



MANUFACTS

A bi-monthly publication from the
California Manufactured Housing Institute

HIGH VALUE HOUSING

June - July Issue
2025

Southern CA Chapter Meeting

Join us in September for this year's Southern California Chapter Meeting. Register today!

Page 2

Have You Contributed to CMHPAC?

New contribution levels now available - Contribute today!

Page 10

Member Spotlight - Family Homes

Manufactured home development expands, fueled by demand for affordable housing.

Page 27

MARK YOUR CALENDAR!

CMHI RETURNS TO THE WESTIN IN SOUTH COAST PLAZA ON SEPTEMBER 25, 2025

We're excited to announce that our next California Manufactured Housing Institute (CMHI) event will be held on Wednesday, September 25, 2025, at the beautiful Westin South Coast Plaza in Costa Mesa!

This event brings together industry professionals, community leaders, and advocates for an afternoon of insight, networking, and action. Whether you're a seasoned expert or new to the manufactured housing industry, this is a must-attend gathering that fuels innovation, builds partnerships, and keeps us moving forward.

Meeting Date:

Thursday, September 25, 2025

Location:

The Westin South Coast Plaza

686 Anton Blvd, Costa Mesa, CA 92626

Book Your Stay

Make the most of the event by staying onsite! We've secured a special room rate at the Westin just for our attendees.

Deadline to reserve your hotel room: August 22, 2025

Rooms are limited and will go quickly—book early to lock in the best rate and stay in the heart of the action. Rooms are at a first come first serve so get your room before they sell out!

[LINK FOR RESERVATIONS](#)

What to Expect:

- Key industry updates and advocacy efforts
- Networking with fellow members

More details will be announced soon!



September 25, 2025 Southern California Chapter Meeting

Register Now!

Name: _____ Company: _____

Phone: _____ Email: _____

Attendees: _____

Vegetarian Plate(s) _____

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Email: jamie@cmhi.org to receive link to pay online

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(714) 540-2500

Web Reservations
\$219/night

Self-Parking
Daily: \$25.00
Overnight: \$45.00

Valet
Daily: \$29.00
Overnight Guest: \$55.00

No Host Cocktails: 5:30pm

\$100– CMHI Members
\$175 – Non-Members

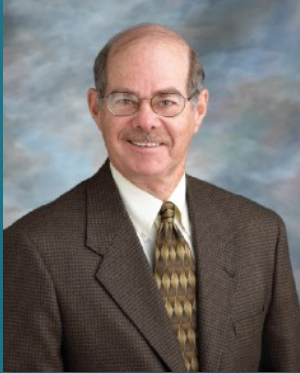
Bring a non-member to the Chapter Meeting and
receive a \$10 credit.

PROGRAM

- ❖ Legislative & Regulatory Review
- ❖ Market Statistics Update
- ❖ Networking



2025 First Quarter: Off to a good start



Jess Maxcy
President, CMHI

Hopefully, shipment of 788 homes (108.8% of the forecast) is a harbinger of a good year for California's manufactured housing industry.

Some of the opportunities highlighted in the June/July 2024 issue of Viewpoint are coming to fruition:

- The first 3 of 47 new manufactured homes have been delivered to Stone Pine Cove in Half Moon Bay.
- 22 homes have been installed in the new 99 lot manufactured home community in Riverside.
- 38 manufactured homes installed as real property in Fresno.
- Accessory Dwelling Unit opportunities abound... 24,857 were permitted in 2024!

Note: per section 65852.2 of the Government Code the definition of "Accessory Dwelling Unit" includes a manufactured home as defined in section 18007 of the Health and Safety Code.

Will we exceed our 2025 forecast of 2,901 homes? Well, we have the opportunities!

CALIFORNIA MANUFACTURED HOUSING DATA 2025 AT A GLANCE

Year-to-Date (May)	2024	2025	% Change
Production (Homes) (1)	1,049	1,263	20.4%
Shipments (Homes) (1)	1,164	1,355	16.4%
% Import Shipments	115 (9.9%)	92 (6.7%)	-62.7%
Registrations: No. California (2)	618	430	-30.4%
Registrations: So. California (2)	761	541	-28.9%
Total State (2)	1,379	971	-29.6%
Recorded as Real Property	425 (30.8%)	276 (28.9%)	-35.1%
Recorded as Financed	373 (27.0%)	322 (33.2%)	-13.7%
Average Sales Price: Single-Section	\$116,674	\$118,750	1.8%
Average Sales Price: Dual Section	\$217,471	\$223,686	2.9%
Average Sales Price: Multi-Section	\$347,546	\$315,148	-9.3%
Retailers Registrations New Home Sales YTD	191	171	-10.5%
Total Licensed Dealers EOY 2024	518	511	-1.4%
Total Licensed Salespersons EOY 2024	1,229	1,227	-0.2%

(1) Source: MHI/IBTS

(2) Source: Sawtooth Research

- VIEWPOINT CONT'D -

CALIFORNIA MANUFACTURED HOUSING INSTITUTE

Top Ten CMHI member retailers based on new home sales as reported as HCD registrations. CMHI posts the results monthly based on the data published in the Sawtooth Research Group report. No other criteria is used to determine results.

