



Manufactured Housing Institute

**MHI Workforce Campaign
Marketing Language and Copy**

Theme/Slogan:

Come home to a career In manufactured housing.

Main Message:

The manufactured housing industry provides Americans with homes that are well-built, beautiful and affordable. We're all about HOMES ... of course ... but in more ways than one. We're home to a wide variety of rewarding careers, including production, transportation, installation, home sales and community management.

Career Overviews (see full job descriptions below):

Production—Members of a manufactured home production team don't just assemble wood, metal and glass into a house; they build innovative and attainable homes for families across the country.

Transportation—Transporters deliver manufactured houses from the factory to the home site—precious cargo that will become someone's home for many years to come.

Installation—Installers anchor the home on the homesite and complete the final setup ... putting the finishing touches on the home before the new owner moves in.

Home Sales—Sales Consultants match buyers with their dream homes, or help design a custom home, locate a homesite, select floorplans and find options to meet a buyer's needs and budget.

Management—Community Managers are the “go to” people, in charge of creating vibrant neighborhoods residents are proud to call home.

Benefits of Working in Industry (long version):

There are many reasons to consider working in the manufactured housing industry.

- We build quality homes that are in high-demand. Over 100,000 new manufactured homes were built last year and the housing market is projected to remain strong for years to come.
- We make homeownership possible. Manufactured homes are a vital option for affordable housing ... with a cost per square foot that is HALF the cost of a home built on-site.
- We affect the lives of millions of Americans. In fact, over 22 million people currently live in manufactured homes.
- We create neighborhoods. Nationwide, you'll find over 43,000 land-lease communities created just for manufactured homes ... located in the country, the city and the suburbs.
- Most fields do not require previous experience or even a college degree. Training and licensing opportunities are available to hard workers who are interested in coming home to a rewarding career in manufactured housing.

Benefits of Working in Industry (shorter version):

There are many reasons to consider working in the manufactured housing industry.

- Homes are in high-demand. Over 100,000 new manufactured homes were built in 2021.
- Manufactured homes are half the cost (per square foot) of a home built on-site.
- Over 22 million people currently live in manufactured homes.
- In the US, there are over 43,000 land-lease manufactured home communities
- Training and licensing opportunities are available

Call to Action:

Join our growing industry and you'll find rewarding jobs that help people achieve their dreams! For more information about job training and opportunities, visit www.ManufacturedHousingCareers.org.

Job Descriptions (detailed):

Manufactured Home Installer

As the last person to work on the home before the new owner moves in, the installer is putting the finishing touches on helping the buyer achieve the American dream of homeownership.

Licensed Manufactured Home Installers set, level, install and anchor manufactured homes. Manufactured homes are built off-site in a factory and transported in 12-, 14- or 16-foot-wide sections to the home site. The installer is responsible for setting up the home (single or multiple sections) either on a private lot or in a land-lease community.

This is a profitable position for people who like work outdoors and solve problems with tools, their hands and mind as part of the final construction phase of a home that will be enjoyed for many years to come.

Manufactured Home Community Manager

As the "go to" person, the community manager creates a neighborhood where residents are proud to call home.

Manufactured Home Community Managers are responsible for managing the day-to-day operations for land-lease manufactured home communities. Community managers oversee property operations, appearance of the community and its amenities, selling homes and leasing home sites, organizing social activities, and making sure residents of the community are safe, comfortable and happy. Duties may include regular operational tasks such as collecting rent payments, managing supplies and marketing materials, developing staff, and protecting all company assets.

If you're a person who likes working with others and helping them discover their perfect place to live and raise a family, this fulfilling position provides long-term career possibility.

Manufactured Home Production Team Members

Production workers don't just assemble wood, metal and glass into a house; they create innovative and attainable homes for families across America.

Manufactured Home Production Team Members specialize in building transportable houses in a factory setting. These craftspeople work on a production line and construction is completed under factory supervision, with each step monitored according to federal and state guidelines.

From the construction of the chassis that serves as the home's supporting foundation, to adding the floor, walls, roof, plumbing and electrical systems, manufactured home assemblers use hand, air, and electrical tools, read blueprints, and follow precision standards to build homes for everyday Americans.

If you enjoy construction but don't like working in inclement weather or driving to a different job site every day a manufactured home production team member is the position for you. It's a rewarding career of building homes for generations to come.

Manufactured Home Sales Consultant

Manufactured Home Consultants help people achieve their goal of homeownership.

Manufactured Home Sales Consultants assist customers identify a floor plan, select options, and coordinate the construction process of their home. Sales experience is helpful but not always required. Manufactured home sales consultants may work for a manufactured housing community or a retail sales center. Compensation often includes base salary plus commission and can reach into the six-figures

If you are a people person and enjoy helping others in their quest for the American Dream of homeownership, a manufactured home consultant is the career for you.

Manufactured Home Transporter

Manufactured Home Transporters deliver manufactured houses to the home site—precious cargo that will become someone's home for many years to come.

Manufactured homes are transported with heavy duty semi-trucks from the factory to the retailer or customer's home site. Due to the over-sized dimensions of the houses, they require one or two escort vehicles depending on the state. In addition to a driver's license, qualifications may include a CDL A, clean driving record, DOT physical examination and passing drug screening.

If you are reliable, enjoy trucking but like being home at night and want to deliver the American Dream of a new home, a career as manufactured home transporter may be perfect for you.