



2018 MANUFACTURED HOUSING FACTS

INDUSTRY OVERVIEW

Updated June 2018



Manufactured Housing In The United States

General Profile

22 million

people live in manufactured homes

10%

of new single-family home starts

\$70,600

average new home sales price

\$30,000

median household income

77%

of new manufactured homes titled as personal property (chattel)

Made In America



★ 93,000 homes produced in 2017

Manufacturing sector of the manufactured housing industry:

★ Contributes almost \$3 billion to GDP/year
★ 40,000 U.S. jobs

Affordable Homeownership

Site-Built Home

\$107

average price per square foot

Manufactured Home

\$49

average price per square foot

Manufactured Home Communities



Almost 40,000 land-lease communities

4.2 million estimated home sites

34% of new homes are placed in communities

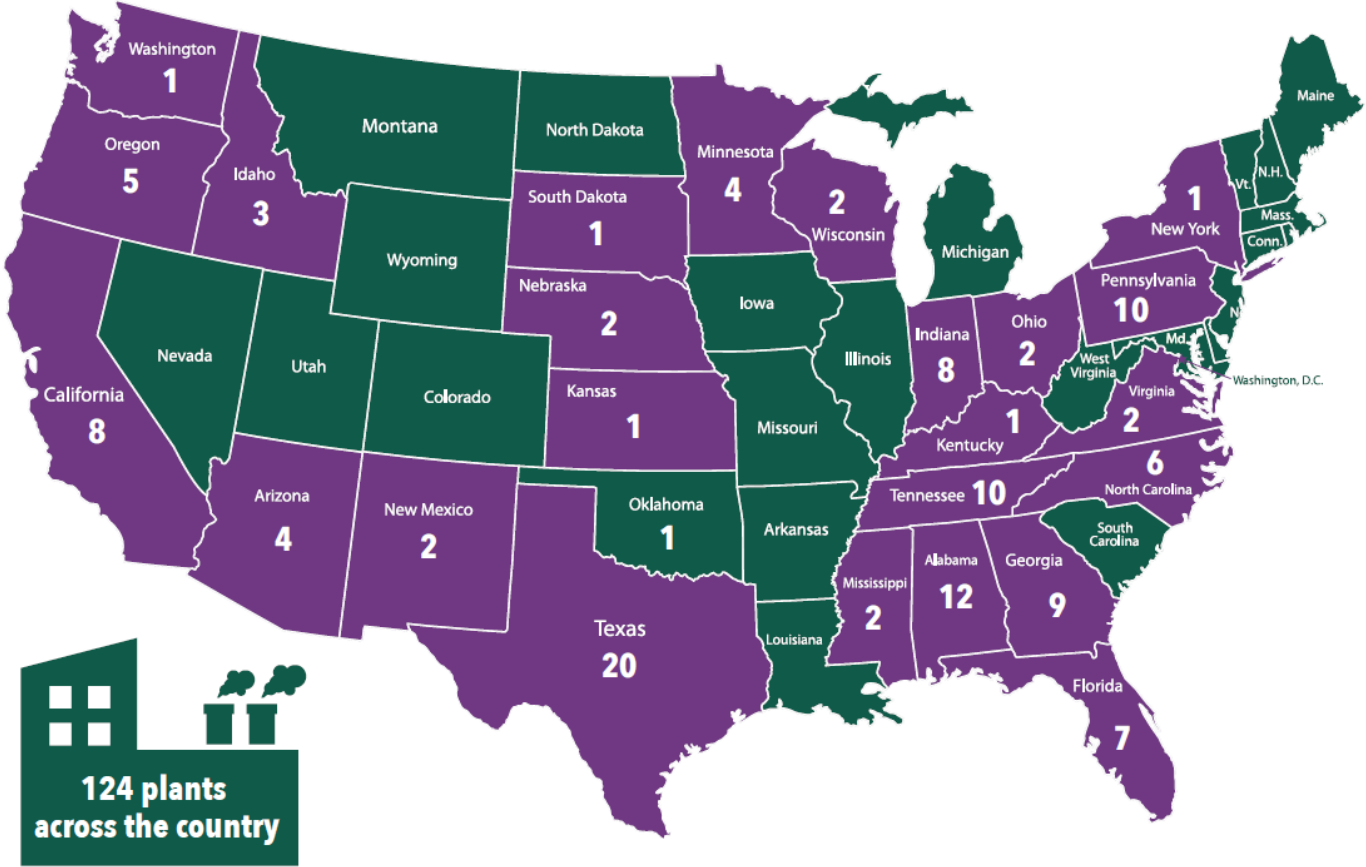
Average annual site rent increase of 3%

Sources: U.S. Census Bureau, industry analysis, and proprietary sources.



The Manufactured Housing Institute (MHI) is the only national trade organization representing all segments of the factory-built housing industry. MHI members include home builders, retailers, community operators, lenders, suppliers and affiliated state organizations.

