

The Old Dominion Outlook

a publication of the Virginia Manufactured and Modular Housing Association

September, 2012

Issue 70

VAMMHA Examines Titling Issues in Virginia

As you may know, there have been two major proposals to change the manufactured home titling and conversion process in Virginia. As a result, the General Assembly and others are looking to VAMMHA for our opinion on this issue. We are conducting three meetings around Virginia in order to share with you information about the proposals, lay out what options there are and to get your input on this issue so that our Board of Directors will have the full benefit of your perspective when it takes up the issue. The first meeting was held in August in Wytheville, and the second was recently held in Charlottesville. The third meeting, will be held on Tuesday, September 18, in Chester at 3pm. We will be meeting in Room B116, Bird Hall, John Tyler Community College. (Map: <http://bit.ly/JTCCGoogle>) (Campus Map: <http://bit.ly/JTCCChesterCampus>)

Here are several items that you may want to review prior to the meeting (please click on each link to open each item):

- A memo from Wells Fargo outlining their proposal: <http://bit.ly/MemoWellsProposal>
- A copy of the Wells Fargo proposal: <http://bit.ly/WellsProposal>
- A copy of the Uniform Laws Commission proposal: <http://bit.ly/ULCProposal>
- A cover letter and memo from Marc Lifset that discusses concerns about the Uniform Laws Commission proposal: <http://bit.ly/LifsetLetterULC> and <http://bit.ly/LifsetMemoULC>
- A copy of the existing Code of Virginia section (§46.2-653) regarding the conversion of manufactured homes to real property: <http://bit.ly/CurrentCodeSection>

All VAMMHA members are welcome to come to any of these meetings. We very much encourage you to do so. The only thing we ask is that you let us know ahead of time that you are planning to attend so that we can be sure to have plenty of space for everyone. You can register online by going to <http://bit.ly/TitlingRegistration>. You can also register by calling VAMMHA at 804.750.2500.

Chairman's Message

Dear VAMMHA Members,

If you're like me, just about now you have reached the saturation point for political ads on TV and the endless spam that arrives at your inbox daily. And we still have nearly two months to go before the big day. The media predicts we will be bombarded even more in the closing days of the election. These ads and e-mails might be a little more tolerable if the facts that were presented were true facts. Using something called "Fact Checker" has allowed me to conclude that the information being disseminated by both candidates and the support groups are half-truths and sometimes just bold outright lies.



What is even more disturbing is that these blurbs are what people use to determine who they will vote for on November 6th Election Day. It's not just the Presidential Election, but for every level of government that is being contested. The future of America depends on getting it right! But I don't see how we can if the information we are given, isn't accurate.

Much of the information we are seeing and hearing is why the other candidate is so bad that he will ruin our lives forever. Our grandchildren will be burdened forever or we will revert to the Dark Ages of civilization. Given the choices, both sides claim we are doomed if the other guy gets elected. What happened to mother's advice that "If you can't say something nice, don't say anything at all!" That is still appropriate, but I prefer to think in terms of "Saying something negative about your opponent tells me you have nothing positive to say about yourself!"

I would prefer one positive reason to vote for a candidate than fifty reasons not to vote for the other guy. Surely someone has an idea that is worth pursuing. Do me a favor on November 6th and vote for someone because you have at least one positive fact about a candidate that makes them a better choice for office than to rely on some negative fact about the other candidate.

If we all take the time to know more about why we are voting for a particular person, we will elect the more qualified candidates. Perhaps then, the recovery will begin! Thanks,

Until next month,

Larry Checca
Chairman

Save the American Dream! Rally for Homeownership

HOMEOWNERSHIP IS UNDER ATTACK!

Local economies have suffered from the slowdown in home construction. Home buyers and owners face difficulties getting access to affordable mortgage loans and avoiding foreclosure in today's economy.

What's worse, policy-makers are considering policy changes or inaction that could threaten the real estate recovery.

RALLY WITH US AND TELL YOUR ELECTED OFFICIALS:

- ✓ Protect the mortgage interest deduction.
- ✓ Guarantee credit-worthy consumers and small businesses the opportunity to obtain mortgages and loans.
- ✓ Resolve the foreclosure crisis.

