



## 2009 National Communities Council Forum

### How to Thrive in Today's Market

This interactive and informative program offers multiple sessions tailored to meet the needs of community owners, managers and others active in land-lease community related businesses. Regardless of the size or nature of your community, there is something for everyone in this jam-packed, one-day forum. Learn first hand from other community owners about business methods that work and from professional service providers specializing in the land-lease community business.

7:00 a.m. - 8:00 a.m.                      Registration

8:00 a.m. - 9:15 a.m.                      Welcome & Opening General Session

***Current Economic Conditions, Rental Demographics and Market Trends***

Learn about renter demographics, credit quality of renter traffic in various markets, and rent trends in markets with large concentrations of manufactured home communities

9:15 a.m. - 9:30 a.m.                      Break

9:30 a.m. - 10:30 a.m.                      Concurrent Sessions

***A. Infrastructure Due Diligence – Before and After the Sale of a MH Community***

Understand the scope and procedures for proper infrastructure due diligence reviews before acquisition of a property, and on-going due diligence after the purchase to ensure that your systems continue to function properly.

***B. Selling New and Resale Homes in Your Community***

Manage your vacancies through the sales of new and used homes and create effective pricing, marketing, finance and service programs to help you succeed.

10:30 a.m. - 10:45 a.m.                      Break

10:45 a.m. - 11:45 a.m.                      Concurrent Sessions

***A. Forensic Accounting Due Diligence – Before and After the Sale of a MH Community***

Understand the numbers and what they reflect about the financial health of your property before and after the sale and learn financial management skills that will help you maintain profitability.

***B. How to Find, Recruit, Hire, Train and Retain Good Community Managers***

Finding the best managers and then keeping them in place is a challenge for any business. Learn from industry experts how to build company loyalty and provide rewards that will make your good managers stay.

12:00 p.m. - 1:00 p.m.                      Lunch/Roundtable Discussions

**1:15 p.m. - 2:30 p.m.                    General Session**

***Financing Outlook – Lender Panel***

A panel of lenders will provide insight into the current financial markets and how they affect availability and rates for personal property lending in land-lease communities.

**2:30 p.m. - 2:45 p.m.                    Break**

**2:45 p.m. - 3:45 p.m.                    Concurrent Sessions**

***A. Managing Your In-House Portfolio of Manufactured Home Loans***

In-house loans can provide quick, flexible and convenient financing for many situations. Understand how to fund and manage your portfolio of loans.

***B. Serving the Latino Market - Marketing, Selling and Managing Your Community***

The Latino market continues to constitute a large and fast growing demographic in the U.S. and many are young second generation native-born U.S. citizens ready for the first home of their own. Understand the needs of this market and how to reach them effectively.

**3:45 p.m. - 4:00 p.m.                    Break**

**4:00 p.m. - 5:15 p.m.                    Concluding General Session**

***Manufacturer Panel – What is Available for Communities Today?***

A panel of manufacturer representatives will discuss what they are doing to ensure that they provide homes that will meet the needs of today's land-lease communities.

**6:00 p.m. – 8:00 p.m.                    Reception in Exhibit Hall**