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*The Voice of
Mobilehome Owners
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SEPTEMBER 2018

VOLUME 6 NUMBER 9



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MH Life Magazine & Advertising

Ever wonder how we can bring you MH Life Magazine at no cost? The answer is simple: businesses pay to advertise. They want to connect with you and they want your business. Folks like Hughes West-Brook want to insure your home and car. And why not? I use them and I'm very happy with their service. Likewise, Pacific Homes wants to help you sell your home or help you find another.

When you use a businesses that advertises in this magazine, you are supporting our efforts to bring you important information. And we hope we make you feel like you are part of the Community. Our pledge to you. Someday, when the magazine is profitable (it takes more than two advertisers), your Community will share in the profits. All good, right?

What can you do to help? Many businesses advertise in your area via other publications. You see them all the time. In fact, one publication has almost twenty pages of advertising. Why not give those businesses a friendly call to remind them you support the MH Life Magazine and would appreciate it if they would advertise and support the magazine also. It would be a win-win.

The Listing Magazine. Remember last month the article about a new Listing Magazine (see page 7). We need your help to make it a reality. It's easy. When you're driving or running around your park, note the names and phone numbers on real estate signs in your park and send them to us (email fawodley@yahoo.com or call Frank 818-886-6479). By the way, all homeowners advertising in the new magazine receive a 50% discount! Just our way of saying we appreciate our readers and are here to serve you.

Have a terrific September and stay cool.

Mobilehome Residency Law

The Mobilehome Residency Law (often referred to as the MRL) are the California "Laws Governing Mobilehome and RV Park Residency."

Last month we told you that the MRL allows you to get your security deposit back in 30 days upon written request. **798.39**

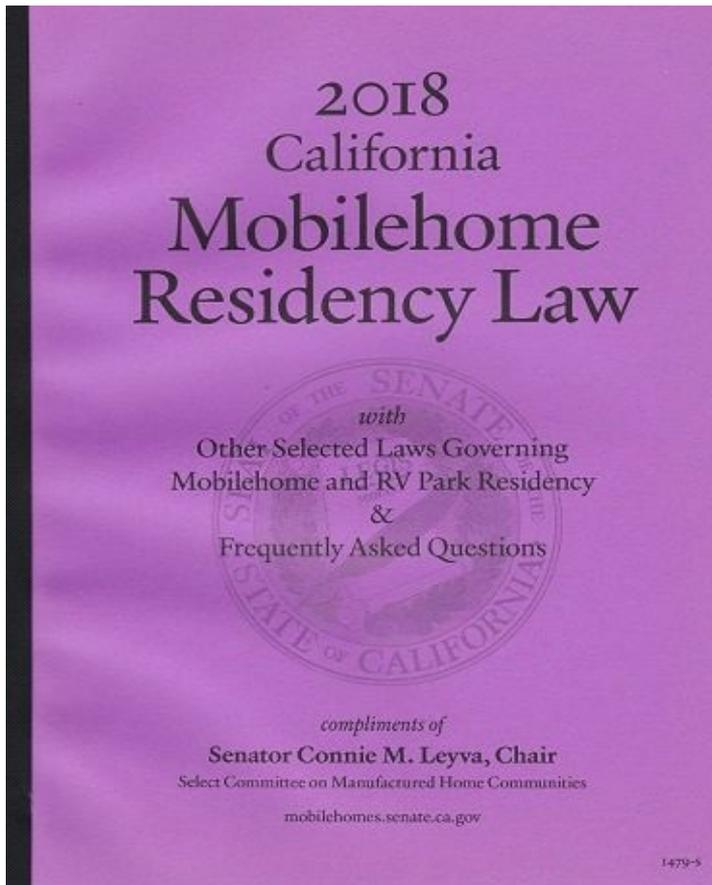
However, there is no government agency to enforce the MRL. This is why we **MUST** support each other.

If you don't have an MRL you can purchase one by mail for \$6.75 that includes tax and S&H call (916 651-1538).