CMHI TOP TEN NEW HOME RETAILERS YEAR-TO-DATE MAY 2025

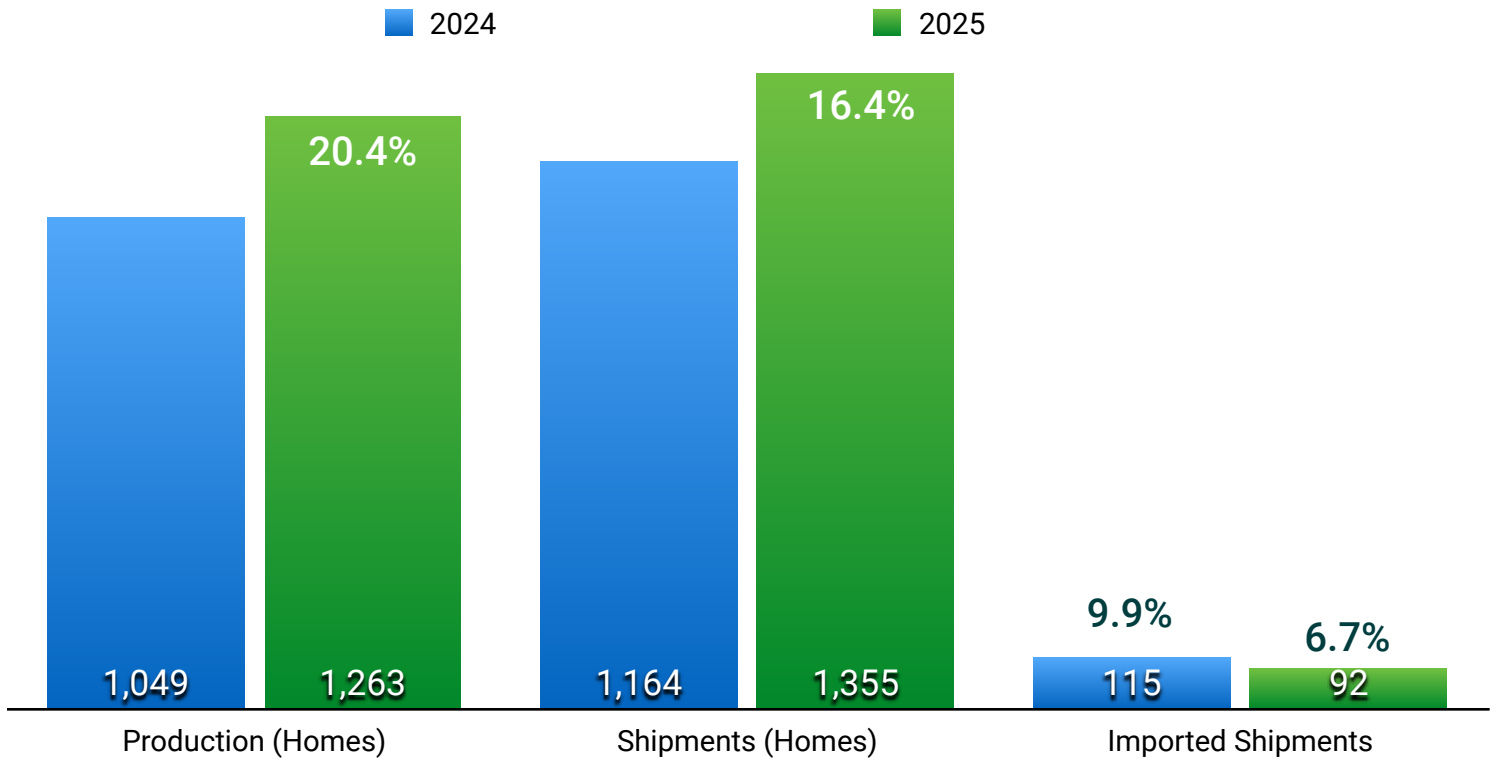
Retailer	Location	YTD Sales	Personal Property	Real Property
1. Wholesale Manufactured Homes	La Habra	44	24	20
2. Pacific Homes	San Marcos	41	35	6
3. Advantage Homes	San Jose	39	35	4
4. Galaxy Homes	Santa Ana	35	30	5
5. Villa Homes	San Francisco	34	2	32
6. Pacific Valley Homes	Perris	32	24	8
7. BoaVida Homes	Sacramento	30	30	0
8. Clayton Homes	West Sacramento	30	25	5
9. JMS Sales	Huntington Beach	29	29	0
10. Alliance Manufactured Homes	Sunnyvale	27	27	0
TOTAL		341	261	80

The listed location includes sales from branch locations.

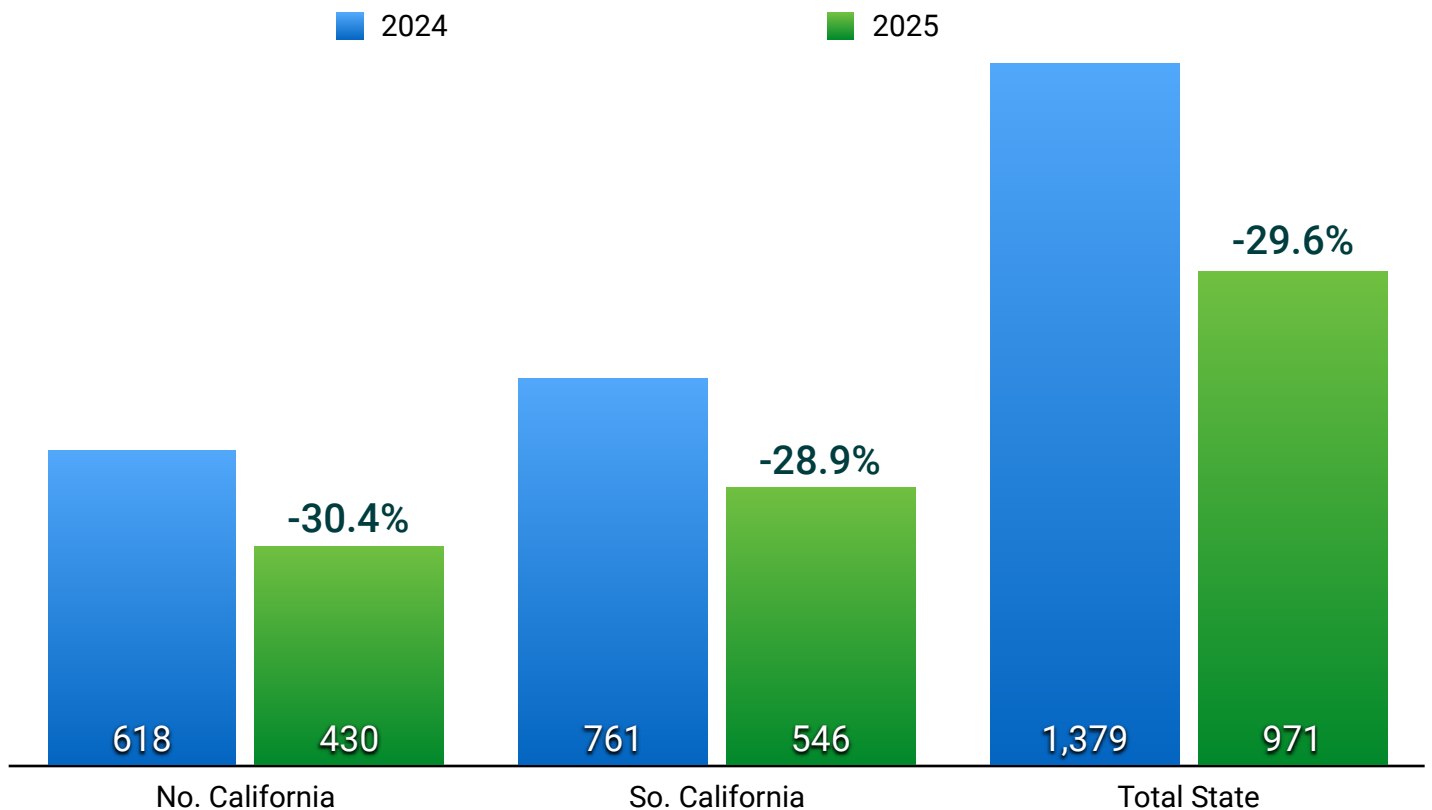
Notes:

