

Louisville Manufactured Housing Show

THE ROAD TO SUCCESS

WHEN YOU ADD UP ALL THE REASONS... *It Just Makes Good Sense To Attend* **The Louisville Manufactured Housing Show**

Reason #1: The #1 industry event of the year in attendance... 2 years running! There are reasons professionals like you come to this event, year after year. It is the place to learn more, to earn more, and the best way to start off the new year...

Reason #2: Free Business Building Educational Programs. The Louisville Show Seminars were standing room only, in 2014...

Reason #3: You can rapidly compare products and services all under one roof. This saves you time and time is money...

Reason #4: As a Bonus... going to the Louisville Show is positive, energizing, and enjoyable...

Reason #5: The history of The Louisville Show speaks for itself...

Message From The Chairman

The Louisville Manufactured Housing Show continues to not only hold its own ... but thrives! It is the show that launches a yearlong sales cycle during which continuing business accounts for tens of millions of dollars. Many of the 1561 retailers, builder/developers, installers and community owners who attend will place orders on-site, but many others will simply line up future purchases. It will give them an opportunity to meet manufacturers and suppliers, and determine which of them they'll want to conduct business with. They will be comparing new homes of every description and deciding what will please their customers. The choices will be better than ever before ... from single sections to modulars, there will be something to fit every demographic of potential homebuyers. This dazzling collection of new homes, and the hundreds of service and supplier displays, will be exhibited in 400,000 plus square feet of exhibit space, making The Louisville Manufactured Housing Show the largest indoor manufactured housing show in the country. Attendees will never have a better opportunity to see everything that has come to market in the past year, and to compare quality, price, service, delivery schedules, and follow-through. If they choose, they can even count nuts and bolts ... which is the beauty of a trade show. It is a three dimensional experience that cannot be replaced by sales calls, brochures, ads, articles, or phone calls. Among thousands of people at the show, each contact is one-on-one, and nothing is more valuable in the marketplace. Show organizers assure you that the 2015 show will maintain its leadership position.

Ron Thomas
MMHF Chairman

COMMUNITY SERIES HOMES

Community Owners/Operators! Grow your profits by filling vacancies faster and more profitably. There are dozens of reasons to be at the Louisville Show in 2015. Business Building Seminars that help you finance, market and sell your homes are some of those reasons. Learn the latest community financing and refi-options straight from the lenders who make the loans, in an update from last year's commercial lending finance forum. Why keep chasing 'used inventory' that costs you a bundle to move and update, and it is still just a used home? Why not experience the latest in community series homes from companies such as Adventure Homes; Champion Homes/Dresden; Champion Home Builders – Topeka, IN; Clayton Indiana (Wakarusa); TRUmh; Colony Factory Crafted Homes; Dutch Homes; Fairmont Homes; Fleetwood Homes; Harmony Homes; Hart Housing; Manufactured Housing Enterprises; Maynardville; Redman Homes; and Skyline all under one climate controlled roof! Come to Louisville and you'll see why those who "Follow the Road to Success" attend Louisville.

SUPPLIERS to the manufactured housing industry are essential to making a finished product that has top-of-the-line components to make a great home. This includes exhibitors that showcase such building products as moldings, millwork, windows, doors, kitchen appliances, flooring, ceilings, window treatments, design options and furniture. Service companies participating will include those representing transportation, installation, financial services, management programs, insurance, computerized business functions, and will number in the hundreds. Builder/developers, retailers, community owners/operators and installers attending Louisville will be able to take a look, firsthand, at all of the new products being introduced. Today's buyers have done their research and most know what they want and like, long before they step foot onto our sales centers. Recommending the right appliances, flooring, etc. based on this year's 'hot' trends will be critical when closing the deal.

LOUISVILLE WEBSITE

With the website, we are providing professionals like you more of the sights and sounds of what makes the Louisville Manufactured Housing Show so great!

The site will provide far more information than we can provide any other way. Please click the link below and enjoy our website.

