

# Developing

with **Manufactured & Modular**  
Homes Seminar

*Together with  
the 2003 National  
Congress &  
Expo for  
Manufactured  
& Modular  
Housing*



Co-sponsored by



April 22-24 • Paris Hotel • Las Vegas, Nevada  
register online at [www.manufacturedhousing.org](http://www.manufacturedhousing.org)

## Factory-Built Solutions for Your Development Problems!

Home builders and developers are facing new challenges. Skilled labor shortages are increasingly prevalent in the construction industry. The availability of sites that will work using traditional building methods is dwindling. Keeping home prices affordable while continuing to provide the level of amenities demanded by consumers is becoming progressively more difficult.

Today's manufactured and modular home is a viable solution to all these problems. Factory construction and volume purchasing enable manufacturers to provide amenity-filled homes for consumers at a reduced cost to you - the builder/developer. Building homes in a quality-controlled factory environment with a reliable workforce produces homes on time, when you need them and when homebuyers expect them.

Using manufactured and modular homes can drastically reduce overall development cycle time and enables you to deliver product year-round. The list goes on and on, and learning how to effectively take advantage of today's manufactured housing will give you an edge in an increasingly challenging market.

Come see why more and more developers are turning to factory-built housing and increasing their bottom line!

## Seminar Highlights

- Explore the origins of the manufactured and modular housing industry, and learn how factory-built housing structures have evolved into the most efficient residential building systems.
- Examine the different products of modular and manufactured housing, and learn which one is right for your development.
- Understand how the industry's traditional distribution systems work and how to take advantage of them.
- Learn how to find the right manufacturer for your project.
- Visit over 100 exhibits and see how innovation and technology is changing the way homes are built.
- Understand what is unique about the manufactured home from a site planning perspective.
- Discover whether land-lease development is an option for you.
- Explore successful projects using manufactured homes.
- Learn about options for project financing and the role real estate investment trusts (REITs) and existing development companies can play in your project.
- Understand the system of consumer financing for factory-built homes.



## 2003 National Congress & Expo for Manufactured & Modular Housing

This year's seminar will be held in conjunction with the 2003 National Congress and Expo for Manufactured and Modular Housing. Here the leaders in the industry will present you with the latest in innovations, products, and services offered. With over 100 exhibitors present, you will receive a first-hand look at the new products and services available to help you as a builder/developer remain competitive and keep your customers satisfied. This will also serve as an excellent opportunity for attendees to familiarize themselves with the industry's products and technology.



### Meet the Experts Session

Professional engineers and site planners with years of experience in planning and developing manufactured home communities will be available to review your preliminary site plan or topo map during the "Meet the Experts" session. To participate in this session at no additional charge, please check the appropriate box on your registration form.



### Speakers Include:

**David Alley, P.E.**, President  
Alley & Associates

**Steve Hullibarger**, President  
The Home Team

**Roderick Knoll**, President  
Manufactured Housing Resources Group

**Dan Rolfes**, 2003 MHI Chairman  
Holiday Homes, Inc.

**Roger Walker, P.E.**, Managing Director  
Ventana, LLC

**Donald Westphal, A.S.L.A.**, President  
Donald C. Westphal Associates

**Craig White**, ACM, Managing Director  
Ventana, LLC

# Schedule of Events

## Tuesday, April 22nd

3:00pm – 8:00pm Registration Open

6:45pm – 8:30pm Welcome Reception  
in Exhibit Area

## Wednesday, April 23rd

7:00am – 5:00pm Registration Open

7:00am – 8:00am Continental Breakfast

8:00am – 8:30am

**Where Do We Begin?** Basic rules of real estate development can become even more critical when utilizing manufactured and modular housing. This introduction reviews the evolution of the industry and the tenets of development from the perspective of the manufactured and modular housing developer.

8:30am – 10:00am

**Project Feasibility & the “Land-Lease vs. Fee Simple” Choice** Will your vision for development work? What type of project should you build and what product is appropriate for your market? The “Go/No Go” choice is covered in this session along with a useful approach to making the land-lease vs. fee simple decision.

10:00am – 10:15am Break

10:15am – 11:15am

**Manufactured or Modular: What’s Right for Your Project?** When contemplating a project using factory-built housing, many developers have difficulty determining whether to use manufactured or modular homes or

both. This session will help you evaluate your options to determine what’s best for your project.

11:15am – 12:15pm

**Finding the Right Manufacturer** The culture, language, and expectations in the manufactured and modular housing industry are often different from what many developers have encountered before. This session is designed to help you determine the types of homes you are after, search for and select a manufacturer that can provide them, and successfully negotiate an agreement.

12:15pm – 1:15pm Lunch/Speaker

1:30pm – 2:30pm

**Site Planning Issues** A proper emphasis on site planning is the key to a development that will be marketable today and also in the future. In this session, there will be a comprehensive examination of the site planning process.

2:30pm – 3:30pm

**Engineering & Construction Issues** Manufactured and modular housing compresses your development time, presents chances for cost-savings on infrastructure, and requires a readjustment in your approach to engineering and project scheduling. Learn how to recognize your opportunities and avoid potential pitfalls.

3:30pm – 3:45pm Break



# Schedule of Events

## Concurrent Workshops

3:45pm – 4:45pm

### 1. Creating that “Site-Built Look”:

**On-Site Additions** Site-added features like integrated garages, porches, and even site-applied finishes can improve the look and marketability of your homes. Come see how it’s done.

