

INDUSTRY TRENDS & STATISTICS

What's the state of the manufactured housing industry? Judging by the numbers, the future is promising. The next few pages highlight some of the top-line trends in an industry that continues to offer a crucial solution to the affordable housing crisis.



Competitive Advantage

Site-Built Home
\$111 average price
per square foot

Manufactured Home
\$50 average price
per square foot

RESIDENT SATISFACTION

90% of people are
satisfied with their homes



Community Living

4.2 Million
estimated home sites

32% of new homes
are placed in communities



22 Million people live
in manufactured homes

10% of new single-family
home starts

76% of new manufactured
homes titled as
personal property (chattel)

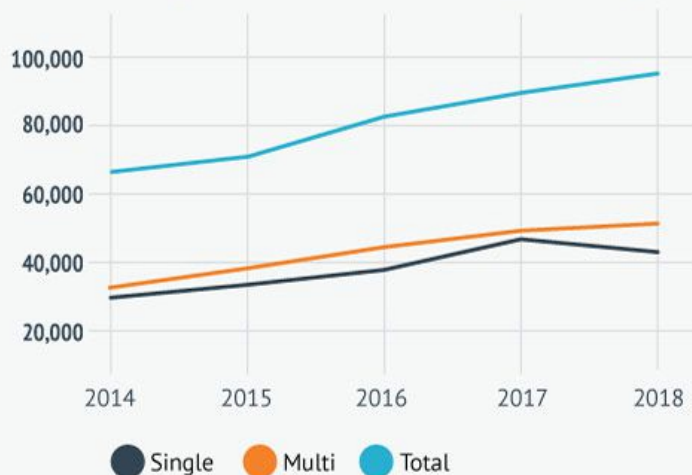
MANUFACTURED HOUSING PRODUCTION

96,540 homes produced in 2018


129 Manufacturing Plants

34 U.S. Corporations

+49% New home shipments have increased by almost half over the past five years



Source: Manufactured Housing Activity Industry Production, Shipments and Trend Report. ©Manufactured Housing Institute. Without the prior written consent of MHI, reproduction, distribution, transmission, caching or other commercialization of MHI copyrighted or trademarked material is strictly prohibited. Used with permission.

Data courtesy of  **MHI**
Manufactured Housing Institute

Top 10 Manufacturers (by Market Share)

	2018 MS	2017 MS	Growth
Clayton Homes Inc.	50.15%	50.49%	-0.67%
Skyline Champion	15.32%	16.05%	-4.55%
Cavco Industries	13.18%	13.68%	-3.65%
American Home Star	2.51%	2.56%	-1.95%
Legacy Homes	2.20%	2.35%	-6.38%
Adventure Homes	1.85%	1.46%	26.71%
Live Oak Homes	1.81%	1.70%	6.47%
Elliot MH MFG	1.66%	1.56%	6.41%
Jacobson Mobile Home	1.15%	1.18%	-2.54%
Kabco	1.11%	1.05%	5.71%

Top 10 Retail Markets (by BTA*)

	Growth
Houston, TX	12.30%
Detroit, MI	-19.72%
Dallas-Fort Worth, TX	-4.55
Austin, TX	0.22%
San Antonio, TX	-9.03%
Los Angeles, CA	41.13%
Birmingham, AL	6.81%
Beaumont-Port Arthur, TX	65.02%
Phoenix, AZ	-4.32%
Jacksonville, FL	24.28%
Grand Total	6.34%

*Basic Trade Area



Based on official government records as compiled by Statistical Surveys Inc. The current data's time period unit totals and Market Share will change as historical data is updated from the states. Any use of Statistical Surveys data without written permission is prohibited. ©Statistical Surveys Inc. Used with permission.

