

Mobile Home Owners Magazine

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January 2021



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Mobilehome Magazine
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Mobile Home Owners Magazine

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PUBLISHER FRANK A. WODLEY To God be the Glory

1799 Brightside Street, Tulare, CA 93274

Phone: (559) 329-5651 / E-MAIL: fawodley@yahoo.com

www.mobilehomemagazine.org

Let's Not Lose Mobilehome Magazine

MOBILEHOME MAGAZINE

Mobilehome Magazine is published exclusively for the California mobile/manufactured home owner. That means YOU! You can visit our website at www.mobilehomemagazine.org and view all magazines we've published since we began the magazine in September 2011. Just click on "Magazines" in the top menu.

We've published this magazine continuously from 2011, at no cost to the community. That's almost 2,000,000 magazines. We haven't required membership or subscriptions. We didn't want to take your hard earned month. And we are mobilehome owners just like you.

WHY WAS MOBILEHOME MAGAZINE STARTED?

It started from a need to share important information with the entire mobilehome Community at no cost to them, i.e. a free magazine available to all California mobilehome owners.

THE DRIVING FORCE

Publisher Frank Wodley and his family lived in a single wide mobile home in Chatsworth for twenty-two years, from 1998 through January 2020. Facing a series of managers that were intimidating and ruthless. He received a seven-day notice the first week he lived there, for weeds in his front yard. Only problem, he had no front yard. It was down-hill from there, eventually ending in court. You probably know what we're talking about because many of you are in the same situation. That's why Frank became an advocate in the

first place and dedicated his life to helping California mobilehome owners.

WE GO BACK 17 YEARS

Sure, right now Mobilehome Magazine is only 8 pages, with little content, however, Mobilehome Magazine is the only magazine in California that tells you the truth. We have a long history helping mobile home owners.

This is not our only contribution to the Community. We ran the non-profit Coalition of Mobilehome Owners - California (COMO-CAL) for twelve years, from 2004 through 2016. COMO-CAL shut down because we realized there was a better way to protect mobilehome owners - Regional Groups.

CRITICAL POINT FOR MAGAZINE

Today the magazine is at a critical turning point. We are losing advertisers and are forced to take money out of our own pocket to continue, and that is simply not sustainable. Without sufficient advertising, we simply will shut down.

LET'S NOT LOSE MOBILEHOME MAGAZINE

We reach 15,000 homes every month. In a three month period we reach 39,000 different homes! And that's without your help. Just think what we can do together! And we're not asking for much, just a few minutes of your time each month. Or a few dollars each year.

Happy Holidays!

Mobilehome Magazine Facts

How many different mobile/manufactured home owners do we reach in a three month period? We reach a total of 39,000 homeowners in 3 months.

- *3,000 in Vallejo/Napa (# parks varies)*
- *9,000 in the greater Sacramento area (34 parks)*
- *9,000 in the greater Anaheim area (54 parks)*
- *9,000 in the greater Santa Ana area (49 parks)*
- *9,000 in the greater Ontario/LaVerne area (61 parks)*

Why do we need help now? Primarily because of the huge cost to mail all magazines (\$.73/magazine). Here is a break-down of our expenses per magazine:

- *Mailing costs via the USPS \$.30*
- *Cost to prepare magazines for mailing \$.08*
- *Printing and transportation costs: \$.35*

How much are our expenses per month to reach 15,000 mobile home owners?

- *Answer: \$10,950!*

How many mobilehomes do we send in your area?

- *3,000/month, 9,000 unique homes in 3 months*

How many magazines have been printed and distributed since September 2011.

- *Approximately 2,000,000*

What will happen if we do not get your help?

Your area will lose the magazine and all benefits. The Vallejo/Napa magazine is the only magazine that is “protected” since the Vallejo Mobilehome Coalition distributes it at no charge to the magazine. We furnish the magazine free of charge to them.

Support Mobile Home Owners Magazine

- We're Here for YOU! -

Benefits of a Viable Magazine

Why should you want to help us? There are several reasons:

- *We publish the truth, we are honest and accurate.*
- *We have been serving mobile/manufactured home owners in California since 2004. First as a state-wide non-profit “The Coalition of Mobilehome Owners - California” and now as “Mobile Home Owners Magazine.”*
- *Our goal is to help you protect yourself.*
- *No one else publishes an “advocacy” magazine that can be trusted like Mobile Home Owners Magazine.*
- *We have never asked you for \$\$ - the magazine has always been free.*

How do you benefit from the magazine?

- *Most mobilehome owners are isolated, i.e. they receive nothing from the outside world., let alone nothing that can be trusted. You can trust us!*
- *Mobilehome owners need accurate, honest information to help them protect their rights.*
- *We're not fly-by-night, we've been helping mobilehome*

owners since 2004.

- *Many, many mobilehome owners have issues with their park owner or manager, or both. We know what can happen and we're here to help.*
- *We have dedicated our lives to helping you. We are exposing those organizations that pretend to help you but are really controlled by park owners.*
- *If you've ever had a problem and reached out, you know NO ONE is helping you! NO ONE.*
- *We help you identify reliable, responsible businesses in your area to take care of needs like insurance, home repairs, selling, etc. Mobile Home Owners Benefit*

How does the magazine benefit the Community?