- ### 2. Modular Multifamily Development Options
- Modular components are increasingly becoming the solution to developing affordable multifamily projects. Explore this growing segment of the market and learn if it’s right for your project.

5:00pm

Reception

## **Thursday, April 24th**

7:00am – 5:00pm Registration Open

7:00am – 8:15am

**“Meet the Experts” Plan Review & Continental Breakfast** [To “Meet the Engineering/Site Planning Experts,” you must bring a topo map or preliminary site plan, and make an advance request by checking the appropriate box on your registration form.]

8:15am – 9:15am

**Construction & Consumer Financing**  
Discover some unique sources for construction financing for manufactured housing development, as well as programs for helping homebuyers finance their purchase.

9:15am – 10:15am

**Zoning Preparation & Presentation** The entitlement process for manufactured housing development can present some unique challenges. Learn how to organize your presentation and access tools that will enhance your efforts in getting project approval.

10:30am – 11:45am

**“Cityscapes at the Mills of Carthage”:**  
**A Case Study** This case study demonstrates how manufactured and modular homes were used to revitalize a decaying brownfield and bring the first new housing in over 40 years to an older urban neighborhood.

11:45am – 12:45pm

Lunch in Exhibit Area

## Concurrent Workshops

12:45pm – 1:45pm

- ### 1. Engineering Aesthetics
- Home placement on lot, choice of foundation, type of installation, and many other engineering decisions can affect the look of an individual home and the overall development. Learn how to maximize marketability and appeal through these decisions.
- ### 2. Infill Development
- Developing on infill lots can be a lucrative and financially rewarding development niche. Learn how it’s done, and discover how manufactured and modular housing makes it easier, quicker, and more profitable.

---

**Register Today!**

# Schedule of Events

## Concurrent Workshops

2:00pm – 3:00pm

1. **Perfecting the Pro Forma** A realistic pro forma can be the difference between project success and bitter disappointment. Learn about the steps to creating a pro forma for both fee simple and land-lease developments.
2. **Sales and Marketing** Do you know what it takes to successfully market your manufactured or modular housing development? This session will explore successful sales and marketing techniques that are critical to making your project a success.

## Concurrent Workshops

3:15pm – 4:15pm

1. **Land Lease Case Study** Examine the successful development of a real land lease community. When does a land lease development make sense for your development?
2. **Fee Simple Case Study** Learn from an experienced developer on how to make a project utilizing factory-built housing successful. Discover how to make a fee-simple development work for you.

4:15pm

Closing Reception



## Three Ways to Register

Return the completed form and payment to:

### MHI Registration Center

P.O. Box 75885

Cleveland, OH 44101-2199

FAX: (330) 963-0319

Online Registration:

[www.manufacturedhousing.org](http://www.manufacturedhousing.org)



# Attendee Pre-Registration & Housing Form

PLEASE PRINT OR TYPE INFORMATION. (MAKE COPIES IF NEEDED.)

Registrant \_\_\_\_\_

Nickname for Badge \_\_\_\_\_

Spouse/Companion \_\_\_\_\_

Nickname for Badge \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Please check here if you plan on bringing a site plan or topo map for the "Meet the Experts" session.

Please check here if you have special needs that may affect your participation in this event, and attach a written description of special requirements.

<b>REGISTRATION FEES*:</b>	"Early-Bird" Prior to March 5	Regular On or After March 5	Non-Profit Organizations
----------------------------	----------------------------------	--------------------------------	-----------------------------

Developer Seminar	\$495.00	\$595.00	\$295
-------------------	----------	----------	-------

Participant (includes Congress and Expo)

Spouse/Companion:	\$300.00	\$400.00	\$295
-------------------	----------	----------	-------

## REGISTRATION PAYMENT

Total amount enclosed:

Check (Make payable to Manufactured Housing Institute. Please do not include hotel deposits with registration fees.)

American Express     MasterCard     VISA

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**I agree to pay the above total amount according to the card issuer's agreement.**

Questions? Please call MHI at (800) 505-5500 extension 604 or 678.

\*Cancellation Policy: Cancellations must be received in writing. Payment will be refunded if cancellation is received by March 4, 2003. A processing fee of \$50 will be charged for cancellations received between March 5 – April 4, 2003. No refunds will be issued for cancellations after April 4, 2003. Hotel reservations and attendee registrations will not be processed until full payment is received.

## HOTEL RESERVATIONS

Deadline for Seminar Group Rate is March 21, 2003.

Paris Hotel

\$120 Single or Double + tax

\$30 for each additional occupant

*Rooms limited to availability  
Suite rates available on request*

Type of Room:

(Check appropriate boxes.)

Single

Double (Name of second occupant) \_\_\_\_\_

Triple (Names of additional occupants) \_\_\_\_\_

Quad (Names of additional occupants) \_\_\_\_\_

Smoking

Non-Smoking

Arrival Date: \_\_\_\_\_

Time: \_\_\_\_\_

Departure Date: \_\_\_\_\_

Time: \_\_\_\_\_

I do not require accommodations at Paris Hotel.

All room reservations require a one-night deposit. Cancellations must be made 48 hours in advance.

Use same credit card as Registration Fees.

Charge to the following card:

American Express

MasterCard     VISA

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**I agree to pay for the above reservation according to the card issuer's agreement.**



*Manufactured Housing Institute*

**Manufactured Housing Institute**  
**2101 Wilson Blvd., Suite 610**  
**Arlington, VA 22201**

Expand Your Market...

Shorten Construction Time....

Increase Profits...

Reduce Labor Worries...

The 2003 Developing with  
Manufactured and  
Modular Homes Seminar