OR

You can attend a SAC conclave and get a **FREE** copy. Every mobilehome owner should have an MRL. These are your **RIGHTS**.

Having trouble contacting the owners of the park or trying to meet with them? The MRL has you covered.



EXAMPLE OF HOW THE MRL WORKS FOR YOU

by Tony Danieli

798.53 MANAGEMENT MEETINGS WITH RESIDENTS

The management shall meet and consult with the homeowners, **upon written request, within 30 days of the request**, either individually, **collectively**, or with representatives of a group of homeowners who have signed a request to be so represented on the following matters:

- Resident concerns regarding existing park rules that are not subject to Section 798.25.
- Standards for maintenance of physical improvements in the park.
- Addition, alteration, or deletion of service, equipment, or physical improvements.
- Rental agreements offered pursuant to Section 798.17.

Any collective meeting shall be conducted only after notice thereof has been given to all the requesting homeowners 10 days or more before the meeting.

What this means is if you send the owners a written request that you want to meet with them to discuss problems in the park they must meet with you within 30 days. This includes in your clubhouse with the entire park invited.

What if you don't know the name and address of the MHP owner? The MRL has that covered also.

798.28 DISCLOSURE OF MOBILEHOME PARK OWNER'S NAME

The management of a mobilehome park shall disclose, in writing, **within 10 business days**, the name, business address, and business telephone number of the mobilehome park owner upon the request of a homeowner.

Basic Tips & Suggestions

DISTRIBUTION OF INFORMATION IN YOUR PARK

Everyone knows there is Strength in Numbers. The first step in reaching that goal is communication, i.e. distribution of information. Many park owners, and managers try to prevent residents from receiving information about their rights. However, by law, any resident is allowed to distribute information, like MH Life Magazine, in their own park. That being said, some park owners and managers interfere by blocking the use of receptacles (tube, clip, etc). Their suggestion, mail flyers. Of course, that's over \$100 for a 200 space park. They know no one is financially able to do that.

If the park blocks the typical method of distribution, we suggest the use of porches to distribute information as management has no voice whether or not you use them. And notify us of any interference.

Bottom line. You as a resident have a right to distribute information to other residents. As per the Mobilehome Residency Law: 798.51 RIGHT TO ASSEMBLE, MEET, CANVASS, PETITION & INVITE SPEAKERS

(a) (3) Canvass and petition homeowners and residents for noncommercial purposes relating to mobilehome living, election to public office, or the initiative, referendum, or recall processes, at reasonable hours and in a reasonable manner, **including the distribution or circulation of information.**

RULES & REGULATIONS

New rules and regulations are valid only if the park follows the law when introducing them to residents. They must: a) Notify all residents of new R&R and give them a copy. b) Schedule a meeting of all residents and c) Present the new R&R and entertain any objections from residents (the park isn't required to change anything, however). Once the park has followed this procedure, the new R&R are effective 6 months after the date of the meeting.

The park CAN NOT force you to sign! We strongly recommend not signing the new R&R, because if you do, they become immediately effective on the date you sign and signing essentially indicates your approval of all items in the new R&R.

Managers can not make up rules or regulations on the fly, i.e. they have to follow the letter of the law.

INHERITANCE ISSUES

This is so important, especially for seniors. If you have internet, go to comocal.org and click on "inheritance." You will find two articles: a) Estate Planning by Attorney David Loop and b) Inheritance - What You Need To Know by Attorney Bruce Stanton. You can copy and paste any article to a blank word document. We suggest you give a copy of each to your heirs, along with a copy of MH Life Magazine. They need to

read and be aware of their rights and obligations **BEFORE** they inherit your home. If you do not have the internet, send \$2 along with a request for the two articles and your contact information to MH Life Magazine and we'll mail you both articles.

USE OF CLUBHOUSE

By law, clubhouses must be open and available during reasonable hours. And they must be available for resident meetings or other lawful purposes. Let us know if management will not allow the use of your clubhouse. Perhaps we can do something about it.

FORMATION OF A HOA

We suggest MH residents form a Home Owners Association (HOA) in their park. All it takes is three individuals willing to step up and lead (President, Treasurer/Secretary and Vice-President). If and when you accept money from residents, and need a bank account, then you should:

a) Obtain an Employer Identification Number (EIN) from the IRS. This can be done in a few minutes online.

b) Incorporate: Apply to the California Secretary of State by filling out the appropriate form. The approval process usually takes about 30 days.

c) Open an account: You will need both your EIN and an approved Articles of Incorporation to open a bank account.

For further information, contact MH Life Magazine or COMO-CAL.

MEETINGS

You can't keep management out of meetings held in the clubhouse, but you can keep management out of meetings held in someone's home or outside the park. If the manager is a problem, we suggest holding meetings in someone's home. Start with a small group, flyer the park and invite all MH owners to a meeting in the clubhouse. Organize a HOA and work with MH Life Magazine and COMO-CAL.

DO I HAVE TO SIGN?

Once you have tenancy in a park, we suggest you do not sign anything, whether they be new rules and regulations or a questionnaire updating information like the number of cars you have, the number living in your home, etc.

PARKING

Legally you can not park on the street unless it is 32 feet wide. However management should allow parking for short periods of time to unload groceries, load and unload laundry, etc.



Priorities: Protecting Yourself and Your Home

Was there a fire in your park last year? Was your home completely lost? The chances are pretty low, but that's why you have fire insurance. Just in case. Why take the chance? That's a no brainer!

Next question: How much do you pay for insuring your home every year? Maybe about \$200-\$500 per year? For some people, that's a lot; but compared to losing everything, it makes sense. After all, it's your home. What would you do, where would you live, if you had no insurance to cover your losses?

Losing your home from a fire would be devastating. However, do you realize that each year mobilehome owners across California lose millions of dollars? Not from fires, but simply by living in a rental park.

- **Rent Increases:** A large majority of mobilehome owners get at least a 3% rent increase every year (and some get 10% - 15% increases). If your rent is \$450 per month, that 3% increase translates to about \$13.50 of extra rent that you must pay every month.
- **Equity Loss Due to Rent Increase:** Here's a formula for you: For every \$10/month your rent increases, your equity decreases \$1,000 annually. In the example above, the \$13.50 increase in rent per month would amount to an equity loss of \$1,350 in one year.
- **Equity Loss at Time of Sale:** How about the effect of higher rent when you try to sell your home?

The higher the rent, the tougher it is to sell.

- **'Economic' Eviction:** As rents continue to increase, 'economic' eviction is happening more and more often. Quite simply, some mobilehome owners cannot afford to continue to pay higher and higher rent. Either they must try to sell their home (probably at a loss), or they have no choice other than just walking away from their home. The result: Loss of tens of thousands of dollars – plus nowhere to live.

California has about 375,000 mobilehomes, with 175,000 of them under some form of rent control. Let's assume an average rent of \$700 per month, with an annual rent increase of 3% for those living under rent control or an increase of 5% for those not under rent control. That represents \$2,100 - \$3,500 of equity loss for each mobilehome owner, which amounts to a loss of about One Billion dollars for all mobilehome owners statewide annually. (Yes, that's a Billion dollars, with a capital "B"!) And that's just equity losses as a consequence of annual rent increases. What about increased rent itself? That amounts to only \$128,000,000.

Why overwhelm or depress you?

We did not show you these calculations to overwhelm or depress you. We needed to get your attention. The point we've been trying to build up to goes back to why we talked about fire insurance in the first place.

Quite simply this: Your priorities may not reflect the real situation. Numbers don't lie. They actually provide an important lesson. Dollar losses from living in a rental park far, far exceed those from fire!

