



WAMH Stories Series
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Marisa Flores-Mascorro

VP of Operations | MH Sales Mastery



Stepping Forward and Raising the Bar

Before she was helping reshape sales culture in manufactured housing, Marisa Flores-Mascorro was planning fundraising events for the San Antonio Police Officers' Association and Special Olympics Texas. Her career centered around nonprofit work, service, and giving back. Manufactured housing was nowhere on her radar.

Then she met her future husband, César Mascorro, Jr., a sales consultant in the industry.

"What? You sell *trailers*?" she laughs now, remembering her first reaction. At the time, she didn't yet understand the depth, opportunity, or impact of the industry.

Life moved quickly for Marisa. Marriage, three boys, and a season of stepping back from the workforce to support her mother after her father passed away.

Everything shifted during a Christmas trip to Chicago. Snowed in for several days during a blizzard, she could tell something was weighing on César's mind. Then he finally said it — he wanted to leave his secure position and start his own business. Marisa wasn't immediately on board, but by spring, the decision was made. *Manufactured Home Sales Mastery* was born, built on a bold idea: the industry could operate at a higher level.

The early days were uncertain. No clients. No traction. César dressed for work each morning and created content in his home office, often with Marisa as his only viewer. Seven months later their luck changed, and they secured their first client. It snowballed from there.

As the business grew, so did a question in Marisa's mind: *Where do I fit in?*

From her perspective, the industry felt like a "good old boys' club." César was already well known in the industry; she was not. She had ideas and opinions but wasn't sure where her voice belonged. His advice to her was simple: *Find your place.*

So she did.

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Encouraged to step forward, Marisa launched a podcast, *Built to Lead: Women in Manufactured Housing*, spotlighting strong women in manufactured housing and sharing conversations about leadership, strategy, and growth. What began as hesitation quickly became confidence. Women approached her at expos. Listeners reached out. Guests said yes. “It was humbling,” she says, “but empowering.”

By choosing to step forward, she didn’t just find her place. She began creating space for others. Since then, it has become a leading professional development platform in the manufactured housing industry.

Finding Her Voice — and Using It

Today, three years into building their company, Marisa serves as Vice President of Operations, mentoring consultants and helping teams rethink how they approach sales and leadership. Her philosophy is clear: people don’t want to be sold. They want to be guided.

Today’s buyer has already done their research. They arrive informed. What they need is education, clarity, and respect. Manufactured homes, she emphasizes, are no different than site-built homes in the lives they hold.

“This is where birthday parties happen,” she says. “This is where family memories are made.”

For Marisa, success in sales begins with authenticity. The strongest consultants continue learning, stay current on regulations and product knowledge, and genuinely care about the families they serve. They don’t make buyers feel small. They treat every home purchase with dignity.

Language matters, too. She often speaks about the shift from words like *community* to *neighborhood*, reframing manufactured housing as what it truly is — a place of safety, belonging, and home.

Yet her work goes beyond sales strategy. Sometimes she looks around a room and realizes she is the only woman at the table. Her question is always the same: *Why aren’t more of us here?*

Making Space at the Table

Marisa believes women bring perspective, empathy, and strength to this industry. The knowledge and capability are already there. What makes the difference, she says, is access — access to education, opportunity, mentorship, and rooms where decisions are being made.

She encourages women to seek mentors, engage with state associations, participate in the Manufactured Housing Institute, and surround themselves with people who challenge and elevate them. Growth is continuous, she believes, and authenticity is non-negotiable.

“If you want to wear a dress, wear a dress,” she says. “Don’t change who you are to fit in.” When leaders feel confident in who they are, they lead with clarity and purpose.

That confidence carries over into the industry. She once felt hesitant to explain manufactured housing to others. Today, she proudly shouts about it from the rooftops.

And she’s certain of one thing: when women step forward, support one another, and claim our place at the table, *there’s no stopping us.*

“Don’t change who you are to fit in. Bring your voice and claim your space.”
—Marisa Flores-Mascorro on Women in the Manufactured Housing Industry