

# Conference Workshops

This year we have developed specific education tracks and have secured an outstanding faculty in the areas of sales and marketing, community management, and community development. You can select a specific track and stay with it for the entire event, or choose workshops from different tracks to customize your education experience.

## **Sales & Marketing: Re-Energize and Refine Your Selling Skills**

Wednesday, April 14

2:00 p.m. – 3:15 p.m.

### **Generating Targeted Traffic to Your Sales Center**

Where are all the buyers? They're out there; you just need to know where to look and what to say to entice them out of their hiding places and into your sales center. This fast-paced discussion will present dozens of ways to find and attract qualified buyers – both online and offline – that you can use as a basis for your marketing strategy. Speaker – Scott Stroud, Selling More Homes Media Network and BuilderRadio.com

3:30 p.m. – 4:45 p.m.

### **Discovery – Screening, Qualifying, and Question Selling**

There is an almost universal hesitancy on the part of salespeople to ask personal discovery questions. They are in uncharted territory and it is very uncomfortable. This presentation will provide a systemized way to take the time to listen to what prospects say and to observe non-verbal signals; to relax and let our prospects tell us what excites them, and then, to only present the things that are of interest to the prospect. Speaker – Ross Robbins, MIRM, The Homebuilder Coach

Thursday, April 15

9:45 a.m. – 11:00 a.m.

### **Staying in Touch & Selling the Next Step**

This session will focus on follow-up skills that bring customers back. Each lead costs you money! You spend a lot of money to get leads and referrals. Following-up on those customers and properly screening and qualifying them, is key. In many cases, you don't need to get more leads, you need to work more effectively with the leads you have. Learn how to sell the next-step and how that leads to the sale. Speaker – Jerry Rouleau, BuilderRadio.com

11:15 a.m. – 12:30 p.m.

### **Secrets of Super Salesmen to Overcome Objections and Close More Sales**

The art of closing each transaction becomes easier once all your buyer's concerns have been mitigated and the buyer has become comfortable with the decision to purchase. Learn the subtleties of handling concerns through a series of positive and results-proven 'tried and true' methods that will enhance your sales presentations, help you to get to "yes," close the sale, and earn more commissions and profits! Speaker – Robert August, MIRM, CMP, CSP, MCSP, CAASH, S. Robert August & Company Inc.

## **Community Management – Thinking Beyond the Traditional**

*Sponsor: ASSURANT Specialty Property*

Wednesday, April 14

2:00 p.m. – 3:15 p.m.

### **Revitalizing Aging Communities**

Sometimes the best option for revitalizing an aging community to keep it competitive in the marketplace is to address the issue one home and one lot at a time. This workshop will cover the legal considerations and explore the resident relations issues related to the acquisition of older homes, subdividing and/or changing lot lines and the subsequent changes in the rent structure of the community. Speaker – Rob Coldren, Esq., Hart, King & Coldren

3:30 p.m. – 4:45 p.m.

### **Operating During Economic Hardship**

During these challenging economic times, even your best residents may fall behind on rent payments because of job loss or reduced income. This situation presents both a management and financial challenge for communities. Best practices in managing residents during economic hardships, as well as valuable tips for budgeting and managing your community on reduced income due to late rents and vacancies, will be presented in this workshop. Speaker – Candace Holcombe, MCM, CCRM, CAM, CPM Candidate, Newport Pacific Capital

Thursday, April 15

9:45 a.m. – 11:00 a.m.

### **Are You Ready to Market, Sell and Finance New and Resale Homes in Your Community?**

The land-lease community business model has changed dramatically during the past decade and many are marketing, selling and financing new and resale homes within the community. This session will focus on determining the appropriate pricing for new and resale homes for a particular market and ensuring that the home site rent is in sync with other forms of rental housing in the area. In addition, you will hear about some basics of community management that will impact the success of your in-house program, such as appropriate training on sales and leasing, curb appeal, rules and regulation enforcement and resident relations programs. Speaker – George Allen, MHM, CPM, GFA Management, Inc.

11:15 a.m. – 12:30 p.m.

### **Boost Home Sales with Social Networking**

Did you know that *Facebook* is the 4th most visited website in the world, or that 75% of U.S. adults are active on social networking sites? Our site-built competitors have already discovered the power of social networking websites and tools to find more prospects and close more sales at substantially reduced costs. Now you can too! Find out how easy and inexpensive it is to develop a social networking strategy to increase occupancy rates and home sales for your community. Speaker – Dan Rinzema, MHVillage/Datacomp

## **MH Development 2010: Seeing Signs of Life**

Wednesday, April 14

2:00 p.m. – 3:15 p.m.

### **Back from the Dead – Projects That Will Work in Today’s Market (and Some Glimpses into the Future) *Sponsor: The Park Girl***

Explore the range of possibilities for community developments by looking at some real life projects that demonstrate what can be successful in the current financial and real estate climate. We will highlight several projects including all age communities, 55 and older, and fee simple developments. Also, a variety of community upgrade options will be discussed. In addition, information about the green development movement and its potential to positively impact your project will be presented. Speaker – Donald Westphal, Donald C. Westphal Associates, L.L.C.

3:30 p.m. – 4:45 p.m.

### **Finding the Money – Try Putting Your Hand in the Government’s Pocket *Sponsor: The Park Girl***

Tired of the government’s hand in your pocket? Want some of your tax money back? We thought so. Come learn how you can obtain state and federal sources of money for development funding and resident payment assistance. Speaker – Roderick Knoll, Manufactured Housing Resources Group

Thursday, April 15

9:45 a.m. – 11:00 a.m.

### **High Return – Low Risk: Making Money on the Front End**

In the development process, the value of land increases as the questions about the project decrease. Getting off on the right foot with your development is a major component of your long-term success. In this session, we will answer questions about making the right site selection for your project, conducting market and feasibility studies, and the importance of being able to help others visualize your ideas for the project. Putting this information to work to obtaining zoning approval will increase the value of your land while the housing market improves. Speakers – Roderick Knoll, Manufactured Housing Resources Group; Donald Westphal, Donald C. Westphal Associates, L.L.C.

11:15 a.m. – 12:30 p.m.

### **Avoiding Pitfalls: How to Prevent Expensive Mistakes in Your Projects**

All real estate projects have the potential for expensive mistakes. Manufactured and modular home projects, because they are different from the mainstream, have *extra* pitfalls. Come learn solutions to the top money-losing problems that occur in the second half of the project: financing, construction, and sales. We want you to keep your hard-earned cash! Speakers – Roderick Knoll, Manufactured Housing Resources Group; Donald Westphal, Donald C. Westphal Associates, L.L.C.

## Technical Workshop

*Sponsor: ASSURANT Specialty Property*

**Thursday, April 15**

9:45 a.m. – 11:45 a.m.

### **Protecting Manufactured Homes from Floods and Other Hazards**

The revised FEMA 85, *Protecting Manufactured Homes from Floods and Other Hazards*, contains prescriptive designs for several styles of foundations that can resist 3-second gust wind speeds up to 150 miles per hour and flood velocities up to 5 feet per second. In this session, designs for foundations using ground anchors and masonry piers to support and anchor manufactured homes will be provided, as well as more substantial foundations like reinforced masonry, reinforced concrete, and wood framed foundations. The foundation designs will be suitable for many areas prone to riverine flooding. This session will provide designers, manufactured home contractors and installers with an overview of the updated FEMA 85, with an emphasis on discussing methods of evaluating flood risk and selection of prescriptive foundation designs to protect manufactured homes from flooding and other natural hazards. Speaker – Joseph P. Klein, III, P.E., Dewberry