

## **PRESS RELEASE**

For Immediate Release  
CONTACT: Georgia Lacy,  
Geo & Associates – (520) 323-3221

### **Manufactured Housing Industry Remains Strong Despite Economy**

**PHOENIX, AZ** (April 25, 2010) – In these economic times, with so many businesses fighting to remain solvent, the Arizona Housing Association (AHA) is pleased to report that its membership has increased 10% with 16 new members.

“In our 60-plus year history, now couldn’t be a more important time for the manufactured housing industry to join together in support of our chosen profession,” said Ken Anderson, AHA President. He continued, “We as an industry need each other now more than ever, and as our membership in the Arizona Housing Association increases, we can offer more benefits that can be more easily achieved by working together.”

One of the areas for emphasis will be a members-only decal for display in their place of business as a brand to indicate to both their peers and the public that the AHA has developed strict guidelines for excellence, and those members adhere to them and are proud to represent the industry in this manner. The public will be encouraged to look for this emblem when choosing a Manufactured Housing Industry professional to do business with.

Some of the benefits of membership in the Arizona Housing:

- **Consumer Information & Referral:** Members are listed on the Association website – [www.azhousing.org](http://www.azhousing.org) – which provides a wealth of information for the consumer. When customers are looking for whom to go to in their area, AHA members will be on that list.
- **Industry Identification:** Arizona Housing Association members maintain the highest level of professionalism and business ethics, and are now recognized for their adherence to good business practices by proudly displaying the newly designed AHA Member decal at their businesses.
- **Networking & Education:** AHA members can attend Chapter Meetings and Annual Conventions and help determine the future of the manufactured housing industry through the cooperation of member companies.
- **Government Affairs:** AHA Government Relations & Zoning Committee programs support state and national efforts to promote positive legislation and protect the industry from harmful regulations that affect the industry. One such program is ACT Now! Local Government Relations Program, which provides AHA members with effective representation at the local levels of government, including cities, towns and counties.
- **Up to Date Industry Information:** The monthly Arizona Housing Newsletter keeps members informed of what’s happening inside the industry, and provides important AHA Member Alerts & MHI Housing Alerts for more urgent news.

- **Public Relations & Industry Image:** The Arizona Image Committee is dedicated to promoting the manufactured housing industry with positive publicity programs and advertising campaigns designed to increase the sales of new homes and improve consumer awareness of the great quality and value of Today's Manufactured Homes.
- **Members Only Website:** AHA's Members Only website lists valuable information that is important to industry members, including downloadable Forms & Publications, Industry Statistics, Member & Leadership Listings, and more.
- **Industry Cooperation:** Arizona Housing Association members are listed in the annual membership directory of "Who's Who" in the manufactured housing industry in Arizona. Companies tend to do more business with those whom they know and trust, and who share a common purpose: the protection, promotion, and improvement of the manufactured housing industry.
- **Industry Information and Referral:** AHA maintains a staff that is available to assist members with any questions and provide referrals when necessary.
- **Political Action:** AHA's Political Action Committee (AHA-PAC) supports officials who understand the manufactured housing industry, and is funded by voluntary contributions from members. AHA strongly supports Political Action to increase placement opportunities for Today's Manufactured Homes.
- **Member Pricing:** Members can attend the Annual Convention and participate in the Annual Home Show at a significant savings over the non-member price, plus receive member pricing on publications from the Manufactured Housing Institute.
- **Manufactured Housing Institute (MHI):** AHA delegates attend the national MHI meetings to obtain accurate and current updates on national issues that affect the manufactured housing industry, such as HUD and Floor Plan Lending issues. AHA members can take also advantage of the many membership benefits of MHI, including educational classes for Retailers and Installers.

Recently, because of economic conditions throughout the State, the Arizona Housing Association leadership negotiated with the State of Arizona's Department of Fire, Building and Life Safety (DFB&LS) officials to soften the impact of the new HUD rules for installers and retailers. This type of negotiation would not have been as effective without the strong numbers of AHA membership. The outcome could lead to a very positive economic impact that would be beneficial to both member and non-member companies throughout the State of Arizona.

For more information, please visit [www.azhousing.org](http://www.azhousing.org).

#### About the Arizona Housing Association

The Arizona Housing Association is dedicated to increasing home ownership opportunities in Arizona by focusing on image improvement, zoning equality and customer satisfaction. Its membership includes Manufacturers, Retailers, Developers, Lenders, Contractors/Installers, Suppliers, and Brokers of Pre-Owned Homes. AHA has a legislative and regulatory program designed to protect and promote the interests of the manufactured housing industry. It also conducts educational programs designed to address members' needs and industry issues.

NOTE: The Executive Director of AHA is Ken Anderson and is available for questions, clarifications, interviews and as a resource for information. His phone number is 480-456-6530.

# # #