

(Print Preview) Manufactured Housing Done Right!™

Thank you for filling out this survey. We need your input! Please complete this survey to help us gauge interest in Manufactured Housing Done Right!™ and the questions you may have about it.

- 1** Which of the following categories best describes your nonprofit business lines? Please check as many items as you wish.

- Single-family Development
- Multi-family Development
- Financing or Lending
- Manufactured or Modular Provider
- Land Development
- Home Buyer Education & Counseling
- Certified Technical Assistance Provider to residents of manufactured housing communities
- Rehabilitation Agency
- Other

- 2** In which state(s) is your nonprofit located?

- 3** Please list the top five counties, with state names, where you sell single-family homes. (Top 5 based on current sales of new homes) For example "Rowan - Kentucky".

- 4** If you sell throughout one or more states, please list the state names below.

- 5** Which of the following best describes the kind of single-

family homes you currently offer?

- Site Built
- Manufactured
- Modular
- None
- Not Sure
- Other, please specify

6 Which of the following best describes the location where you set homes? Please check as many items as you wish.

- Investor owned parks
- Non-profit or Government owned parks
- Resident owned parks
- Urban Lots
- Suburban Lots
- Rural Lots
- Other, please specify

7 Overall, how many single-family homes do you sell in a year?

- None
- 1 - 10
- 10 - 30
- 30-50
- 50-80
- 80-100
- 100-150
- 150 or more
- Not Sure

8 Who is your main competition in selling a new home?

- Home Builders

- Other Non-Profits
- Manufactured Housing Retailers
- Not Sure
- Other, please specify

9 Roughly, how many other Manufactured Home dealers offer Manufactured Housing in your region?

- 0 - 5
- 5 - 10
- 10 - 15
- 20 - 50
- 50 or more
- Not Sure

10 Roughly, how many other Home Builders offer Manufactured Housing in your region?

- 0 - 5
- 5 - 10
- 10 - 15
- 20 - 50
- 50 or more
- Not Sure

11 Overall, how would you rate your customer's expectations on the following when shopping for a home?

1 2 3 4 5
 Extremely Important Important Neither Important nor Unimportant Unimportant Not at all Important

Affordable Price

1 2 3 4 5

Speed of Delivery

1 2 3 4 5

Energy Efficiency

1 2 3 4 5

Design Options

1 2 3 4 5

Financing Options

1
 2
 3
 4
 5

12 Top reasons why customers did not buy a home from you last year. Please rank the items. (top reason = 1)

	1	2	3	4	5
Price or monthly loan payment not affordable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loan options not available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Needed a home much faster than we can deliver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer was not happy with design, house plans, or lot locations available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other reasons (Please explain below.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13 If you marked "Other reasons" in the previous question (Top reasons why customers did not buy a home from you last year.), please specify.

14 On average, how long does it take you to provide a customer with a home? (Duration between the day of first contact to the day the customer is in his new home)

- Less than 30 days
- 30 to 90 days
- 90 to 180 days
- 180 days to 1 year
- 1 year or more
- Not Sure

15 Overall, how interested are you in selling Manufactured Homes if support and guidance were available from Frontier Housing through the Manufactured Housing Done Right!™ initiative? Please check one.

- Extremely Interested
- Somewhat Interested
- Neither Interested nor Uninterested

- Not Interested
- Not at all Interested

16 Which of the following best describes your need for Manufactured Housing Done Right!™?

- We really need this product to attract new customers
- We need to improve our speed of delivery over what we have now
- We need to decrease administrative costs. (due to less oversight, smaller need for contractors, inspectors, etc.)
- We need this to meet housing needs for low income people in our area
- We need an ENERGY STAR qualified product for our customers
- I need more time to study this product
- You've got to be kidding. Why would I need this product?

17 Do you plan to do new or replacement development?

- New
- Replacement
- Both

18 What is it that you like about Manufactured Housing Done Right!™? Please enter as many items as you wish.

19 What do you like least about Manufactured Housing Done Right!™?

20 What additional services could we provide that would assist you in selling Manufactured Homes?

21 If interested in Manufactured Housing Done Right!™, what type of manufactured home do you think you could sell? Please allot a percentage. Note: Single Section homes have a lower base unit price ranging from 40-80 thousand dollars while Double Sections have a base unit price in the range of 60-200 thousand dollars.

Single Section	<input type="text"/>
Double Section	<input type="text"/>
Not Sure	<input type="text"/>

22 Overall, how confident are you that your nonprofit will sell Manufactured Homes in the coming year?

- Extremely confident
- Confident
- Not sure
- Doubtful
- Very doubtful

23 What is the average sales price on your average size home?

- 50,000 - 60,000
- 60,000 - 80,000
- 80,000 - 120,000
- 120,000 - 150,000
- 150,000 - 200,000
- 200,000 - 250,000
- 250,000 - 350,000
- 350,000 - 450,000
- 450,000 or more
- Not Sure

24 What percentage of this average sales price is the markup?

- Less than 5%
- 5 - 10%
- 10 - 15%
- 15 - 20%

- 20 - 25%
- 25 - 30%
- 30 - 50%
- 50% or more
- Not Sure

25 Did you include land and land development costs in the above price?

- Yes
- No
- Not Sure

26 What percentage of the average sales price is land and land development costs?

- Less than 5%
- 5 - 10%
- 10 - 15%
- 15 - 20%
- 20 - 25%
- 25% or more
- Not Sure

27 Do you have an interest in Manufactured Housing Policies?

28 What Manufactured Housing Policy change(s) would you like to see happen?

29 Have you taken our webinar, Manufactured Housing Done Right!™?

30 If taken, was the webinar helpful?

Additional Comment