Website Address:

www.LouisvilleManufacturedHousingShow.com

SHOW HOURS

Wednesday, Jan. 21, 2015 – 9:00 a.m. until 5:30 p.m.

Thursday, Jan. 22, 2015 – 9:00 a.m. until 5:30 p.m.

Friday, Jan. 23, 2015 – 9:00 a.m. until noon

Note:

Registration opens each morning at 8:00 a.m.

SHOW REGISTRATION

QMS Services, Inc. will be able to offer web link registration for this year's show, helping make both pre-registration and on-site registration easier than ever before. You can pre-register by visiting their web link at:

<http://www.prereg.net/2015/lmfs>

More Sessions Added to Free Business Building & Educational Seminars!

Two new seminars have been added to the 2015 Louisville Show business building and educational line up! The current plan is for there to be 6 sessions total. Here is the line up...

Wednesday January 21st

1) Wednesday 8:30 AM to 9:45 AM. Brokers! Community Owners! Investors – Unite! Ron Thomas Sr. and a panel of experts will present a fast-paced introduction to the many opportunities in manufactured housing, with a focus on buying and selling MH Communities. Have a community you want to sell? Having trouble finding the right property to invest in? Be there – and learn how you can tap into opportunities that many large firms overlook.

2) Wednesday 10 AM - 11 AM. Super-Charged Marketing reveals how to sell more homes and fill more vacant sites! Learn to Dominate Your Local Market with Cutting Edge marketing that attracts more customers with cash or good credit! You'll discover how the "IGA for Manufactured Housing" plan transforms a HUD/MOD retail or MHCommunity operations. Presented by LATonyKovach.com who'll be joined by an industry veteran who is currently doing these things successfully. Tony was Standing Room Only in 2014, come see why.

3) Wednesday 11:10 AM - 12 noon. The Appraisal Rule and Manufactured Home Lending Panel! Learn the latest legal ways to successfully meet CFPB regulations! Dick Ernst of FinmarkUSA.com will moderate, with Sherrie Clevenger/NADA and Dan Rinzema/DataComp – PLUS a panel of top industry lenders! If you sell or lease homes anywhere in the United States, don't miss this discussion! It may be worth the entire trip to Louisville

Thursday January 22nd

4) Thursday 8:45 AM to 9:50 AM. Lessons Learned in Manufactured Home Communities! Last year's session was standing room only! Once more, award winning Ross Kinzler of the WHA will lead an all start panel of experienced manufactured housing community owner/operators and experts. The audience Question and Answers alone made this a must attend for operators, who came from coast to coast in 2014. Don't miss it.

5) Thursday 10 AM - 11 AM. Super-Charged Selling for Manufactured and Modular Homes! Whatever the financing or market climate, you can sell more factory built homes with these proven success systems! Workshop by LATonyKovach.com, joined by a MH Pro using these systems to sell more homes! See why Tony brings MH Pros back, year after year, with Standing Room Only education to advance your sales.

6) Thursday 11:10 AM to 12 noon. Buying, Selling or Refinancing a Manufactured Home Community? Then the MHCommunity Commercial Lending Panel is a must for you! Moderated by expert Dick Ernst of FinmarkUSA.com, who will be joined by a panel of commercial lenders who specialize in this field! MHC Lending continues to improve... come and get the latest facts, straight from those who do the deals! Bring your questions for the lively Q&A. These commercial lending facts apply nationwide - so fly, drive or hitch your wagon and travel the Road to Success to the Louisville Manufactured Housing Show in 2015.

William "Bill" Matchneer, JD, previously HUD MH Program Administrator and the author of the CFPB's Appraisal Rule will be speaking at the 8:30 AM and 11:10 Sessions on Wednesday January 21st.