MANUFACTURED HOME PRODUCTION IN THE UNITED STATES: Plants by State



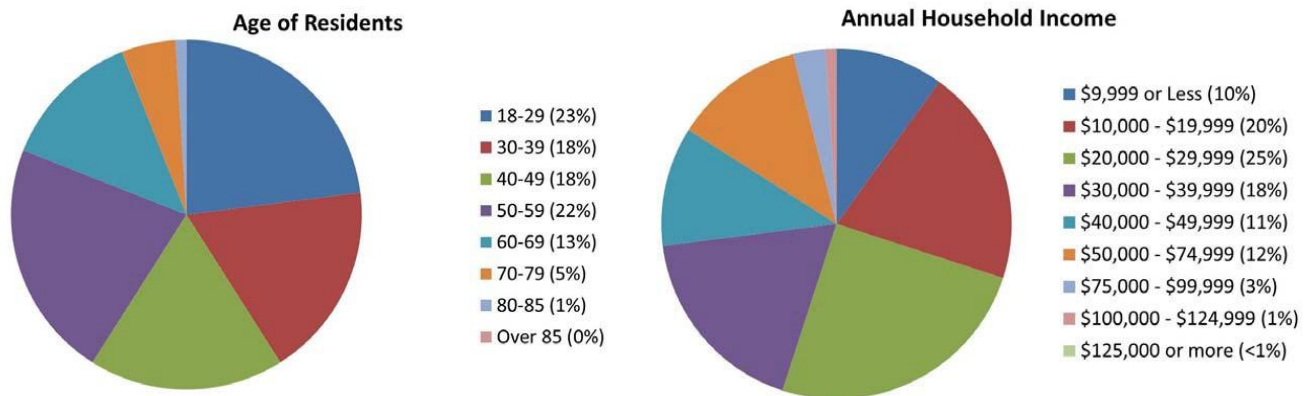
**124 plants
across the country**

No production facilities in Alaska or Hawaii.

Source: Institute for Building Technology and Safety (May 2018)



Manufactured Housing Facts



Source: 2012 Mobile Home Market Facts, by Foremost Insurance Company

Production

- The manufactured housing industry produced about 93,000 new homes in 2017, approximately 9% of new, single-family home starts.
- The average sales price of a new manufactured home without land is \$70,600.
- 66% of the homes are located on private property and 34% are in manufactured home communities.
- All aspects of construction are continually inspected by professionally trained third-party inspectors.
- Manufactured homes are constructed to adhere to the federal HUD Code since 1976. The HUD Code, regulates home design and construction, strength and durability, fire resistance and energy efficiency. HUD revised the building code in the early 1990's to enhance energy efficiency and ventilation standards and to improve the wind resistance of manufactured homes in areas prone to hurricane-force winds.

Amenities:

- Floor plans are available that range from basic to elaborate -- vaulted or tray ceilings, fully-equipped kitchens, walk-in closets and luxurious bathrooms.
- A variety of exterior siding is available -- metallic, vinyl, wood or hardboard and stucco.
- Homes have pitched roofs with shingles and gabled ends.
- Upgrades include awnings, patio covers, decks, site-built garages and permanent foundations.

Safety:

- The building materials in today's manufactured homes are the same as those in site-built homes.
- The homes are engineered for wind safety and energy efficiency.
- Manufactured homes are among the safest housing choices available today due to federal laws requiring smoke detectors, escape windows and limited combustible materials around furnaces, water heaters and kitchen ranges.

Financing:

- Manufactured homes can be financed as personal property. Even when the home and land are financed together, the home is often secured as personal property and the land as real property. Traditional manufactured home personal property lenders offer land-and-home financing.
- Homebuyers may also finance their home and land together as real property using conventional mortgage financing obtained through a traditional mortgage lender.

Beautiful, Modern Homes



Industry Overview

The need for quality, affordable housing has never been greater. Today's manufactured homes can deliver outstanding quality and performance at prices that are up to 50 percent less per square foot than conventional site-built homes. These savings allow more and more Americans to own their own home, even in the face of an ever-widening housing affordability gap.

The affordability of manufactured housing is due to the efficiencies of the factory-building process. Manufactured homes are constructed with standard building materials, and are built almost entirely off-site in a factory. The controlled construction environment and assembly line techniques remove many of the problems encountered during traditional home construction, such as weather, theft, vandalism, damage to building products and materials, and unskilled labor. Factory employees are trained and managed more effectively and efficiently than the system of contracted labor employed by the site-built home construction industry.

Much like other assembly line operations, manufactured homes benefit from the economies of scale resulting from purchasing large quantities of materials, products and appliances. Manufactured home builders can negotiate substantial savings on many components used in building a home, with these savings passed on directly to the homebuyer.



Today's manufactured homes have experienced an evolution in the types and quality of homes available to buyers. Technological advances allow manufactured home builders to offer a variety of architectural styles and exterior finishes that will suit most any buyer's dreams while allowing the home to blend in seamlessly into most any neighborhood. Two-story and single-family attached homes are but two of the new styles generated by factory-built innovation.

