



## OREGON OUTLOOK

Happy  
New Year

### 2019 Annual Meeting

Thanks to all our members and guests for attending OMHA's 2019 Annual Meeting at the Willamette Heritage Center in Salem on November 14th.

William Stoker, Product Development Manager for Affordable Housing Initiatives with **Fannie Mae**, spoke about the **MH Advantage** program. See more information about the program in their **retailer guide**. Rick Robinson of **manufacturedhomes.com**

and MHI, shared his insight on the industry and spoke of HUD Secretary Ben Carson's efforts to highlight manufactured housing.



### Affordable Housing Day September 18, 2019

OMHA's first Affordable Housing Day was a success. Thank you for joining us at Palm Harbor Homes in Albany, Oregon. Guests enjoyed a guided tour of the facility and appetizers from Loustic Catering.



2019 Legislative Report  
Provided by Genoa Ingram



OREGON MANUFACTURED HOUSING ASSOCIATION  
Genoa Ingram, Executive Director  
October 2019

## 2019 Legislative Summary



Photo Credit: Lisa Van

## Oregon Production & Monthly Economic Reports

OMHA staff produces a monthly production report of the HUD homes and floors produced in Oregon based on figures provided by Oregon Building Codes Division (BCD), as they become available. Below is the year-to-date Oregon Production from BCD's most recent report, and Manufactured Housing Institute's Monthly Economic Reports.

### Oregon Production Report

Homes & Floors Produced in Oregon				
	2018 Homes	2019 Homes	2018 Floors	2019 Floors
January	235	241	454	467
February	249	230	479	442
March	283	260	538	497
April	241	215	470	412
May	275	254	534	484
June	274	237	522	455
July	188	211	360	420
August	204	274	382	517
September	257	244	496	466
October	271	272	521	520
November	269		512	
December	221		411	
	3067	2428	5879	4680

### MHI July Report



### MONTHLY ECONOMIC REPORT

JULY 2019 MANUFACTURED HOUSING ACTIVITY  
Industry Production, Shipments and Trends



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### MHI August Report



### MONTHLY ECONOMIC REPORT

AUGUST 2019 MANUFACTURED HOUSING ACTIVITY  
Industry Production, Shipments and Trends



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## MHI September Report



### MONTHLY ECONOMIC REPORT

SEPTEMBER 2019 MANUFACTURED HOUSING ACTIVITY  
Industry Production, Shipments and Trends



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## MHI October Report



### MONTHLY ECONOMIC REPORT

OCTOBER 2019 MANUFACTURED HOUSING ACTIVITY  
Industry Production, Shipments and Trends



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## MHI November Report



### MONTHLY ECONOMIC REPORT

SEPTEMBER 2019 MANUFACTURED HOUSING ACTIVITY  
Industry Production, Shipments and Trends



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## I'M HOME Conference

Provided by Northwest Energy Works

Nearly 300 people attended the I'M HOME conference, held November 18 – 20 in Portland. The event marked 15 years of bringing together broad array of manufactured housing proponents, ranging from affordable housing developers, home manufacturers, policy makers, and community organizers.

The conference sponsor, Prosperity Now, is an organization with a mission to help families build financial security. Home ownership is an important part of their action plan, combined with education and promoting policies that give low- and moderate-income families access to financial tools that help them succeed. They see manufactured housing as an important tool to that end.

Conference presenters from Prosperity Now and their network of allied organizations spoke about the industry's ability to deliver quality housing at a fraction of the cost of typical site-built single-family homes. Representatives from lenders like Freddie Mac and Fannie Mae reported on their efforts to make available quality loan products, like MH Advantage, for buyers of modest means. Industry members were on hand in the audience and on stage to speak to the details involved with the construction, sale and siting of new manufactured homes.

Ben Roche, of Palm Harbor Homes, gave well-received information in his presentation as part of a “Manufactured Housing A to Z” panel discussion. Brady Peeks, NEEM Program administrator, presented an overview of how ENERGY STAR certification works in the northwest and how utility incentives and lower electric bills combine to improve home affordability.

While the event certainly delivered a lot of praise for manufactured housing, there was also a key theme that does not play so well within parts of the industry. Since many of the represented organizations are promoting manufactured housing ownership as a way for families of modest means to build wealth, stable land leasing is an important requirement for their mission. There was much discussion about the practices of some private equity firms that have purchased parks around the country and raised space rents to levels that diminish the wealth-building potential for home owners in such communities. Several organizations presented their strategies for preserving existing parks by finding ways to prevent their sale and redevelopment into projects with higher returns. Perhaps even this policy disconnect could be turned around—increasing the opportunities for families to buy and site new manufactured homes means supporting the development of new manufactured home communities, which is something the industry also favors. Pat Faes, of Champion Home Builders, summed up what the conference meant to him when he said something to the effect of, “I’ve made some great contacts here. It’s the people you meet in the hallways that make these things valuable. I have some new opportunities I plan to follow up on.”

The next Board Meeting will be **Wednesday, February 5th at 4 PM.** All OMHA members are welcome to attend Board meetings. Meetings are held at the OMHA office: 2255 State St Salem, OR 97301. Light refreshments are provided. Please RSVP to staff beforehand or contact our office if you would like to call-in or attend as a guest.

#### Upcoming MHI Events

2020 Winter Meeting: February 16-18 | Nashville, TN  
MHI 2020 Congress & Expo: April 6-8 | Las Vegas, NV

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