For a map to the seminar room and additional information about the seminars, please go to this webpage:

<http://louisvillemanufacturedhousingshow.com/free-educational-business-building-seminars/>

HOTEL RESERVATIONS

If you haven't gotten around to making your hotel reservations yet, we urge you to do so right away. The sooner you make reservations, the greater the likelihood you'll get your choice of rooms. The Crowne Plaza Louisville Airport, across the street from the Kentucky Exposition Center, is our headquarters hotel. It is the only hotel where there is a discounted room block for show goers. When making reservations, please refer to the Midwest Manufactured Housing Show for our special rate. **Rooms will be tight this year...SO DON'T DELAY!**

PLEASE NOTE THE RESERVATION CUT-OFF DATE: JANUARY 13, 2015

Crowne Plaza
830 Phillips Lane - (888) 233-9527
\$108.00 single/double

<https://aws.passkey.com/event/11862572/owner/2812/home>

**2015 Louisville Show
KMHI/MHI Appreciation
Reception
Co-sponsored by KMHI and
Manufactured Housing Institute
Cordially invites you to**

Our Appreciation Reception

**Wednesday evening,
the twenty-first of January, 2015
at the Crowne Plaza Hotel
Cocktails and Hors D'ouvres
5:00-7:00 PM**

MANUFACTURER EXHIBITORS

Adventure Homes
CMH / Family of Brands
CMH Indiana (Middlebury)
CMH Indiana (Wakarusa)
CMH / Maynardville
* **Crowne Homes**
* **Colony Factory Crafted Homes**
Hart Housing

TRUmh
Champion Homes
* **Champion Homes / Atlantic**
Commodore Homes
* **Deer Valley Homebuilders, Inc.**
Dutch Homes
Fairmont Homes
Fleetwood Homes, Inc.

Fortune Homes
Harmony Homes
Manufactured Housing Enterprises, Inc.
Ritz-Craft Custom Homes
Redman Homes
Skyline Corporation

*** New Manufacturer Exhibitors for 2015**

SERVICE & SUPPLIER EXHIBITORS

21st Mortgage Corporation
ABT Water Management Inc.
Alliance Credit, LLC
American Insurance Alliance LLC
Atwood Mobile Products
* **Bennett Truck Transport**
Blevins, Inc.
Cascade Financial Services
* **Clarus Environmental**
Country Place Mortgage
C U Factory Built Lending
Cutting Systems Inc.
DMA Skirting
Donald C. Westphal Associates
Dura-Bilt Products, Inc.
Electric Eel Manufacturing
Everlock Systems
* **General Supply Inc.**
* **GMH Mortgage**
Heritage Distributing
* **HomeCarePlus**
Illinois Manufactured Housing
Association
Indiana Manufactured Housing
Association

Jamie's Interiors
Kentucky Code Officials
Kentucky Manufactured Housing Institute
* **Land Home Financial Services**
* **Layton Manufacturing Co.**
Louisiana - Pacific Building Products
Manufactured Housing Institute (NCC)
ManufacturedHomes.com
MHPronews.com
MHRE Group
MHVillage
MHCW
Michigan Manufactured Housing Association
Minute Man Products, Inc
Mountainside Financial
N Tech Ind, LLC DBA Harbor Floor Products
NADAguides
Net-Wired
* **Next Step**
NORDYNE
Northpoint Commercial Finance
NTA, Inc.
Ohio Manufactured Housing Association
Oliver Technologies
Park Lane Finances

* **PayLease**
* **Perfect-A-Line**
PolyVulc USA, Inc
Rainmaker Software
Rent Manager
R-CO Products
R.E. Michel Company Inc.
* **ROC usa**
Rustique Enterprises, Inc.
RV/MH Hall of Fame Museum & Library
Seisco
Shaw Industries/Wingate Carpet
Style Crest
SunLight Creations
Tennessee Manufactured Housing
Association
Tie Down Engineering, Inc.
TransLift
Triad Financial Services
* **Trust Company Bank**
* **UFP Distribution**
Whitley Mobile Homes, Inc.
Wisconsin Housing Alliance

* **New Service & Supplier Exhibitors
for 2015**

The Kentucky Exposition Center Is The Best Indoor Show Facility In The Nation
For more information, contact Dennis J. Hill at 770-587-3350
www.LouisvilleManufacturedHousingShow.com