SAVE THE DATE
Free Lunch, Ice Cream and Rally with Entertainment by the No BS Brass Band!

WHEN: Thursday, October 11, 2012
12:00 PM – 1:00 PM

WHERE: Richmond CenterStage
601 East Grace Street; back lot between 6th and 7th Streets

SPEAKERS: Representatives from the Virginia Home Builder Industry & other influential Virginia leaders

REGISTER:
protecthomeownership.com

FOLLOW:



*Sponsored by the
Home Building Association of Richmond,
Home Builders Association of Virginia and
the National Association of Home Builders.*

You can register for the Rally for Homeownership at <http://bit.ly/Oct2012RallyRegister>.

Executive Director's Report

By Tyler Craddock, Executive Director

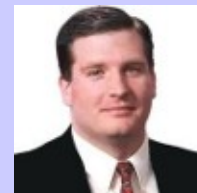
In this month's issue of the Old Dominion Outlook, you will find several examples of where your input and involvement is crucial to the future of our industry and association.

On the front page, there is information about meetings we've been having as well as an upcoming meeting concerning the titling of manufactured homes. As you may know, this issue has been working around for quite some time, and is one for which there's a number of views within our industry and our association. If you have not had the opportunity to attend one of these meetings already, I strongly encourage you to attend the meeting on September 18 in Chester.

On page 8, you'll find information about VAMMHA committees. It is important that we get a wide range of the participation and input from our members on committees. It does not take a great deal of time to serve. Most of our meetings will be via electronic means or conference calls so that folks will not have to travel long distances or take up a lot of time just to be involved.

Finally, there are two political items. If you have the right information in your hands, then you can make good choices at the ballot box, and you can make a positive impact on the legislative process. It is amazing; when politicians perceive a threat to re-election via mobilized voters, they seem to find an entirely new ability to be responsive to the needs of their constituents. Help us help them find that ability by actively participating in our grassroots efforts described on page 6. In addition, we are working with our pro-housing allies like the Home Builders and the REALTORS to encourage folks to come out on October 11th in support of the American Dream of homeownership (see the ad above). If you can make it to Richmond that day, please take the time. You can register by going to <http://bit.ly/Oct2012RallyRegister>.

As always, thank you for all that you do in support of our industry and association.



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 | X | X | X | X | | | | |
| Champion Home Builders (Topeka, IN) | — | — | — | — | — | — | X | | | | | |
| Champion Home Builders (Lillington, NC) | X | X | X | X | X | X | X | | | | | |
| Clayton Homes (Maryville, TN) | X | X | X | X | X | X | X | X | | | | |
| Colony Factory Crafted Homes (Shipperville, PA) | — | — | — | — | — | — | — | | | | | |
| Commodore Homes (Danville, VA) | X | X | X | X | X | X | X | X | | | | |
| Fleetwood Homes (Rocky Mount, VA) | X | X | X | X | X | X | X | | | | | |
| Fleetwood Homes (Lafayette, TN) | — | — | — | — | — | X | | | | | | |
| Giles Industries (New Tazewell, TN) | X | X | X | X | X | X | X | X | | | | |
| Holmes Building Systems (Robbins, NC) | X | X | — | — | 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) | — | — | — | X | X | — | — | | | | | |
| Redman Homes (Ephrata, PA) | X | — | — | — | — | — | — | | | | | |
| Southern Energy Homes (Addison, AL) | X | — | 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 July, 2011) | 2012 (Through July, 2012) |
|----------------|---------------------------|---------------------------|
| United States | 26,828 | 31,931 |
| Virginia | 488 | 549 |
| North Carolina | 1,284 | 1,364 |
| West Virginia | 573 | 582 |
| Tennessee | 780 | 996 |
| Kentucky | 1,072 | 1,291 |