So, the \$64,000 Question is "Why spend hundreds of dollars on fire insurance, yet hesitate to spend a measly \$35 to support advocacy groups like SMMRA or GSMOL that support mobilehome owners?". Here are some possible answers:

- Nothing ever gets done.
- You don't believe anything can be done.
- Advocates do not support you when you ask them for help.
- It's just a waste of money – money that you need for other things.
- You are resigned to the status quo (i.e., you've given up hope). After all, the Park Owners have all the power and control.

An annual membership cost for SMMRA and GSMOL is \$35. That money goes for advocates who are working for you on both the state and local levels. Isn't that much cheaper than your annual premium for fire insurance to cover potential losses? On the other hand, rent increases result in actual losses every year. Please support those organizations that are fighting to protect your interests and that need your help. They can provide the power you lack as an individual. Article by Lloyd Rochambeau, President, San Marcos Mobilehome Residents Association



BE INFORMED, ...IF YOU DO NOTHING ELSE TO HELP

There are all too few advocates for mobile home owners who live in rental parks on leased land. It does take time championing the protection of the rights of mobile home owners, fighting against the abuses and transgressions inflicted upon them by park owners, managers and investors. We can and do recognize that not all Park Owners are guilty of the abuses we hear about every day. There are other things many of us would much prefer to do with our time and energy, but we just cannot ignore the need for someone to fight for what is right. It is a statewide issue that is the result of the legislators being bought off with the unearned and obscene profits from our rents. But it is also the result of massive apathy by the victims themselves. No doubt that years of losing and the hopelessness of fighting city hall have led to the apathetic morass that prevails today.

Our government will tell you that there is the Mobilehome Residency Law (MRL) and Title 25

providing protection of your rights. Largely influenced by the park owners, it is a facade that is deceptive and full of loopholes. Too often are our rights given to homeowners and then taken away by allowing Park Owners to do so in the rental or lease agreements, or in the 20 to 30 pages of Park Rules and Regulations. Even when the MRL does supposedly provide protection, Park Managers and Park Owners knowingly violate those protections because they know that the Homeowners only recourse is to hire an attorney and file a law suit. There is no true enforcement without risking extensive legal costs, retaliation by the Park and intimidation with threats of eviction.

City municipalities are also complicit because they do not understand the totally unfair treatment and absence of justice suffered by mobilehome owners, and they do not want to get involved or to be bothered. The general public looks down their noses at mobilehome

dwellers, in spite of the fact that it is a valuable source of affordable housing, that is until greedy investors drive the space rents up to ridiculous levels.

So what is the solution to this huge problem? Some of us believe that an effort must be made to correct these problems and that the apathy problem is an obstacle that must be overcome if success is ever going to be achieved and to break free from the yokes of oppression that currently exist. It is essential that all of us must be better informed. In other words to get our heads out of the sand and be aware of the abuses that some of us suffer and to be ready to put forth a little effort to stop them. It doesn't mean that you have to be a leader or even that you must put in x number of hours fighting for your neighbors. Be informed, at least enough to send an e-mail, or a letter, or to make a telephone call to your elected officials. Maybe even to throw in a couple of bucks for the cause (everything takes money you know) to offset the Investors use of your rent monies to buy influence or support for the status quo.

Some parks are run fair and square and do not abuse, cheat or intimidate their residents. God bless them, and hopefully they stay that way. But if they are one day purchased by one of the evil corporations wreaking havoc on many other parks, they will not be good places to live. Mobilehome owners need to recognize that even though they are scattered all over the landscape, they are in fact, a community. What happens to one, affects all of them, sooner or later. If a park in the next County or City has their rents raised to \$1,800.00 per month from maybe \$600.00 per month a couple of years ago, it does or should concern you too. If turn over rent increases upon the sale of a home add \$200 or \$300 to the space rent being paid, the home may take a loss in equity (sale proceeds) of \$20,000 to \$30,000, if indeed it can even be sold. Don't think for a minute that it does not impact the value of your

home. These are just a few of the ways a homeowner can suffer economic loss. Park Owners also want to have homeowners pay for tree removal, replacement of retaining walls and other expense items which are not the responsibility of the homeowner. True, your ox may not be being gored today, but that can change overnight.