1. CMHI's Top Ten Retailers accounted for 35.1% of total year-to-date registrations (341/971).
2. Seven of the Top Ten Retailers accounted for 29.0% of real property registrations (80/276).

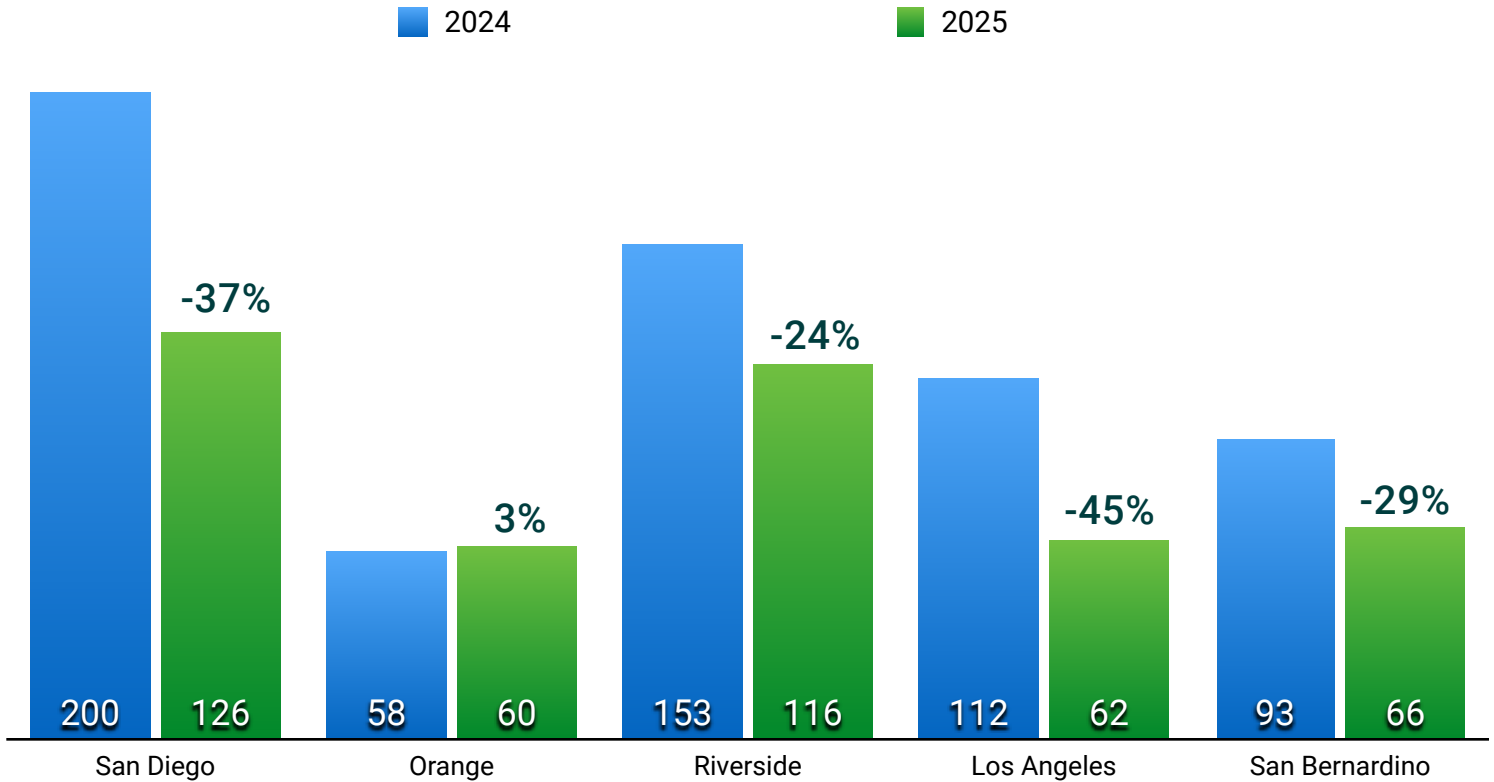
2025 MANUFACTURED HOME PRODUCTION/SHIPMENTS YTD (MAY)