Modular Home Shipment Data

Source: Manufactured Housing Institute

| | 2011 (Through 2nd Quarter) | 2012 (Through 2nd Quarter) |
|----------------|----------------------------|----------------------------|
| United States | 5,785 | 6,325 |
| Virginia | 480 | 564 |
| North Carolina | 585 | 610 |
| West Virginia | 108 | 99 |
| Tennessee | 70 | 81 |
| Kentucky | data not available | data not available |

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

In recent days information has been being presented to our various constituents, clients and customers concerning changes in the Manufactured Housing Licensing and Transaction Recovery Fund Regulations. While there are a number of changes to be noted, the most significant that affects your way of doing business are those concerning License Fees, Renewal Fees and the newest form of fees enacted: Reinstatement Fees. This information is provided as a reminder and an incentive to incorporate the information into your routines and industry procedures. Below is information concerning the fee changes that are a synopsis of those changes that most affect your day to day business activities.

***FEE CHANGES FOR MANUFACTURER’S, DEALERS, BROKERS, SALESPERSONS**
13 VAC 6-20-200. Fee Schedules. (Effective date 8/1/12)

| | | |
|----------------------|--------------------------------|------------------------------------|
| Manufacturer | Original license fee \$600.00. | New license fee \$700.00. |
| Manufacturer | Renewal license fee \$500.00. | New Renewal license fee \$600.00. |
| Dealer | Original license fee \$150.00. | New Original license fee \$200.00. |
| Dealer | Renewal License fee \$100.00. | New Renewal fee \$150.00. |
| Broker | Original license fee \$150.00. | New Original fee \$200.00. |
| Broker | Renewal license fee \$100.00. | New Renewal fee \$150.00. |
| Salesperson’s | Original license fee \$50.00. | New Original fee \$100.00. |
| Salesperson’s | Original renewal fee \$50.00. | New renewal fee \$100.00. |

CHANGES TO INCLUDE NEW FEES FOR REINSTATEMENT
13 VAC 6-20-202

| | |
|--|----------|
| Manufacturer’s Reinstatement fee. | \$750.00 |
| Dealer’s Reinstatement fee. | \$300.00 |
| Broker’s Reinstatement fee. | \$300.00 |
| Salesperson’s Reinstatement fee | \$225.00 |
| *Includes the renewal fee as listed in 13 VAC 6-20-200. | |

Some other changes you should be aware of are as follows: a) An increased \$30 inspection/administrative fee to be collected with applicable taxes and forwarded to DMV; b) a requirement for the dealer to provide the owner of every home sold with information to file a claim supplied by the DHCD; and c) definitions and entirely new section for “Reinstatement.” If you are interested in seeing the actual legislation a link can be found at: <http://townhall.virginia.gov/L/ViewXML.cfm?textid=4106> .

Additionally, changes to the 2012 Manufactured Housing Regulations, include text changes as well as definition changes. Current Manufactured Housing Regulations documents as found on line have been updated on the Department of Housing and Community Development website; Regulations document, as well as applications for manufacturer, dealer, broker and salespersons. You may visit our website to view the documents at: www.dhcd.virginia.gov. For additional concerns, you also contact the State Building Code Office by telephone at: (804) 371-7160.

Calendar of Events

Tuesday, September 18, 2012

3:00pm Titling Meeting, B116 Bird Hall, John Tyler Community College, Chester

Wednesday, September 19, 2012

9:30am VAMMHA Board of Directors, B123 Bird Hall, John Tyler Community College, Chester

Wednesday, November 14, 2012

9:30am VAMMHA Board of Directors, Lynchburg, Location TBA

VAMMHA Technology Corner

By Kurt Herring, VAMMHA Technology Committee Chair

Four Tips for Using Pinterest



Pinterest (www.pinterest.com) is rising rapidly in the social networking world. We have our own Pinterest board for promoting manufactured housing (<http://pinterest.com/latonyk/manufactured-home-lifestyle/>). You should too. When Inc Magazine and others suggest that you should be using Pinterest for marketing, it is a good reason to sit up and take notice. Let's share 4 of the tips they did for making your Pinterest efforts improve the image of manufactured housing and your part in it.