During elections, take the time to evaluate which candidates are most likely to stand up for you, or have done so in the past. Votes have more power than you might think, although contributions of cash for campaigns also speak loudly.

Taking the time to read articles and newsletters is very easy, so don't pass up this small task because you perceive it to be too long and of no concern to you.

Do it as part of your effort to be alert and informed, for the day that you may face circumstances that need a unified effort to correct a condition that does affect you.

Being informed is very important. That can be fairly easy to overcome. Just read the park newsletter or flyers distributed by the HOA Board, or attend HOA meetings (a 60 or 90 minute meeting once a month is not too much to ask). Join the HOA, and any regional association (SMMRA), or state association like GSMOL. Visit websites dedicated to homeowner issues. One outstanding website is MHPHOA.com. By being informed, when a issue arises that gets a rise out of you, you are better equipped to deal with it and to offer support. Don't leave every= thing to others like me to do all the work, I could drop dead tomorrow. I don't intend to, because I will keep on fighting for justice as one of my reasons for living.

How about joining me and help to overcome apathy, at least in your house?

Article by Lloyd Rochambeau, President, San Marcos Mobilehome Residents Association

Words of Wisdom From Utah Senator Karen Mayne

Karen Mayne is a Democratic member of the Utah Senate, representing the 5th District (map) in West Valley City since her appointment in 2008. She spoke at the 2010 National Meeting in Utah. We published a transcript of her speech in the Jan/Feb 2012 Mobilehome Magazine, pages 12-13. Her words resonated then, and we felt this was a good time to share them again (edited).

Good morning. My name is Karen Mayne. When I think about your situation, I think of dirt and home. They own the dirt and you own the home, and that is going to be the battle until it's not the battle.

Cooperation, partnership and respect is the only way that makes it work. We have some big companies that own some of my big communities and it's a battle all the time and we're up for the battle and we know the battle. They are strong, they are big and they have a lot of money, and they have a lot of lawyers, but that's ok. We know what our responsibility is, we know what we have to do.

The issue is who does what. And it's particular to each one of your communities. Usually when they start things up again (organize), they have had one (resident organization) before and you know people get lack, but when there is a problem, up it bubbles. And I wish it wasn't like that. I wish it was always going, always steady, always involved, always active because that shows strength.

I visit with them (park organizers) and we talk about how we can make this committee productive and make it reasonable and make it active. It's always about the same things... And all these things are local. Thomas "Tip" O'Neill—a longtime Speaker of the House in the U.S. Congress—once declared, "All politics is local."

And it is. Everything is local. If it affects me, I'm at the meeting. If it's a problem for me, I'm at the meeting. Hopefully, maybe, that culture can change. Ok, it's my problem today, but I'm at the meeting because it's your problem now. I'm at the meeting today because my problem was solved but I'm here so that I can help you with yours. And I hope that happens with you.

We were just speaking about in some of our communities in the southern part of Utah, where they are buying the dirt and the home (resident ownership). It's all over, once you have that dirt, then you are secure, you are safe and I hope this translates into all parts of the country.

When you live close together, you got to be good neighbors, you have fights, you have problems, you have managers on you and things like that...it is a netted community. Which is a good thing. It makes you work together, which is a good thing.

Always be organized. If they (park owners) can pick you off, you're dead. If you are organized all the time, they can't do

anything to you because you are strong together. If you are together you are strong, if you are divided, you will fail. And that's what I'm telling you. Because collectively you are a mass. Always, always be organized. Always attend those meetings.

The companies where you own the home, they can count. When you have your meetings, if you only have 5 people, they say there are only 5 people, they don't care, they are not involved I won't cut down that tree or whatever. But if you attend the meetings, if you are there, if you are active, if you are responsive, they will be responsive to you. You know what that is. You are on equal ground, you will get more out of them. They have to address mass. You need to be strong, you need to be active, because if you are not, things will fall apart. The demands that you ask for today, that might take a few months, they will say they have lost interest with that,



Another thing that I would suggest, Always elect capable people, always that those people that work. Have you ever gone to a meeting and one guy blows, and you never see him again. Or he comes and they elect him, and then he's gone. That's not who you need. You need stability, every meeting. What can we reasonably do, responsible because you are dealing with really high powered companies and they know what they are doing. So people that are steady, people that are reasonable, people that are there, people who work, people that are respected in the community, that's who you need.

