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INSIDE THIS ISSUE

The Most Interesting
Man in the MH World

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A Berkshire Hathaway Company



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John Rogosich, CEO & CPM:

The Most Interesting Man in the MH World

Few MH industry leaders garner the esteem and camaraderie of Mr. John Rogosich, CPM and CEO of MHPI, Inc. This effervescent and unflappable executive is one of the most popular MH industry leaders and for good reason. When John calls you “my friend”, he actually means it. The MH business is a rather small industry and over time many alliances and friendships develop. The thing that makes John stand out is that his friends are not just the industry veterans but newcomers as well. He takes an interest in people, his laugh is infectious, and his Croatian accent is debonair. If MHI had an award category for Best Dressed-Male at the Annual MHI Congress, John would win every year. He is the Cary Grant of the MH World.

Another distinguishing point about John is his non-judgmental love of the United States. John immigrated to the US as a young man even though he had a law degree from a European university. His father was CEO of an investment company. Upon visiting the US for a month, he decided to stay. It is not unusual at all to hear John say that “America is the greatest country in the world.” You won’t hear John complain about the government or American politics, a seeming blood sport in this country.

I talked to John about the MH industry and over a wide-ranging interview, John expressed his views on everything from MHP 3rd Party Management to why he respects MH salespeople.

Q: Why 3rd Party Management? What can a 3rd Party Management company do that an owner or owner's manager can't do?

A: A 3rd Party Management company can help a community to be managed in the proper way. Everything from:

- Cutting trees
- Delinquencies
- Selecting the right homes to sell or rent
- Junking homes
- Refurbishing homes
- Enforcing the rules

Some MHP owners don't realize that operating a manufactured home community is not easy and is in fact, a lot of work. Good MHP operations gives both owners and residents pride of ownership in their community.

Editor's Note: MHPI, Inc. does 3rd party management. A few years ago, I referred an MHP owner to John. The situation was that the community is owned by a local physician who absolutely does not want to sell the community. Because of this doctor's medical practice, the community operations were really getting away from him. Collections were in the tens of thousands of dollars, there were vacant sites, and the junk on the homesites was starting to pile up. John took over and within months, the collections were reduced to zero. Today, everyone pays, the community is cleaned up and the doctor is thrilled that the vacant sites are filling up.

For owners that are tired of running their communities, don't want to sell, yet want to receive the cash flow every month, you might be a good candidate for a 3rd party manager.

Q: There are aggressive rent increases taking place in a lot of markets. What is your stance on rent increases?

A: At MHPI, