

COMMUNITY OPERATIONS & INVESTMENT

Key Insights on Professionally Owned Manufactured Home Communities

1

Residents are satisfied

The majority of communities surveyed offer quality, value, experience, and housing benefits that result in **satisfied residents who choose to remain in these communities long-term**. 62% of professionally managed community residents own their home outright, suggesting preference to belong to a community long-term.

69% of residents value professionally maintained communities and the numerous amenities offered.

The research revealed that fewer risks are associated with the living situation of residents of professionally managed communities versus buying/renting a home outside of a professionally managed community.



2

Consistent improvements enhance value

Capital expenditure (CapEx) is consistently used on improvements each year to enhance near-term and long-term value of the community. Community owners have made infrastructure upgrades including streets, walkways, street lighting, water/sewer lines and more.

CapEx spending by professionally managed communities has continued to increase annually, at faster rates than cost-of-living adjustments. **The average CapEx spending increased by 10-11% from \$1.6B to \$2.7B between 2015 and 2019**, and over 15 community amenities and services.



3

Informed residents are happy residents

Communications about and awareness of CapEx spending ensures a thorough understanding of where rent/lease payments are being allocated to prove effective and efficient allocation as well as transparency to current and future residents.

Management is communicating through multiple platforms including social media, texts and email in addition to traditional means such as clubhouse meetings, posted bulletins and phone calls:

- 90% post monthly bulletins.
- 70% hold clubhouse quarterly meetings.
- 60% send emails to communicate with residents weekly, monthly or quarterly.



4

Access to management is important

Resident access to management and the likelihood of having staff responsible for maintenance needs provides better response times to address homeowner concerns.

100% of community owners provide full access to management for resident feedback.



About the study

The study was completed by DuckerFrontier across more than 700 respondent residents nationwide and over 1,000 professionally managed communities' operation data. The majority of respondents were in the South (~40%) and the West (~30%). Residents within manufactured home communities were 19 years and older, approximately 45% were over the age of 60. Household income ranged evenly from <\$25,000 to \$150,000 per year; the greatest percentage was between \$25,000 and \$50,000 annually.