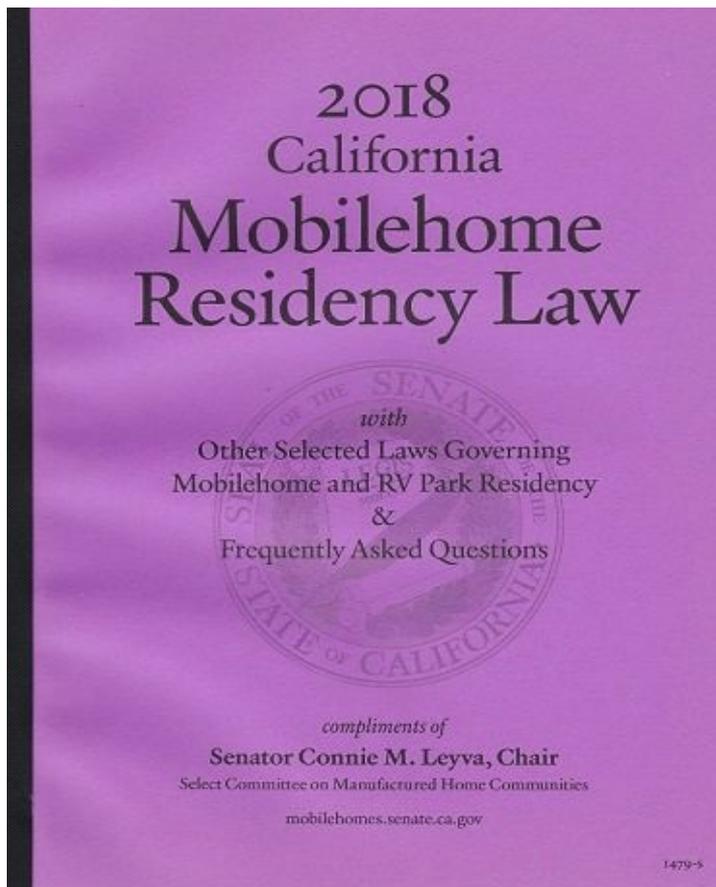
You know there's a song – united we stand, divided we fall. And if that isn't a truism. I don't know what is. And it doesn't matter what it is. It can be a family, it can be a neighborhood, it can be a state or a nation or whatever. Collectively when we come together we are strong.

There are four people, if they can divide you in half, I've won. As long as those four people, there is four and only one of me, as long as those four people stand together, I have to deal with them. But the minute I come in and I put a wedge between them, I win. Don't let that wedge come! Be brave, be determined.

I'm tough, I'm scary, I've learned in life that if you believe in what you do and if you're right in your mind, they respect you. Even if you're wrong. If they respect that you have the courage and the ability to say "I think this is right, they will respect me because people respect strength, they respect courage, they respect bravery.

This is what I leave you with today. Remember this little blond Senator, Grandma, and remember what I've said.

Thank you very much. Karen Mayne.



Mobilehome Residency Law

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OR

You can attend a SAC conclave and get a **FREE** copy. Every mobilehome owner should have an MRL. These are your **RIGHTS**.

The MRL has specific rules for the use of the clubhouse. The MHP owner or manager can not change these rules for any reason.

EXAMPLE OF HOW THE MRL WORKS FOR YOU by Tony Danieli

This MRL laws regarding use of the clubhouse are among the most abused by management. Management cannot decide that the clubhouse will only be open only from 9-5 on weekdays. Anyone who has a full time job would never be able to use the clubhouse. It is reasonable to expect the clubhouse to be open on weekends and until at least 8 or 9 pm on weekdays. Also, management can not charge residents a fee to use the clubhouse or require insurance.

