



FROM SURVIVE TO THRIVE MHI Developer Symposium 2009



*Those builder/developer/investors who prepare now
stand to gain the most in the next expansion.
Will you be one of them?*

IT'S UGLY OUT THERE

Let's face it; we are in the middle of a huge shake up that has many people running scared. Major players in our economy – many of whom were considered recession-proof – have fallen like dominos. This has created a level of fear that most of us have never experienced, and we hope that we never have to experience again.

SURVIVE THIS CYCLE

The impact on real estate has been devastating. Just two to three years ago, the real estate market was chugging along fine. Now it is more like a train wreck. Some developers are finding that their existing projects are particularly hard-hit. Some projects may need to be recapitalized. Loans may need to be renegotiated. The first priority is to do whatever it takes to survive this difficult cycle. Come learn the latest methods to recapitalize projects and to renegotiate debt.

PREPARE FOR RECOVERY

The next step is to prepare for recovery. Most likely, you have been through a real estate cycle before. You *know* that eventually the bad times will end and the good times will begin again. Question is: will you be ready? Now is the time to determine the strategies that will maximize gains during the next upturn. Fortunately, builder/developer/investors using manufactured housing have many types of projects that can work. Come learn what's hot and what's not in this new era.

RIDE THE EXPANSION FOR ALL IT'S WORTH

This is the part we have all been waiting for. Sales are up, and cash is flowing. Real estate is fun again! This time, though, the consumer financing will not take care of itself. So we will learn how builder/developer/investors can expedite the necessary consumer financing. Also, we will explore new approaches to the sales and marketing process.

NETWORKING WITH PEERS, MANUFACTURERS, AND EXPERTS

We have assembled a great faculty for you, and many of the manufacturers will be represented. You will have time to network with these industry resource people and your peers.

8:00 a.m. – 8:10 a.m. *Welcome and Introductions*

8:15 a.m. – 9:15 a.m. *Coping With Crisis: How to Survive When the Bottom Falls Out From Your Project*

Some projects undertaken during the housing boom are no longer working in this economic environment. Sometimes an infusion of capital is needed, whether to reposition the project or to avoid bankruptcy. Sometimes bankruptcy is the best option. Explore the many options for recapitalizing and/or reorganizing a project and the best approaches for lender negotiations.

9:15 a.m. – 10:15 a.m. *Stuck In the Mud No Longer: How to Reposition Your Existing Project for Today's Reality*

Explore how you can reposition your existing project to fit today's housing market. Pricing, product design, amenities, and market demographics will be considered.

10:30 a.m. – 11:45 a.m. *Getting Ready for Recovery: What Will Be Hot Once the Worst Is Behind Us?*

When the housing recovery begins, you want to be positioned to make the best of renewed home sales. What types of housing projects will be successful in the rebound and why will they work? Which projects should you avoid the next time around? Let's make some money!

12:00 Noon *Meet the Manufacturers*

1:15 p.m. – 2:15 p.m. *Show Me the Money: How to Arrange Loans for Your Customers*

Financing is the fuel for the housing engine. A critical part of the housing recovery will be successful financing for your projects and especially for your customers. Explore both traditional and unique financing options and learn which are best for your type of project or development.

2:15 p.m. – 3:30 p.m. *Upgrading Your Sales and Marketing for Maximum Results*

Let's be honest – the type of market that works during a rising market doesn't work in a recession. Now is the time to upgrade your sales and marketing skills. We trust you know the basics, so we will present advanced topics such as effective lead generation, creating compelling offers, and first-class on-site practices.

3:45 p.m. – 4:00 p.m. *Never Again: How to Prepare Yourself for Next Time*

Land-lease communities, when done properly, can generate one of the most stable cash flows of any investments in the real estate business. This session will show how a builder/developer/investor created a solid cash flow that has maintained its strength in the

midst of this current recession. This recession-proof owner will reveal how you can join in the fun.

4:00 p.m. – 5:30 p.m. *Meet the Experts*

Bring your site plan, sales and marketing plan, financial plans, or just questions on your specific project to this session with a one-on-one with the experts. Take advantage of this opportunity to get some free advice to make your project a successful one!

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