Data courtesy of  **STATISTICAL SURVEYS**

MANUFACTURED HOME COMMUNITY RENT AND OCCUPANCY

JLT Market Report National Averages (May 2018 – May 2019)

SITE RENT \$\$\$

\$535 ALL AGES **\$514**_{MO}
MONTHLY AVERAGE AGES 55+ **\$579**_{MO}

ANNUAL SITE RENT INCREASE

3.9% AVERAGE

3.8% ALL AGES
3.9% AGES 55+

OCCUPANCY RATE

93% ALL AGES **91%**
AVERAGE AGES 55+ **96%**

ANNUAL OCCUPANCY INCREASE

1.0% AVERAGE

1.2% ALL AGES
0.5% AGES 55+

Markets with Highest Rent:

ALL AGES

Orange County, CA	\$1,383
Santa Clara County, CA	\$1,145
Los Angeles County, CA	\$946

55+

Santa Cruz County, CA	\$1,590
Orange County, CA	\$1,018
Santa Clara County, CA	\$880

Markets with Lowest Rent:

ALL AGES

Highlands County, FL	\$172
Albany, GA (MSA)	\$223
Hendry/Okeechobee Counties, FL	\$224

55+

Greenville, SC (MSA)	\$223
Miami-Dade County, FL	\$225
Albany, GA (MSA)	\$234

Markets with Highest Occupancy:

ALL AGES

Santa Clara County, CA	100% (0.2% increase)
Miami-Dade County, FL	100% (0.4% increase)
Northern Colorado	100% (0.2% increase)

55+

Orange County, CA	100% (0.2% increase)
Santa Barbara County, CA	100% (0.1% decrease)
Alameda County, CA	100% (0.1% increase)

Markets with Lowest Occupancy:

ALL AGES

Genesee County, MI	63% (3.2% Increase)
Leon County, FL	68% (0.3% Increase)
Lee County, FL	71% (0.2% Decrease)

55+

Monroe County, MI	61% (38.5% Increase)
Gettysburg, PA (MSA)	72% (4.9% Decrease)
Bay/Midland/Saginaw, MI	75% (1.7% Increase)

Markets with Greatest Increase in Occupancy:

ALL AGES

Northern Michigan	8.2%
Polk County, FL	6.9%
Elkhart/Goshen/South Bend, IN (MSA)	4.7%

55+

Monroe County, MI	38.5%
Macomb County, MI	13.5%
Sussex County, DE	9.1%

2019 National Average New Home Selling Price

\$75,747

▲4.09%

2019 National Average Pre-Owned Home Selling Price

\$46,173

▲9.80%



Top 5 Markets with Average New Home Listing Price Growth Above National Average

	Growth	Above Average
Rochester MN (MSA)	11.28%	1.48%
Phoenix-Mesa AZ (MSA)	11.03%	1.23%
Atlanta GA (MSA)	10.95%	1.15%
St. Louis MO-IL (MSA)	10.86%	1.06%
Pittsburgh PA (MSA)	10.46%	0.66%



Top 5 Markets with Average Pre-Owned Home Listing Price Growth Above National Average

	Growth	Above Average
New York-Northern New Jersey-Long Island	6.44%	2.35%
Raleigh-Durham-Chapel Hill NC (MSA)	6.42%	2.33%
Las Vegas NV-AZ (MSA)	6.16%	2.07%
Providence-Fall River-Warwick RI-MA (MSA)	5.74%	1.65%
Dallas-Fort Worth TX (CMSA)	5.58%	1.49%

Markets with Lowest Days on Market



Santa Fe NM (MSA) 34
Pueblo CO (MSA) 36
Dallas-Fort Worth TX (CMSA) 41

Grand Rapids-Muskegon-Holland MI (MSA) 41
Corpus Christi TX (MSA) 46

Average price of a home in the USA

According to MHVillage's latest data



*Standard Home data comes from the U.S. Census Bureau

Compared to the cost of a standard home, even the most expensive mobile homes are considered a bargain for most owners.



Manufactured Home Size Comparison

TYPE	WIDTH	LENGTH	SQ. FOOTAGE
Single	12 to 18 feet	40 to 80 feet	480 to 1,440
Double	20 to 36 feet	32 to 80 feet	640 to 2,560
Triple	30 to 54 feet	32 to 80 feet	960 to 3,600+

Many manufactured home builders also offer additions such as garages and carports that can be attached to manufactured homes. These can add considerable square footage, as well as potentially increasing the value of your manufactured home.

