

SPRING 2019

MH Site Construction

MHSiteConstruction.com....COMING SOON!



Fact

On-site construction/installation is one of the final, and arguably the most critical, steps in the home sale transaction. Historically it has been the most unappreciated by the industry. You can change that beginning NOW!

Industry Best Practice

Successful retailers with great customer service, rave reviews, and high referrals have someone dedicated to managing their site construction process.

MH Site Construction is committed to helping increase awareness of the importance of site construction in the manufactured housing industry.

This is a forum to promote inclusion and support for all stakeholders by helping define and communicate industry best practices in the site construction process. We address issues related to product performance, durability, public perception and acceptance of manufactured housing.

Proper site construction must begin with a good pre-sale site inspection, including looking for obvious obstacles, planning for effective drainage, looking for ways to lower the set height, and building a good foundation.

When good site prep and more attractive-looking elevations receive the same attention as the home's floorplan and features, we can start blurring the lines between traditional site-built and manufactured housing.

Homes with proper site prep and foundations perform better, last longer, have fewer service issues, lower service costs, create less stress for dealers and homeowners, and lead to more referrals. This is how we get the attention of and expand our markets to include home buyers who wouldn't normally consider a manufactured home. Read on to see what Fannie Mae® is doing to help us cross those barriers.

Introducing
MH Advantage™
by  Fannie Mae®

MH Advantage is an initiative from Fannie Mae® that offers manufactured homes with certain features as an affordable alternative to site-built.

There is an affordable housing crisis in America. The average new "site-built" home costs \$363,300 with land, which the average household cannot afford in most areas. *Bloomberg* and other publications have identified manufactured housing as a likely solution to the affordable housing crisis¹, but they only account for 10% of new home sales². Fannie Mae® has introduced the MH Advantage program as a new homeownership option that offers innovative and affordable financing on specially designated manufactured homes with specific features such as permanent foundations, masonry walls, garages, dormers, and covered porches. Because MH Advantage is comparable to traditional site-built financing, it has the potential to improve resale values and combat negative perceptions about investing in a manufactured home.

¹ <https://www.bloomberg.com/news/articles/2018-08-16/cheap-and-sleek-manufactured-housing-is-primed-for-a-comeback>

² <https://www.manufacturedhousing.org/wp-content/uploads/2018/06/2018-MHI-Quick-Facts-updated-6-2018.pdf>



MH Advantage façade



Dated manufactured façade

MH Advantage Is Proof That We Need Better Site Prep...

Research shows that manufactured homes have the potential to appreciate at the same rate as traditional site-built homes³, when the exterior features and elevations are comparable to other homes in the area. MH Advantage foundation and front elevation requirements for traditional home financing include:

- 1** HUD permanent foundation
- 2** Masonry wall (concrete block and/or brick)
- 3** Low exterior elevation set—front entry cannot exceed 30 inches from the top of the finished grade to the bottom of the floor joists

FOR MORE INFORMATION ON MH ADVANTAGE™ BY FANNIE MAE® VISIT FANNIEMAE.COM/SINGLEFAMILY/MANUFACTURED-HOMES

³ https://www.fhfa.gov/AboutUs/Reports/ReportDocuments/2018Q2_HPI.pdf
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GOOD SITE PREP: *The Solution to Many Issues*

Proper site prep and a drainage plan that controls the waterflow are critical for a solid foundation. Slopes, swales, and drains must carry both surface and sub-surface water away from the home's foundation.

Site preparation is the single greatest factor, impacting the performance, durability, and aesthetics of the home. It also has a huge impact on the customer experience.