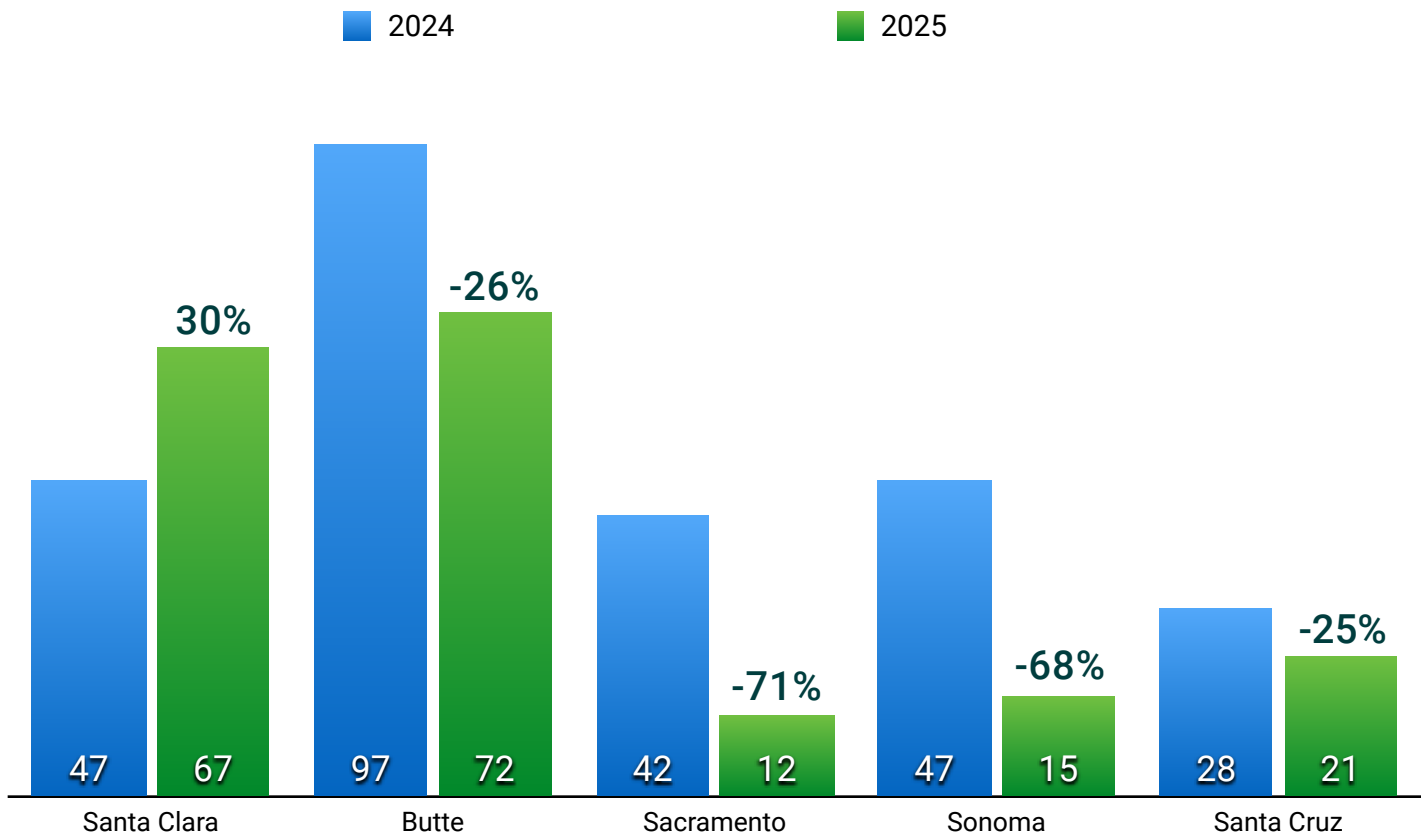
2025 REGISTRATIONS (NEW SALES) BY COUNTY OF HOMEOWNER YTD (MAY)



SOUTHERN CALIFORNIA REGISTRATIONS SELECTED COUNTIES BY COUNTY OF HOMEOWNER YTD (MAY)



NORTHERN CALIFORNIA REGISTRATIONS SELECTED COUNTIES BY COUNTY OF HOMEOWNER YTD (MAY)



2025-2026 YEARLY CMHI MEMEBERSHIP PAID RENEWALS

RETAILERS

1st RE Services Inc.
Advantage Homes
Alliance Manufactured Homes
Alta Cima Corp.
Baughn & Cameron
Bobs Manufactured Homes LLC.
Bueno Mobile Homes
California Manufactured Housing Education
Cash Flow Bungalows
Chlobella Homes, Inc.
Clayton Homes – Oroville
Clayton Homes – Santa Rosa
Clayton Homes – West Sacramento
Community Asset Management
Community Mobile Home Sales
Cousin Garys
Country Management, Inc. (New Member)
Custom Living Manufactured Homes
Crown Pacific Homes
Dealer Capital Resources, Inc.
Family Homes
Feather River Homes Inc.
Galaxy Homes
Glenhaven Homes
Golden West Homes of Chico
Green Galaxy Homes, Inc.
Home Quest
Homes Direct
Hybrid Prefab Homes
Ideal Manufactured Homes Inc.
In the Park Manufactured Home Sales
Kerman Mobile Home Inc.
Lily's Mobile Homes Inc.

Macy Homes Inc.
Manufactured Home Sales of Ca
Manufactured Home Works
MasterHome Inc. (New Member)
Ma Williams Manufactured Homes
Metro Housing Redevelopment
Milestone Homes
Mobile Home Connection
Mobile Home Dreaming LLC.
Mobile Home Factory
Modular Lifestyles
Monarch Homes
MyPrefabHomes.com
Paramount Manufactured Sales, Inc.
Premier Manufactured Home Sales
Quality Homes
Rebuilding Green
Salstar Enterprises
South Coast Mobile Homes, LLC.
Southwest Mobile Homes LLC.
Star Mobile Home Sales, Inc.
Statewide Homes Inc.
Sun Communities, Inc.
Sun Homes
The Home Center of Merced
The Home Gallery
TKM Home Sales Inc.
TLC Manufactured Homes LLC.
TNT Western Homes
US Modular
Valley Manufactured Homes
Vieira Enterprises Inc.
Western Modular Homes
Wholesale Manufactured Homes

2025-2026 YEARLY CMHI MEMEBERSHIP PAID RENEWALS

DEVELOPER/COMMUNITY OWNER

Bessire & Casenhiser
Brookside MHC, LLC.
Busch, Carr & McAdoo
Commonwealth Real Estate Services
EP M/Lake Park Sales
Foothill Village Mobile Home Park
Housing Alternatives Inv.
J & H Asset Property Mngmt Inc.
McDonald Properties
McMillen Real Estate & Mortgage
Newport Pacific Capital
NPHS Community Redevelopment
Watt Capital Partners

FINANCIAL

21st Mortgage
California Southwestern Insurance
Credit Human
Eagle Community Credit Union
First Pacific Financial
Haight Brown & Bonesteel LLP. (New Member)
Manufactured Housing Insurance Services
Northpoint Commercial Finance
Orange County's Credit Union
Santiago Financial Inc.
Starcrest Escrow Inc.
US Financial Network
Yale Realty & Capital Advisors

