

LIFESTYLE & COMMUNITY BENEFITS

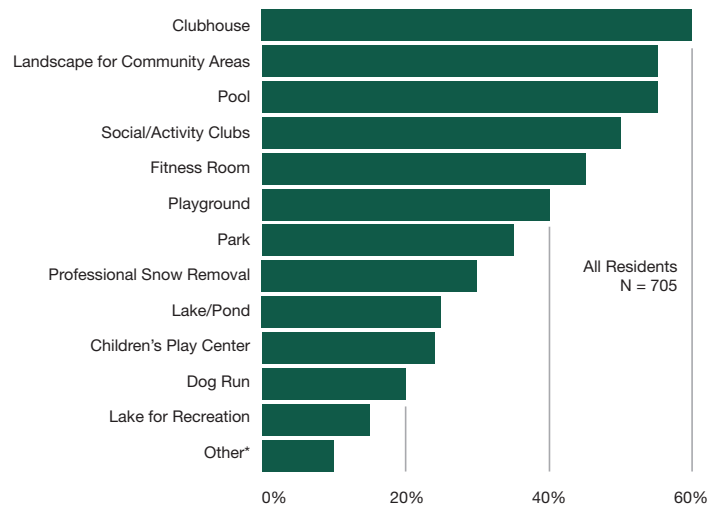
Key Insights on Professionally Owned Manufactured Home Communities

1

Improved quality of living

Over 15 leading services and amenities delivered by professionally managed communities were recognized by residents as **improving quality of living**. These include professionally landscaped communities, professional snow removal, clubhouse, pool, social & activity clubs, fitness room, playground, lakes, and dog park.

SERVICES & AMENITIES OFFERED BY COMMUNITY



2

High satisfaction rates among residents

The research revealed that **69% of residents value professionally managed communities and the numerous amenities offered**. Among vibrant, high-performing communities there is a 70% overall satisfaction for the amenities and value they are receiving.



3

Homeownership is a key benefit

Residents who own their home identify with community feeling and home appreciation, not actual land ownership, as a key benefit.

Homes are available for both rent and purchase in manufactured home communities; however, the research shows that most residents prefer to purchase their home outright (62%), suggesting a preference to belonging long-term to a professionally managed community.

The majority of **communities offer quality, value, experience and housing benefits** that result in **satisfied residents** who choose to remain in their communities long-term.



4

Vibrant community experience

The research shows that professionally managed communities **attract a wide range of ages**, with baby-boomers (66%) and millennials (11%) representing the vast majority of community residents.



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.