798.24 POSTING OF COMMON AREA FACILITY HOURS

Each common area facility shall be **open or available to residents at all reasonable hours** and the hours of the common area facility shall be posted at the facility.

798.51 (b) A homeowner or resident may not be charged a cleaning deposit in order to use the park recreation hall or clubhouse for meetings of resident organizations for any of the purposes stated in Section 798.50 and this section, whether or not guests or visitors from outside the park are invited to attend the meeting, if a homeowner or resident of the park is hosting the meeting and all homeowners or residents of the park are allowed to attend.

(c) A homeowner or resident may not be required to obtain liability insurance in order to use common area facilities for the purposes specified in this section and Section 798.50. However, if alcoholic beverages are to be served at any meeting or private function, a liability insurance binder may be required by the park ownership or management. The ownership or management of a mobilehome park may prohibit the consumption of alcoholic beverages in the park common area facilities if the terms of the rental agreement or the rules and regulations of the park prohibit it.

The Senate Select Committee on Manufactured Home Communities

This committee is currently being chaired by Senator Connie Leyva up in San Bernadino. There are seven members from throughout the State, and I assume they are appointed by the Governor.

As far as I can tell, they have not met for about 18 to 24 months. I recall a meeting or hearing on the possible need to train and license Park Managers in 2016. While Homeowners showed up and representatives of WMA (Park Owners) were present as well. There was a good discussion, but not much agreement on the subject. Thus, nothing has happened to get us a little closer to being more professional in the park management ranks. Go to the WMA website and browse through it and you will see just how professional their organization is, then compare GSMOL's website and you will see a huge difference. In other

words, they are all for professionalism in their work and representation of their Park Owners and investors, but will fight tooth and nail to keep their tenants living under the management of any Tom, Dick or Harry they want to stick in the Park Offices. They will tell you they have their own training and certification of managers; therefore none is needed by the State.

Living in San Marcos, San Diego County, we have had no one on the Committee for many years. In fact, the Committee website shows only four members, so there must be 3 vacancies. With Joel Anderson termed out, we are hoping Brian Jones will replace him in the Senate AND that he will be appointed to the Committee. We need to get this Committee jump started and working on behalf of the residents and not the Park Owners. Article by Lloyd Rochambeau



Loopholes in the Mobilehome Residency Law

It is bad enough that the MRL allows for transfer of the responsibility for costs from the Park Owner to the Homeowner for trees, driveways and retaining walls, but one very serious problem is not requiring the Park Owner to be cover damage costs to the home of the Resident for occurrences which are no fault of the Homeowner. For example, trees in the common area that send roots onto the space rented for the home and are the cause of rupturing water lines or sewage lines, which can result in horrendous damage, and yet the Homeowner gets stuck with the bills. Common sense

tells us that these costs are definitely the responsibility of the Park, but they will often attempt to deceive the Homeowner into believing that "it is on your space, so it is your responsibility". Then there is the trick of assigning responsibility for the maintenance of landscaping of common space on embankments adjacent to Homeowners rented space. There are other MRL Park Owner escape hatches which need to be closed, and I suppose that is a job for the Senate Select Committee on Manufactured Home Parks.

Let's Chat - Tell Us What's On Your Mind - We Listen

Mobilehome Magazine has a long history of asking questions, giving surveys and listening to our readers. And we usually publish our findings in month or two. This is a little different. There is no survey, and nothing to fill out. Just give us a call or email your opinion. We're not asking for your name, where you live, or anything else about you. Just your opinion.

LISTING MAGAZINE

Last month we asked a couple questions about our new project called "The Listing Magazine." We asked if you wanted to receive it and whether or not you'd advertise your home for sale (50% off for mobilehome owners selling by owner).

We received about a dozen replies, mostly by phone. Not one negative (no, don't send me the magazine). All replies seemed interested and excited to have a place where they could advertise the sale of their home at a reasonable price.

