

## SHOW SEMINARS

### MH Pros – Make More Money in 2012!

Learn more to Earn more! Attend this incredible line up of topics that manufactured home retailers, community owner/operators, builder/developers and others can attend FREE during the 2012 MH Show at the Kentucky Exhibition Center (KEC) in Louisville.

- 1. Get the Best Third Party Manufactured Home Loans & Financing Available!** Learn what's available TODAY to sell more manufactured homes at your retail center, community or development! All of the top manufactured home retail lenders will present their best programs in this fast paced workshop. In alphabetical order, 21st Mortgage, CU Factory Built Lending, Triad Financial and US Bank will present their best chattel and other finance programs as part of panel discussion on industry. FHA Title II and other speciality lenders also plan to attend. Get the financing you need to sell more! (Jan. 11th – 10:00 am)
- 2. No Down Financing on Fee Simple Sales!** Yes, you can really legally get low interest, no down payment, low closing cost federal loans legally on manufactured homes sold in fee simple sales! This may sound like a dream come true to those who don't know or use it, but this is a real loan program that a federal official will present exclusively to 2012 Louisville Manufactured Home Show attendees! (Jan. 11th – 1:30 pm)
- 3. Get the Best of the BEST MH Retailers business strategies!** Learn what works for real MH Community Operators and MH Retailers in Sales and Profit Centers Today. Get the "Best of the Best!" ideas from the recent 3 day National MH PEAK Retailer Summit held in Chicago. Learn the profit building secrets from real world top selling U.S. Manufactured Housing Retailers who attended. Chad Carr from Rainmaker Software will do a fast-paced recap among the best, most profitable strategies. (Jan. 11th – 2:30 pm)
- 4. Yes You Can! Get 5% rates on 30 year loans for your MHC retail customers with 5% down!** This is a speciality program that is NON-Recourse and will be available for in community sales. Are their qualifications and conditions? Of course! But for those MH Community operators who are ready to do what it takes, this special program can jump start you in MH land lease community sales in 2012. You could be the FIRST in YOUR Market(s) to fill vacant home sites with this program! L. A. 'Tony' Kovach and the FGM corporate finance team will be unveiling and presenting this power-packed program. (Jan 11th - 3:45 PM)
- 5. Home Inventory Financing made easier!** Have you struggled to get good floor plan financing? Then check this out! SBA backed loans for floor plan or inventory financing on Manufactured Homes, Modular Homes, and Park Models. An SBA official will talk about other kinds of government guaranteed business loans, such as revolving lines of credit. (Jan. 12th – 10:00 am)
- 6. The Best Community Financing and Refi Options Available Today!** Big name lenders and community speciality mortgage brokers are planning to share their best programs available to finance or refinance your manufactured home community! (Jan. 12th – 1:30 pm)
- 7. How to Attract More Manufactured Home Customers with Cash or Good Credit.** This seminar was a big hit in Indiana last fall, where dozens of community operators and manufactured home retailers came to learn proven strategies to sell more homes and fill vacant sites that work TODAY. Presented by popular speaker and MH marketing and sales boosting veteran L. A. 'Tony' Kovach, from www.MHMarketingSalesManagement.com (MHMSM.com and MHProNews.com). (Jan. 12th – 2:45 pm)
- 8. How to Increase the Value of your MHCommunity and Prepare it for Sale or Refinance** - Hundreds of MH community owners plan to sell or refinance in the near future. Learn from industry veterans Mac McClanahan and Mark Wisely how to get the most value from YOUR community from their proven strategies! (Jan. 12th – 3:45 pm)

Cavco's/Fleetwood CEO and MHI Chairman Joe Stegmayer will be at the Louisville Show in 2012! He will address all attendees and discuss MHI and our industry's efforts to work with FHA on financing and with HUD on regulatory matters. He looks forward to sharing news about the growing membership in MHI and their search for a new president. This presentation will be at 11:00 am on Jan. 12<sup>th</sup> in room #108.

## SHOW HOURS

Wednesday, January 11th	9:00 am until 5:30 pm
Thursday, January 12th	9:00 am until 5:30 pm
Friday, January 13th	9:00 am until noon



# The Louisville Show 2012

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