SUPPLIER

Boudreau Utility Services
Coastline Construction Awning
DanKat Industries
Orepac Building Products
Style Crest Products

MANUFACTURERS

Cavco
Cavco Riverside
Clayton Home Building Group
Clayton Sacramento
Marlette Homes

If you do not see your name on the list and would like to pay to renew your yearly membership with CMHI please email jamie@cmhi.org

Thank You Members

CMHPAC 2025- 2026 CAMPAIGN

VOLUNTARY CONTRIBUTION FORM

- All CMHPAC contributions are strictly voluntary.
 - ▶ \$500 GOLDEN PAC Contributor Recognition
 - ▶ \$1,000 PLATINUM PAC Contributor Special Recognition
- Corporate checks *CAN* be used for PAC contributions in California according to law.
- Corporate contributions are permissible in California according to law.
- There is no federal or state deduction or tax credit for PAC contributions made by businesses or individuals.
- Contributions to a PAC by individuals or corporations are limited to \$ 8,100 per calendar year.
- Contributions of any amount, more or less than the suggested guidelines are appreciated. *

CONTRIBUTION GUIDELINES

Retailers
Manufacturers
Suppliers
Financial Services
Developers/Community Owners
\$500 Annually*

Individuals & Affiliates
\$100 Annually

Contributions of any amount
are appreciated.

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City, State, Zip

Occupation (If individual)

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IN THE AMOUNT OF:

\$

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CELEBRATING WOMEN OF DISTINCTION IN MANUFACTURED HOUSING

Manufactured housing industry legend Barry Cole, president of Manufactured Housing Insurance Services in Orange, CA, has a history of bringing manufactured housing industry professionals together. Cole was a founding member of the California Manufactured Housing Institute and served multiple terms as chairman. He has served on MHI's Board as well.

In the spirit of recognizing industry leaders, Cole and his wife Donna sponsored a luncheon honoring exceptional women in the manufactured housing industry in Costa Mesa, CA.

Cole said he was encouraged by Elizabeth Alex of Monarch Home Sales and Maria Horton of Newport Pacific Capital to develop something to encourage and honor the manufactured housing industry's women, just as he had experienced in his career.

"They ... made me think of what could I do to establish a yearly program for women who might not have had the recognition they absolutely, surely deserve," he said. "Some (women) have made their own success and some have made others successful."

Cole said he hoped other professionals and associations would see this and establish their own events to raise awareness of the achievements of women in manufactured housing.

"I was proud to support this year's celebration and assist Barry in coordinating such a memorable gathering," Horton said. "We look forward to honoring additional women next year as we know there are many unrecognized who have worked hard for the success of their companies and our industry."



This year's honorees included: Rheannon Arciniega (Bessire-Casenhiser), Victoria Brennan (Horizon Homes), Theresa Cervantes (Silvercrest Homes), Eileen Cirillo (Star Management),

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Deana Efting (American Modern), Susy Fobath (Cozen O'Connor), Deneen Gansert (Skyline Homes) Betsy Gibson (Boudreau Pipeline), Deena Gomez (Starcrest Escrow), Candy Holcombe (Watt Capital), L. Sue Loftin, Esq. (Loftin/Bedell P.C.), Nicole Luu (Galaxy Homes), Patricia Jones (Universal Homes), Jean McGrath (Blue Carpet Homes), Julie Paule (WMA), Maria Solache (MHIS), and Christie Warkin (Blue Carpet Homes).

Source: MHI News 7/1/25

CREDIT HUMAN WEST REGION ANNOUNCEMENT

Jim Munsey - Retirement

We are both happy and a bit sentimental as we announce the upcoming retirement of our colleague, Jim, on **Friday, July 11**. After twelve years of dedicated service, Jim has been an integral part of our sales team, and his contributions have made a lasting impact. We will deeply miss his commitment to our business partners, insightful leadership, and expertise in the mortgage industry. Please join us in celebrating Jim's remarkable career and wishing him all the best as he embarks on this exciting new chapter!



Jim would like to share a farewell with his business partners: "It is with mixed emotions and not a small amount of excitement that I have decided to leave the 'working' world and begin a new chapter of my life with my wife and family. After nearly forty years working in the financial industry, I can honestly say the last 12 and a half years have been the most challenging and rewarding of my career. I would like to extend my heartfelt thanks to all of you - my valued partners - for your friendship, laughs, and memories, as well as your trust, collaboration, and support over the years. It has truly been an honor to work with and for you!"

CMHI is sincerely grateful for all of Jim's outstanding contributions to the Institute and the manufactured housing industry. Throughout the years, Jim has been more than a respected colleague, he's been a great friend.

From his dedicated service on the CMHI Board to hosting golf tournaments and earning the CMHI Chairman's Award, Jim's unwavering commitment to our members has left a lasting impact.

As you head into retirement, Jim, know that you will be greatly missed. We're excited for you to enjoy this next chapter and all the well-deserved joys it brings. Thank you for being such a valued and unforgettable part of the CMHI family.



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CAL ASSIST MORTGAGE FUND RELIEF FOR HOMEOWNERS

Recovery from a disaster that destroyed your home or left it uninhabitable IS OFTEN MEASURED IN MONTHS, NOT WEEKS. As many Los Angeles homeowners continue down the path of recovery from January wildfires, the state's new Cal Assist Mortgage Fund is offering critical relief from mortgage payments for homeowners around the state who are displaced from wildfires and other disasters.

Administered by the California Housing Finance Agency (CalHFA), the CalAssist Mortgage Fund provides eligible homeowners with grants for three months of mortgage payments, up to \$20,000.

"While wildfires, floods and storms have brought some of California's darkest hours, they also revealed the unbreakable spirit that defines us- neighbors helping neighbors, strangers becoming family, and compassion rising from the ashes," said Rebecca Franklin, CalHFA's Chief Deputy Director. "The CalAssist Mortgage Fund assistance is part of the state's larger response to help families focus on recovery.

Who is Eligible?

The state's CalAssist Mortgage Fund is easing financial pressure on families, allowing them to focus on rebuilding. Assistance is available to homeowners statewide who meet the eligibility criteria, including:

- Applicant's primary residence was destroyed or is uninhabitable due to a qualified disaster from 1/1/2023 through 1/8/2025
- Applicant meets program income limits
- Applicant has a mortgage or reverse mortgage
- Applicant owns a single-family home, condo or permanently affixed manufactured home (may include up to 4 units)

When do the Funds Need to be Paid Back?