- *The answer is simple. It gives mobile home owners a voice.*
- *And it brings owners together.*
- *The magazine is the perfect vehicle for owners to protect themselves. The magazine promotes organization and organization is the key to protecting yourself.*

Let's Work Together. Help Us Secure More Advertising

We understand money is tight, so we believe helping us secure advertising from local businesses may be better than sending us a donation. Here's why:

YOU MAKE \$\$

- *You can make a finders fee (cash) if and when a business you've told us about advertises. Or if you'd rather, we will send you a copy of Frank's book "The Great Deception" - a \$30 value*

RECOMMENDED BUSINESSES

- *Our readers love to see "recommended businesses" in the magazine, businesses that other homeowners know are reputable and reliable.*

INEXPENSIVE DIRECT ADVERTISING

- *Businesses love the fact that they can get their business in front of mobilehome owners for as little as 2 cents a magazine. Imagine, just \$2.00 to reach a park of 100 homes! Who wouldn't want to advertise then?*

WIN-WIN-WIN

Working together is a win-win-win for everyone.

- *The business wins because homeowners know about their business for an extremely low cost (\$60/month/3,000 magazines).*
- *Our readers win because they can see "recommended" businesses in their area and the magazine can continue.*
- *The magazine wins when it receives more ad revenue to help pay its expenses.*
- *The reader who referred the business wins when they get a finders fee!*
- *The community wins because the magazine can continue to provide important information and even expand to other areas in California.*

HOW MUCH IS DISPLAY ADVERTISING?

It varies depending the size of the ad and the number of months the ad runs in the magazine. Sizes vary from a business card size, to an eighth of a page, to a quarter, half or full page. Rates run as high as \$1000 and as low as \$100/ad/month.

HOW MUCH IS THE FINDERS FEE?

The finders fee is based on 20% of the first months advertising revenue from the businesses. It can be as little as \$12 or as much as \$200. That's real \$\$.

WHAT WORKING TOGETHER MEANS

Our plan keeps the magazine viable and perhaps soon we will again publish sixteen pages as we have in the past. More pages would allow us to accept information from residents about their park, i.e. they could post photos from their park and tell others what's happening in their park.

The magazine would continue to advise you about other organizations and whether or not they are really your friends.

The Magazine would continue to protect you and help you organize against park owners. That is important. And no one else is doing that.

And you'd have more information on local businesses. For instance, you might have a termite problem. You could simply pick up Mobilehome Magazine to identify a reputable termite company. And when you use our advertisers, you're supporting the magazine.

THE FUTURE?

- *Our future can be bright if we work together. That means actively supporting the magazine. And we pledge to continue our efforts to help mobilehome owners help themselves.*
- *We want to increase the size of the magazine back to 16 pages a month.*
- *We want the community (that means you and your neighbors) to have a voice via the magazine. Share events (with photos), share about challenges, etc. Articles can be anonymous so you will not be retaliated against.*
- *We want to reach as many mobilehome parks as possible. We reach about 250 parks today, tomorrow the sky's the limit. See the page 7 for a list of parks in your area.*
- *We will eventually "give" control of the magazine to the community for future use. That means sharing profits with you also.*

This is an Opportunity to Protect Yourselves!

No one is looking out for your welfare. Not GSMOL, not Senator Leyva and the Senate Select Committee on Manufactured Home Communities, nor the Department of Housing and Community Development. Your only hope is to organize your area.

That requires a few homeowners to step up and lead. We will help! We will provide you with training and financial support. And you can use the magazine to gain members.

Don't let this opportunity pass you by. Once your area is organized, you can work together with other areas to provide your members with no cost or low cost legal help. And you can use the magazine to tell homeowners about your group, what you're doing, etc.

Want to step up? Just email or call Frank: fawodley@yahoo.com / 559-329-5651. That's the hard part!

Do it for the community, for yourself, your friends and neighbors. We can do this together!

It's Easy to Help Us!

- *Since you live in a park, we're sure you see vehicles driving, every day, through the park on their way to help one of your neighbors. It would be very helpful if you would simply send us the company name and perhaps their contact information if you know. If not, will research their contact information ourselves.*
- *If you've used a contractor, plumber, painter, roofer, or other business and if you would use them again (recommend them), then simply send us their name and contact information. We'll do the rest.*
- *Quite often homes are being sold and each one displays a sales sign. Simply send us the companies name and contact information.*
- *Local businesses can also advertise in the magazine, since we reach a small geographic area. That means you can recommend a local business - a restaurant, excrow company, hair salon, pet service, and the like.*

WHERE DO YOU SEND INFORMATION?

- *Mail to: Frank Wodley, 1799 Brightside Street, Tulare, CA 93274. Email to: fawodley@yahoo.com*
- *Call Frank at 559-329-5651*

Donate-Support Mobilehome Magazine

NAME: _____ Date: _____

MAILING ADDRESS: _____

SPACE #: _____ CITY: _____ ZIP: _____

PHONE #: _____ PARK NAME: _____

E-MAIL: _____

____ Order *The Great Deception*, a book about GSMOL. Enclosed is my check (\$19.95) \$ _____

____ I appreciate Mobilehome Magazine and want to support your work with a donation. \$ _____

____ Please send me a copy of your Handbook of Frequently Asked Questions (\$6.00) \$ _____

____ I will email fawodley@yahoo.com photos of our resident activities for publishing in the magazine.

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MAIL TO: Frank Wodley, 1799 Brightside Street, Tulare, CA 93274

1/2021

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