Use other social nets to feed Pinterest

Facebook, Google+ and LinkedIn are among the resources you can use to attract more attention to your Pinterest page.

Promote more than products

Inc. echoes a theme we have mentioned before. "The temptation for any business is to post pins only for products you sell. Giselle Gonzalez is a promoter who says Pinterest users are savvy in spotting a board that is too self-serving and only posts (their) product photos."

Follow the big hitters

Inc. said: "One of the best ways to raise awareness about your company is to start following the big names on Pinterest. This is the proven method on Twitter: When you follow popular figures, and they follow you back, other Twitter users get the message and follow the leader. Sevenly's Palmer says it's important to find out who is 'pinning' your products and to follow them to see if they follow you back. Most do, he says."

Selective Curating

Inc. observes that: "Pinterest caters to those who love to "curate" or weed out the good from the bad. [Presenza](#), a custom clothing designer, finds unique products beyond their own offering and pins them. The company also uses key phrases on their board like "made in the USA" and "defining confidence" to help define the brand."

Pinterest is primarily visual. One of our best potential tools to break down stereotypes against manufactured housing is the proper use of visuals.

Proper "Pinning" Prevents Poor Performance!" Enough said for today.

Call Manufactured Housing Finance at 866-300-8345



See All of **us** Serving You

The power of building partnerships with the right manufactured home lender is just a phone call away. We're ready to meet all of your financing needs.

The partner you can count on.

All of **us** serving you®

usbank



Not a consumer advertisement. Loan and mortgage products are offered through U.S. Bank National Association, NA.

usbank.com



Americans work hard to put a roof over their head, but now, because of overreach by federal bureaucrats and politicians, their opportunity to buy a home is in jeopardy!

In response to the housing crisis, Washington did what it always does: it over-responded with the wrong solutions that were based more on political expediency than doing what was right and what would preserve the American Dream of homeownership for coming generations.

New federal laws threaten the American Dream of homeownership.

What's worse is that now those governmental institutions refuse to act to correct the problems their political "solutions" have caused.

There is one sure way to get their attention: **at the ballot box and through their inbox.**

Please sign up today for grassroots political updates from the Virginia Manufactured and Modular Housing Association PAC. We will make sure that you go to the polls with a clear understanding of where the candidates stand on issues important to housing, and we will make sure you have the right information to contact your elected officials when important matters are pending.

Note: This list will never, ever be given or sold to anyone else, period. Even if you are already on our membership mailing list, you will need to opt in to this one as it is being built and maintained separately from our regular mailing list.

Please provide the information below. **For address, please use the address where you are registered to vote.** If you are not registered to vote, please contact us at (804) 750-2500, and we will get you a voter registration form. You can fax this form to us at 804.741.3027, or you can provide this information online at <http://bit.ly/GrassrootsSignUp>.

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

Myths in the Mortgage News

Jimmy Russell (AKA Rian Chandler-Dovis) of VBS Mortgage

Important information to share with your Buyers!!!

In the doom and gloom of the rumor mill you may have heard, "Sure rates are low and house prices are great but who can get a mortgage, it's impossible! You must have perfect credit, you have to have 20% to put down, etc., etc.!"

This is simply NOT TRUE!



Truth is the minimum credit score requirement to obtain a mortgage is 620! (lower than you thought, huh!?)

Truth is you can buy a home with as little as 3% to 5% down! And there are 100% financing options (see <http://www.vbsmortgage.com/>), like VA and USDA Rural housing loans available for some borrowers! (Pretty good, right!?)



So the truth is most people DO meet the requirements... but it's also true that loans are taking longer and are more involved these days.

Why, you may ask? Well, many things happened "when the bottom fell out" of the market. One thing helpful to understand is that due to their losses, Fannie Mae and Freddie Mac began to require lenders to buy back bad loans if they could not produce every shred of documentation and paperwork required to prove the loan was a good loan. These buy-backs caused many mortgage lenders go out of business.

Now those of us who are left standing need PERFECT LOAN FILES, not necessarily perfect borrowers, which basically means we are asking for more paperwork from borrowers. It's really not that bad and there are some things you can do to help make your application go more smoothly and quickly.