The mortgage grants provided to assist California homeowners do not have to be repaid, and applying to the program is free. With \$105 million available, applications will be reviewed in the order they are submitted, and funds will be awarded until they are exhausted.

How do I Apply and Get the Funds?

To begin the application process, visit calsassistmortgagefund.org. Once an applicant is approved, mortgage grants will be sent directly to the eligible homeowner's mortgage servicer.

How Can I Get Help Applying?

Homeowners can call the CalAssist Mortgage Fund for in depth, one-on-one assistance with preparing and completing their application at 1-800-501-0019 from 8 a.m. – 5 p.m., Monday through Friday.

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Park Models
ADUs

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CROWN PACIFIC HOMES AND CAVCO BRING MODERN MANUFACTURED LIVING TO THE DEL MAR FAIR

Crown Pacific Homes and Cavco made a big impression at this year's Del Mar Fair in San Diego, showcasing the beauty, quality, and versatility of modern manufactured housing. As one of the recipients of our Home Exhibit Grant, their display is more than a model home, it's a statement about innovation, affordability, and the future of housing in California.

This effort is part of CMHI's initiative to increase public awareness and interest in manufactured housing through high traffic events like county fairs, bringing our homes into the view of thousands of potential home buyers.

Click [HERE](#) to watch the video of the Del Mar exhibit!

For more information about the Home Exhibit Grant Program or to get involved, visit cmhi.org.



Introducing Our Fresh Social Media Presence: Stay Connected with CMHI

A dedicated committee of board members joined forces to craft our CMHI YouTube video titled

["Manufactured Housing Fits My Lifestyle"](#)

We invite and encourage you to share it across your social media platforms to help us spread the word about the benefits of manufactured housing.

Additionally, don't forget to connect with us on our [CMHI LinkedIn page](#), accessible [HERE](#).

Our aim is to make our platforms informative and highlight the positive aspects of our industry.

Disclaimer:

Advertising Note: The content of any advertising insertion is prepared solely by the advertising member. By insertion, CMHI does not endorse the product or service being offered nor is it, in any way, responsible nor liable for the content of any such advertisement.

CMHI "Members in the News"

- Got a promotion?
- Won an award?
- Completed a new project?
- Got Married?
- Have a new baby or grand baby?
- Are you engaged?

We want to know and will be happy to publish your news in the next issue of ManuFacts. Submit all items (press release, photos, etc.) via email to maria@cmhi.org

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Northern California Chapter Meeting

On June 26th, members of the California Manufactured Housing Institute (CMHI) convened in Sacramento for the Northern California Chapter meeting. The gathering featured industry leaders who shared updates on legislation and current market trends shaping the future of manufactured housing in California.

The meeting began with a legislative update from Geoff Neill, CMHI's Senior Legislative Advocate. Geoff provided a detailed overview of key bills and regulatory developments impacting the industry. His insights helped members better understand the political landscape and how CMHI is actively advocating for policies that support the manufactured housing industry.

Next, Doug Johnson, Executive Director of the Western Manufactured Housing Communities Association (WMA), introduced himself and provided a brief overview of WMA's work in the industry. He also shared information about WMA's upcoming Convention & Expo, beginning October 6th. More details can be found on the [WMA website's calendar of events](#).

The meeting concluded with a data-driven presentation by Jess Maxcy, CMHI's President, who offered an analysis of current industry trends and shipment figures. Jess's presentation highlighted shifting production levels, market dynamics, and opportunities for growth.

The Northern California Chapter meeting served as a valuable forum for information-sharing, engagement, and continued unity within California's manufactured housing industry.

Thank you to all who attended our Northern California Chapter Meeting.

Save The Date - CMHI Annual Convention March 25-26th

We're excited to announce the theme for this year's CMHI Annual Convention Welcome Reception:

Enchantment Under the Sea – Back to the Future Style

Join us on the evening of Wednesday, March 25th at the stunning Omni Rancho Las Palmas for a night of celebration, networking, and entertainment as we kick off the 2025 Annual Convention in true CMHI fashion.

Inspired by the iconic "Back to the Future" prom scene, this year's reception blends vintage charm with a whimsical underwater twist. The evening will feature:

- Live music from a dynamic band...come ready to dance!
- Professional photo opportunities

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- Custom menu from the Omni Chef
- A prom-inspired atmosphere— prom attire encouraged but not required

It's a chance to unwind, connect with fellow industry professionals, and enjoy an evening of fun before the business sessions begin.

We look forward to welcoming you under the sea—Back to the Future style!

Support the CMHI Foundation This Holiday Season

The California Manufactured Housing Institute Foundation (CMHIF) is currently accepting donations for our Holiday Raffle Baskets, and we invite all CMHI members to participate.

Whether it's a fully assembled gift basket or a single item to be included, your donation will help create an unforgettable event—all while supporting a great cause.

All proceeds from the raffle will go directly to the CMHI Foundation fund supporting our Veterans Downpayment Assistance program.

This is a wonderful way to promote your business, engage with industry peers, and give back during the season of giving.

How You Can Help:

- Donate a themed raffle basket (e.g., gourmet, wine & dine, self-care, family fun)
- Gift cards, event tickets, or unique experiences are especially appreciated

CMHI will also be raffling off registration for two to our 2026 Holiday event!

You can deliver or ship your donation to the CMHI office in advance or bring it with you to the event on December 4th. To confirm your contribution or if you have any questions, please email jamie@cmhi.org.

Foundation Officers:

Jess Maxcy, CMHI - President

Barry Cole, Manufactured Housing Insurance Services - Vice-President

Jamie Perez, CMHI - Treasurer

Maria Horton, Newport Pacific - Secretary

Barry Cole, Manufactured Housing Insurance Services - Nomination Committee

Foundation Board Members:

Todd Su, Advantage Homes

Vicky Derieg, California Manufactured Housing Education

Elizabeth Alex, Monarch Homes

Ray Trosper, Dankat Industries

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DOE ANNOUNCES DELAY OF COMPLIANCE DATE FOR ENERGY STANDARDS

The Department of Energy (DOE) [announced](#) that the Tier 2 compliance date for its manufactured housing energy conservation standards is being delayed. Originally, manufacturers had to comply with these standards on and after July 1, 2025, for Tier 2 homes and 60 days after the issuance of enforcement procedures for Tier 1 homes.