Improper site preparation results in the following:

- Diminished durability
- Foundation failure
- Challenging foundation elevations and low street appeal
- Erosion and moisture damage
- Increased installation and service costs
- Poor quality finish
- Lower resale



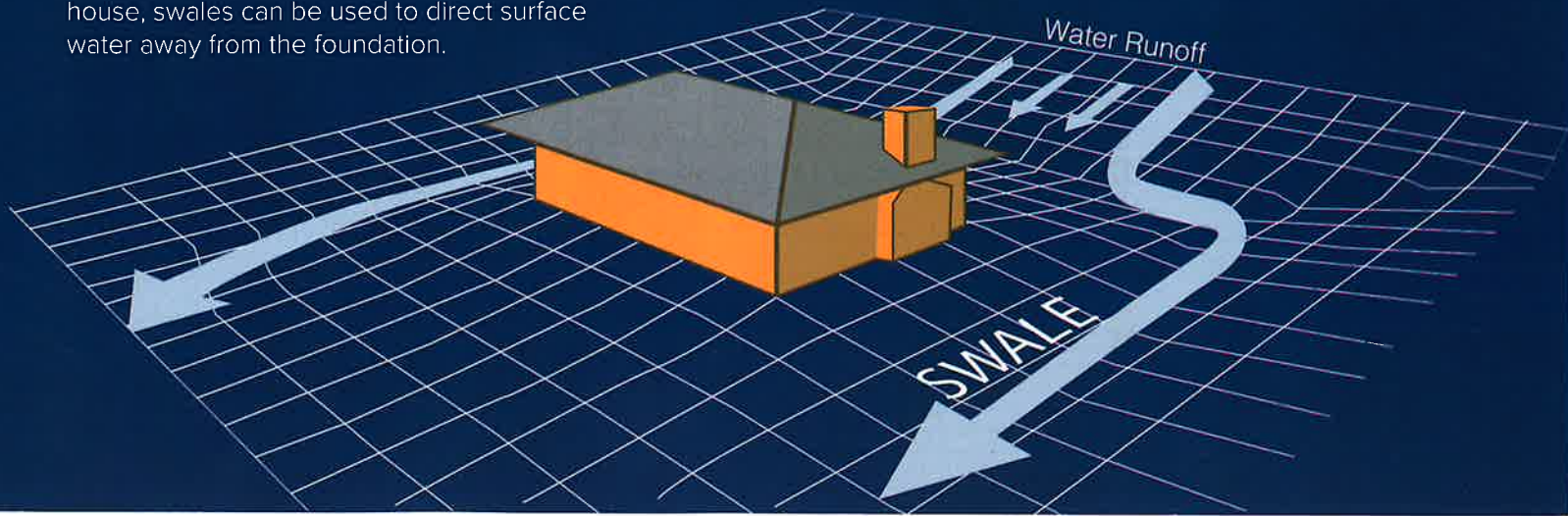
Piers already leaning on uncompact fill



Water under the home due to poor site prep

Swales

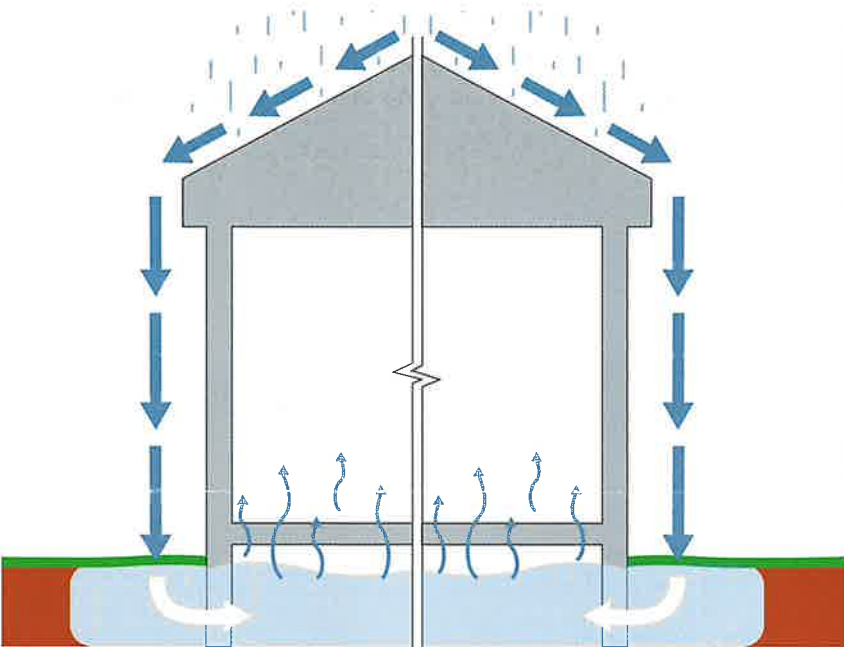
When the overall lot drainage is toward the house, swales can be used to direct surface water away from the foundation.



