer Disclosure information provided to purchaser.
- 14) Dealer "Retailer notification at sale" provide to customer.
- 15) Dealer performing inventory of manufactured supplied items for field assembly.

For additional questions concerning you may contact the State Building Code Administrative Office at (804) 371-7160. My e-mail address is: Lorenzo.Dyer@dhcd.virginia.gov .



2012 Memorial Golf Tournament
Wednesday, May 16, 2012 ~ Staunton
www.2012memorialgolf.vammha.org