Under the new rule, the Tier 2 home compliance date changes from July 1, 2025 to 180 days after DOE's publication of its final enforcement procedures. The existing compliance date for Tier 1 homes will remain unchanged at 60 days after publication of DOE's final enforcement procedures. MHI has been a leading voice and advocate in favor of this delay, noting the importance of the compliance date coming after the testing, compliance, and enforcement provisions are finalized and for Tier 1 compliance to come before Tier 2.

CMHI officers special recognition to MHI and The Texas Manufactured Housing Association for their contributions and excellent work on this issue.

Source: MHI News & Updates 7/2/2025

A BLUEPRINT FOR SCALING NEW, ATTAINABLE HOME INVENTORY ACROSS THE COUNTRY

Clayton a leading national builder of single-family housing, partnered with Knoxville-based developer Cook Bros. homes to debut Harvest Meadow, a new neighborhood boasting 264 homes, marking a significant milestone in the home building industry as the largest eBuilt® CrossMod neighborhood ever completed. Home prices in Harvest Meadow will start in the 100 \$300,000's, offering a more affordable alternative to the national median new home sales price of over \$400K.

"It's an honor to celebrate this important milestone showcasing how off-site construction and developer partnerships can provide attainable, energy- efficient homeownership for more home buyers," said Kevin Clayton, CEO. "We look forward to scaling this innovative process and embracing local industry partnerships as we develop neighborhoods like Harvest Meadow in more markets across the country."

CrossMod® homes are modern manufactured homes built to federal HUD code that combine the speed and cost-efficiency of off-site construction and traditional site-built home features. This unique approach allows builders to deliver high-quality, energy-efficient homes more efficiently and at a lower cost- making homeownership more attainable to families nationwide. These homes appraise alongside site-built and other CrossMod homes and can qualify for traditional financing, creating opportunities for homeowners to build equity and long-term wealth through homeownership. A 2024 FHFA study shows that modern manufactured homes

classified as real property, like CrossMod, are proven to gain in value year over year and since 2020, they have appreciated at a rate on par with site-built homes.

“The efficient way these homes are built means builders and developers can achieve price points and scale that might not have otherwise been possible,” said Andrew Bryant, business Development Manager CrossMod initiative. “With streamlined off-site construction, builders can achieve economies of scale savings that can be passed directly to the homebuyer. And because the majority of the home construction takes place in a climate-controlled environment, production time and costs are significantly reduced, allowing homes to be delivered and completed at an efficient pace.”

All homes in Harvest Meadow will be eBuilt®, which are built to meet strict energy efficient performance guidelines set by Department of Energy’s Zero Energy Ready Home Manufactured Home requirements. These homes are estimated to help homeowners save up to 50% annually on energy costs.

As demand for new housing continues to grow, developments like Harvest Meadow represent a scalable solution that allows builders and developers to deliver quality homes at a more efficient pace, offering homes that provide long-term value and a lower cost of ownership over the life of the home through annual energy savings.

Source: Clayton Homes News Release

HUD EXECUTIVE TOUR CHAMPION® HOMES MANUFACTURING FACILITY AS HUD SPOTLIGHTS MANUFACTURED HOMES AS A KEY SOLUTION TO THE U.S. HOUSING SHORTAGE

TROY, Mich.--(BUSINESS WIRE)-- Champion Homes, Inc. (NYSE: SKY) (“Champion Homes”) announced that U.S. Department of Housing and Urban Development (HUD) Assistant Deputy Secretary (ADS)/Region 3 Regional Administrator (RA) Joseph DeFelice, and HUD Office of Housing Principal Deputy Assistant Secretary (PDAS) Frank Cassidy toured their Leola, Pennsylvania manufacturing facility and

ManuFacts is a bi-monthly newsletter published by the California Manufactured Housing Institute (CMHI) exclusively for member companies.

CMHI is a nonprofit trade association representing companies that build, sell and finance factory constructed homes and manage factory constructed home communities; and supply goods and services to the industry.

The Institute was founded to advance the availability and ownership of quality, high-value homes, marketed by licensed retailers, by promoting the purchase of factory constructed homes and the development of desirable sites and communities in California. The Institute's public, government and consumer relations programs are directed toward these goals.

CMHI Chairman - Barry Cole
CMHI President - Jess Maxcy
CMHI Foundation President - Jess Maxcy
Executive Director - Jamie Perez
Editor - Maria Castro

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retail center last month.

"We are honored to have welcomed HUD executives, including Joseph DeFelice and Frank Cassidy, to tour our homes—and even more excited that they experienced firsthand the efficiency and quality of our construction process during their visit to our Leola, Pa., facility," said Champion Homes President and CEO Tim Larson. "These visits reflect HUD's growing support in addressing the nation's affordable housing shortage with offsite construction."

On May 8, ADS/RA DeFelice and PDAS Cassidy visited Champion Homes's Leola, Pa., manufacturing facility and its accompanying Champion Homes Center retail store where he toured two of Champion's newer single-family manufactured home models, the Embrace Sunlight and the Embrace Calm. HUD Principal Deputy Assistant Secretary Frank Cassidy and several other HUD representatives accompanied him on the tour. Michael Moglia, Chief, Housing & Buildings Standards Division at PA DCED and Kirby Smith, Director at PCFS were also on site.

The tour in Leola occurred only two days after HUD Secretary Scott Turner visited three of Champion's homes at the Manufactured Housing Institute Congress & Expo in Orlando, Fla.



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### MANUFACTURED HOME DEVELOPMENT EXPANDS Fueled by demand for affordable housing

*Originally published in The Business Journal - May 9, 2025  
Frank Lopez & Dylan Gonzalez | Staff Writers*



*Photo by Frank Lopez | Family Homes offers six different manufactured home models, with plans for two, three and four bedroom units. Floor plans range from 800 to 1,440 square feet.*

A Southern California manufactured home dealer recently hosted a grand opening for a new mobile home development in Visalia.