WATER:

The Enemy of Site Prep

Water under a home damages the structure and compromises the foundation. It leads to settling, drywall damage, inoperable doors and windows, and mold.



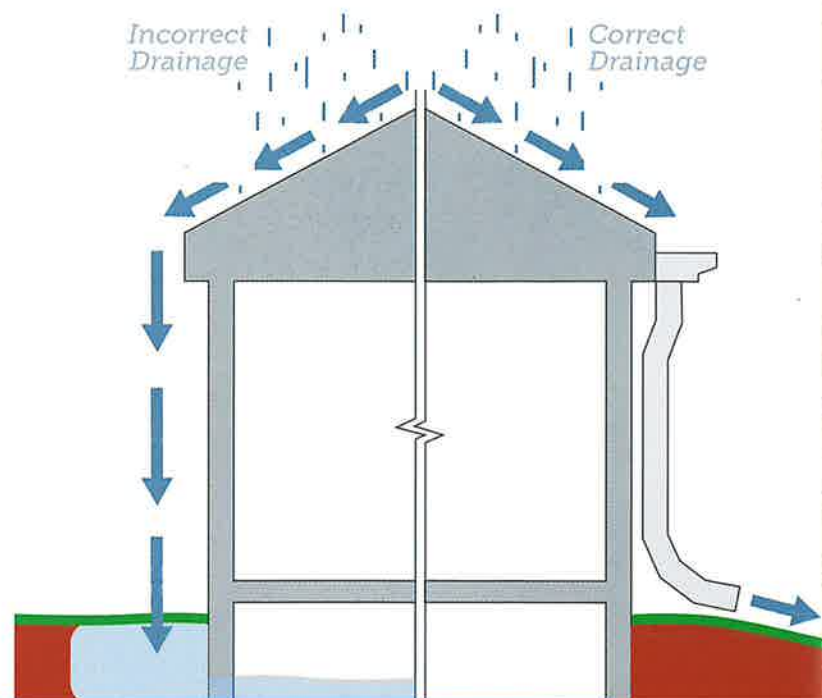
Gutters: A Good Thing

Did you know 30" of annual rain produces 30,000 gallons of rainwater runoff from the roof of an average-sized home? Gutters should be installed on all homes in areas with 15 or more inches of annual rainfall and should always include downspout extensions that channel the rainwater a minimum of 4-6 feet away from the home.

SEE WATER IN ACTION AT
[HTTPS://BCOVE.VIDEO/2DYMLJ5](https://bcove.video/2DYMLJ5)

Why Is Proper Drainage So Important?

- 1** Water around and under the footings causes settling:
 - Piers and footings shift
 - Doors and windows bind
 - Drywall cracks
 - Roofs leak
 - Floors squeak
- 2** Standing water under a home evaporates and damages the inside of the home:
 - Doors, windows, and walls warp
 - HVAC does not function correctly
 - Mold grows
- 3** Erosion washes away driveways, lawns, and landscaping
- 4** Improper drainage is the #1 leading cause of service



NEXT EDITION: AN "EASY BUTTON" FOUNDATION DESIGN AND HOW GOOD SITE PREP CAN SAVE YOU MONEY