Remember when you were a kid growing up, there were times your parents asked you to do things that you felt were useless, time consuming and maybe even stupid. You may have asked (that famous teenage question) "But, why Dad!?" And what did Dear Ol' Dad say? "Because I said so!" This was usually the end of the subject.

In like manner, you may also want to ask your lender, "But, why do you need that letter, bank statement, etc.?" Well, not just because we say so. The reason is because we must have these things from you in order to meet the requirements (or conditions) of your loan. Be assured we will never ask for more documentation than necessary.

Being prepared to give us whatever documentation we request, as soon as you can, is key. This expedites the loan process and will help us to help you realize your dream of home ownership as quickly as possible!

Remember: all good lenders (as we strive to be at VBS Mortgage) understand your needs and are ready to guide you through the entire home ownership process. Don't be afraid to ask all of the hard questions!

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.

Please consider serving on one of the following VAMMHA Committees:

| | | |
|--|---|---|
| Bylaws/Sgt. at Arms Committee | Robert Moore, Chair Bobby Crouch, V. Chair | Make recommendations to the Board of Directors for revisions to the bylaws of the Virginia Manufactured and Modular Housing Association to keep the association current and legal in all corporate functions. |
| Convention and Awards Committee | Owen Robertson, Chair | Recommend sites and develop a budget and agenda for the VAMMHA Convention. Oversee the election of members to the VAMMHA Hall of Fame as well as the selection of Member of the Year, Board Member of the Year and other awards as appropriate. |
| Industry Relations and Education Committee | Tom Brenner, Chair Mike McIntyre, V. Chair | Development and dissemination of relevant industry information and education to the various entities involved in the factory-built industry. Promote stronger relationships among the various parties within the factory-built housing industry. |
| Legislative and Legal Committee | Britt Kelly, Chair Melissa Doggett, V. Chair | Monitor federal, state and local legislative and regulatory proposals that affect the factory-built housing industry. Develop and initiate appropriate legislative and regulatory proposals that promote factory-built housing. Take necessary action to obtain disposition of proposed legislative or regulatory actions in a manner favorable to the purposes of the VAMMHA and its members. Recommend in consultation with VAMMHA Counsel appropriate legal action on behalf of the industry. |
| Membership and Chapter Committee | Jerry Tackett, Chair Michael Adcock, V. Chair | Maintain and increase membership in all categories. Encourage participation by members in VAMMHA programs and activities. Recommend policies with respect to categories (and dues structure) of VAMMHA membership, member benefits and member communications. Seek out opportunities to plant VAMMHA chapters in appropriate places across the Commonwealth. |
| Nominations Committee | Larry Stapleton, Chair | Recruit candidates to serve on the VAMMHA Board of Directors. Prepare a slate of officers to be presented to the Board of Directors at the annual meeting. |
| Public Relations and Scholarship Committee | Michael Williams, Chair Sean Gebhart, V. Chair | Develop projects to improve and promote the image of factory-built housing to the membership and the general public. Oversee the VAMMHA Annual Scholarship Awards program, including advertising and promoting the event, evaluating the applications and awarding scholarships to the most qualified candidates. |
| Technology Committee | Kurt Herring, Chair | Maintain and improve the VAMMHA web page as a user-friendly, informative web site that targets members, potential members and the general public. Develop programs that provide technology expertise to the VAMMHA membership. |
| VAMMHA PAC Committee | Wayne Tomlin, Chair Randy Grumbine, V. Chair | Oversee VAMMHA-PAC and assist in encouraging contributions to the VAMMHA-PAC Fund. Provide guidance in making contributions to candidates. Assure the timely filing of all forms and reports with the State Board of Elections and compliance with all applicable campaign finance laws. |

We need your involvement on VAMMHA Committees! In order to fit everyone's schedules, we will conduct much of our work via conference calls and other electronic means.

If you would be willing to serve, please let us know by signing up at <http://bit.ly/2012-13CommitteeSignUp>, calling 804-750-2500, or emailing tcradlock@vammha.org.