At the same time, greater flexibility in the construction process allows for customization of each home to meet a buyer's lifestyle and needs. Interior features include vaulted ceilings, working fireplaces, state-of-the-art kitchens and baths, and porches, giving the homebuyer all the features found in traditional, site-built homes. Enhanced energy efficiency in manufactured homes, achieved with upgraded levels of insulation and more efficient heating and cooling systems, provide another source of savings for homeowners, especially in this era of rising energy costs. Smart buyers also are turning to EnergyStar-labeled manufactured homes for substantial savings in many aspects of owning and operating home.

Technological advances, evolutionary designs, and a focus on delivering quality homes that families can afford are the driving forces within the manufactured housing industry. That's why more people are turning to manufactured housing to deliver homes that fit their needs and wants, at prices they can afford.



Cost & Size Comparisons of New Manufactured & New Single-Family Site-Built Homes

New Manufactured Homes *(Includes typical installation cost, excludes land cost)*

Year	2012	2013	2014	2015	2016
<u>All Homes</u>					
Average Sales Price	\$62,200	\$64,000	\$65,300	\$68,000	\$70,600
Average Square Footage	1,480	1,470	1,438	1,430	1,446
Cost Per Square Foot	\$42.02	\$43.54	\$45.41	\$47.55	\$48.82
<u>Single-Section</u>					
Average Sales	\$41,100	\$42,200	\$45,000	\$45,600	\$46,700
Average Square Footage	1,100	1,100	1,115	1,092	1,075
Cost Per Square Foot	\$37.36	\$38.36	\$40.36	\$41.76	\$43.44
<u>Multi-section</u>					
Average Sales					
Price	\$75,700	\$78,600	\$82,000	\$86,700	\$89,500
Average Square Footage	1,725	1,720	1,710	1,713	1,746
Cost Per Square Foot	\$43.88	\$45.70	\$47.95	\$50.61	\$51.26

New Single-Family Site-Built Homes Sold *(House and land sold as a package)*

Average Sales Price	\$292,200	\$324,500	\$345,800	\$360,600	\$372,500
Less Land Price	- 69,115	- 75,071	- 84,628	- 84,316	-85,686
Price of Structure	\$223,085	\$249,429	\$261,1729	\$276,284	\$286,814
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Average Square Footage	2,585	2,662	2,690	2,745	2,676
Cost Per Square Foot	\$86.30	\$93.70	\$97.10	\$100.65	\$107.18

Source: U.S. Census Bureau (Note – Data from 2013 and prior are not comparable to 2014 and beyond)

Manufactured Home Shipments

Year	2013	2014	2015	2016	2017
Total	60,210	64,344	70,519	81,169	92,891
Single-Section Homes	28,235	30,220	32,197	38,960	46,296
Multi-Section Homes	31,975	34,124	38,322	42,209	46,959
Estimated Retail Sales	\$3.8	\$4.2	\$4.8	\$5.7	TBD

Source: Institute for Building Technology and Safety (IBTS)

Manufactured Home Shipments by State 2017 and Product Mix

Single-Section Homes, Multi-Section Homes and State Totals

Source: Institute for Building Technology and Safety (IBTS)

State	Single	Multi	Total
Texas	10,650	7,026	17,676
Alabama	4,047	1,999	6,046
Florida	1,718	4,137	5,855
Louisiana	3,788	1,988	5,776
Michigan	2,519	2,272	4,791
North Carolina	1,854	1,981	3,835
South Carolina	1,629	2,168	3,797
California	654	3,027	3,681
Mississippi	1,946	1,719	3,665
Georgia	1,094	1,758	2,852
Kentucky	1,221	1,586	2,807
Tennessee	983	1,681	2,664
Ohio	1,399	513	1,912
Oklahoma	974	817	1,791
Arkansas	831	935	1,766
Arizona	479	1,242	1,721
Indiana	1,120	574	1,694
Pennsylvania	623	922	1,545
New York	677	752	1,429
Oregon	275	1,133	1,408
Illinois	894	450	1,344
Missouri	677	624	1,301
Virginia	516	750	1,266
New Mexico	586	667	1,253
Washington	94	1,113	1,207
West Virginia	430	689	1,119
Colorado	548	386	934
Maryland	740	111	851
Minnesota	329	384	713
Wisconsin	363	249	612
Maine	227	298	525
New Jersey	269	202	471
Iowa	302	168	470
Nevada	145	280	425
New Hampshire	149	243	392
Delaware	172	215	387
Kansas	219	123	342
Idaho	78	263	341
North Dakota	126	176	302
Utah	120	155	275
Montana	127	146	273
South Dakota	108	151	259
Massachusetts	59	154	213
Nebraska	130	56	186
Wyoming	78	58	136
Vermont	51	76	127
Connecticut	76	37	113
Alaska	44	15	59
Rhode Island	25	13	38
Hawaii	0	8	8
Puerto Rico	0	0	0
District of Columbia	0	0	0
Destination Pending	133	105	238
Total	46,296	46,595	92,891