SPEAK UP

When do you get the chance to vent? This is your opportunity. Let's build a better future together. We'd like to know how you feel about several topics. Here are some suggestions:

1. How important is an advocacy to you?
 - a. It is critical
 - b. I can take it or leave it
 - c. It is not important at all
2. How would you rate your existing advocates today?
 - a. They are doing a terrific job
 - b. I'd say they are doing an average job
 - c. What advocates?
3. What would your 'ideal' advocacy look like? Would it: (choose all the apply)
 - a. Conduct meetings?
 - b. Have a newsletter or magazine?
 - c. How often? Quarterly? Monthly?
 - d. Be a park group, like a Home Owners Association (HOA)?

- e. Be a regional group, like OMHA in Oceanside, YMRA in Yucaipa, SMMRA in San Marcos?
- f. Be a state-wide group like GSMOL.
- g. Be a combination of a park, regional and state-wide group.
- h. Lobby
- i. Provide reduced fee attorney services
- j. Have a 'hot line' you could call to answer your questions.
- k. Other. Tell us what other services you would want your advocate to provide.

4. Which group do you think would offer you the most 'personal' service if you had a question or needed an attorney to write a letter on your behalf.

- a. State-wide group
- b. Regional Group
- c. Park Group

d. No group. Just knowledgeable advocates. They could be located anywhere.

5. Have you been apathetic in the past?

- a. Yes
- b. No
- c. I'd be more active if those protecting my rights were doing a better job.

6. Would you be active?

- a. Would you attend meetings?
- b. Read their newsletter or magazine?
- c. Perhaps volunteer your time?

d. How much would such an 'ideal group' be worth to you?

7. If you don't respond to this, what should we believe?

- a. I just don't care.
- b. I want to be left alone.
- c. I don't need your help
- d. I'm too busy
- e. Advocacy is worthless, no one can accomplish anything because park owners are just too strong.

Send Frank an email (fawodley@yahoo.com) or call him at 818-886-6479. He'd like to know how you feel. You can be anonymous.



New Listing Magazine Coming in October

We published this article last month and got a small response, all positive. Unfortunately, we haven't had the time to pursue advertisers for a September magazine, but will focus on that task in order to publish in October.

Remember, the magazine will be titled: The Listing Magazine. There will be a North issue and a South issue. It will be 16 pages and contain some advocacy information as well as display advertising. Rates will be the same as the regional magazines now: \$400/full, \$250/half, \$150/quarter and \$100 eighth.

All businesses can advertise, especially those who buy/sell mobile/manufactured homes. That includes a lot of businesses. You can help by sending us the names and contact information of businesses that usually assist homeowners in your area. Send us the names of any local businesses that list mobilehomes in your area. We'll contact them to see if they would like to advertise.

One goal is to help homeowners who are selling by owner. So those folks will receive a 50% discount on the above rates. Both issues will contain listings on mobile/manufactured homes from all sources - brokers, realtors, etc. And homeowners. Things like address, broker name, sq ft, a photo of the home, price, age, etc. will be listed. It will include a directory/index by city and one by business name.

IF YOU ARE SELLING 'FOR SALE BY OWNER'

Consider a display ad in the magazine. Full page is just \$200! What a bargain. And it reaches 3,000 homes. Contact us (818-886-6479 / fawodley@yahoo.com) to let us know you're interested in advertising. We can help you with your ad. We'd suggest a nice, high resolution photo of your home from the street.

BROKERS, REAL ESTATE AGENTS

We welcome your advertising. Pay just \$400 for a full page in the monthly magazine. Use it as you will. Several listings can be displayed in the same ad if that's what you want. You're the boss. And remember, our magazines are 4/4 color and professionally laid out. We've been told they have the most professional look of any magazine reaching mobilehome owners in California. Call us anytime, seven days a week, at 818-886-6479 or email Frank Wodley at fawodley@yahoo.com. We'll take it from there. By the way, we provide you terrific customer service.



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