On May 2, Rancho Fiesta Mobile Estates held a ribbon cutting for phase two of its new manufactured homes by Chino-based Family Homes.

David Franzoni, CEO of Family Homes, has been dealing manufactured homes for 33 years. He founded the company with his wife, Heidi.

Phase one included construction of a whole model complex of 10 homes. Phase two includes 11 available lots in the park.

Franzoni said they will eventually build 105 new homes by the time the project is over.

He said they discovered in phase one they had to tweak their operations from what was working in Southern California.

They now offer six floor plan models featuring two, three and four bedrooms.

"I've had so many years in the business where people say, 'this is almost like a real home,'" Franzoni said. "I got sick and tired of hearing that."

We now build the very best home we can build, and they are by far superior to any tract home under a million bucks that a builder would build on site," Franzoni said.



**Photo by Frank Lopez** | From left: Property Manager Stacy Slingetary, Family Homes owners Heidi and David Franzoni, and Property Manager Norma Molina at the ribbon cutting ceremony celebrating the completion of three manufactured homes at Rancho Fiesta mobile home park.

The homes range from 800 to 1,440 square feet.

Customers are able to customize several features of their homes, from the exterior color to flooring and cabinets.

The goal is to sell the homes of phase two within the month of May, he said. Phase three is expected to start in June.

The plan is to build 10-11 homes each month, and sell all 105 homes in the next 10 months, he added.

The homes are manufactured by Skyline Homes, which is part of Michigan-based Champion

Homes — one of the largest modular homebuilders in the country. They can be constructed in just under a month at the home site, Franzoni said.

The manufactured homes have a 175 year life span — far above the 30 life span of a conventional mobile home, Franzoni said.

Skyline Homes builds the home to about 60-70% completion, with about 30% of the construction completed on site by Family Homes.

Costs for homes from Family Homes range from \$142,000 to \$205,000.

Many of the people interested in manufactured homes are in a younger demographic, Franzoni said. A majority are between the ages of 25 and 45.

"From tariffs, to the materials needed to build homes — and our state in particular needs housing that's affordable so desperately — and with prices going up, it's very difficult to buy a home," Franzoni said.

Even with increased material prices, manufacturers are able to buy in bulk, and don't suffer loss or theft of materials during construction, Franzoni said.

It enables manufactured home builders to build more efficiently and keep costs down.

Franzoni said the celebration, which went through this past weekend, allowed people to take tours of three different models and see that affordable housing is still alive and well.

Monthly payments with 5% percent down range from about \$1,700 a month to \$2,100 a month.

Every part of the home is under warranty for up to seven years.

Because of the Los Angeles wildfires in January, the company has been making replacement homes for people who lost their dwellings. But the target customers are mainly families who need affordable homes, Franzoni said.

He wasn't sure what to expect in the Central Valley, as Family Homes has faced discrimination in the past from people who perhaps don't see their product the same as a conventionally built home. But he said the need for housing and recognition of the quality of manufactured homes have shifted those attitudes.

Over the past decade, mobile home ownership has steadily increased with a 40% rise in sales, according to Don Scordino, a residential broker with Realty Concepts. Scordino described the rise as "significant."

In the past three years, Scordino has noticed more people inquiring about mobile home ownership.

One of the biggest differences between traditional homes and mobile homes is ownership structure. In most cases, mobile home buyers purchase the mobile home as personal property while renting the land, which means they pay a monthly space rent for the lot. However, Scordino said many mobile home parks offer amenities such as swimming pools, clubhouses and even tennis courts.

In 2024, the median price for mobile homes was around \$90,000. The lowest sale was \$29,000, while the most expensive sale was \$180,000.

While interest in mobile homes is increasing, there has been a lack of new mobile home developments. The implementation of rent control on mobile home parks in Fresno over 30 years ago has led to a halt in the development of new parks within the city. Despite this, existing parks continue to draw interest, particularly those in desirable locations.

Looking forward, Scordino expects mobile home sales to continue to be on the rise.

"2025 is going to show an increase in the number of sales for mobile homes because they have a real affordability attraction," Scordino said.

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**CALIFORNIA MANUFACTURED HOUSING INSTITUTE**  
**Retailers Division**  
**PROFESSIONAL STANDARDS OF PRACTICE**  
**ADOPTED MARCH 15, 2001**

Members of the California Manufactured Housing Institute are expected at all times to follow standards of professionalism, competency and integrity in their business practices and relationships with their customers, employees, competitors and the general public. Compliance with this goal will include attention to the following areas:

- Be honest and fair in all dealings.
- Honor warranties and commitments within a reasonable time.
- Comply with the anti-trust guidelines and applicable Federal, State and local laws and endeavor to keep informed about the laws governing the industry.
- Advise in a manner that is truthful and fair.
- Enhance the public image of our industry.
- Compete fairly and avoid intentionally injuring or disparaging the business reputation of competitors.
- Improve business methods and encourage the free-enterprise system.
- Promote the positive aspects of manufactured home living.

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- Comply with the laws and regulations governing retailers and install manufactured homes to manufacturer instructions or to other standards in effect.
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- Honor confidentiality and respect the privacy of others.
- Take action not to discriminate. Support in principle and practice equal opportunity for all and comply with Fair Housing Laws.
- Be honest and fair in all dealings and representations with financial institutions, subcontractors and suppliers.
- Contribute to the advancement of the retail profession through support of industry associations, standards, and education of industry members and the public at large.
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**Sept 25, 2025**

**CMHI Board of Directors Meeting**  
**CMHI Southern California Chapter Meeting**

[The Westin South Coast Plaza](#)

686 Anton Blvd.

Costa Mesa, Ca 92626

Contact: Jamie Perez 951-683-4053 [jamie@cmhi.org](mailto:jamie@cmhi.org)

**Dec 4, 2025**

**CMHI Board of Directors Meeting**  
**CMHI Holiday Soireé**

[Disney Grand Californian Hotel & Spa](#)

1600 Disneyland Dr.

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Contact: Jamie Perez 951-683-4053 [jamie@cmhi.org](mailto:jamie@cmhi.org)

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**Barry Cole** has over 40 years of experience in California's manufactured housing marketplace. He is also a RV/MH Hall of Fame inductee and recipient of the California Manufactured Housing Institute Jack E. Wells Award  
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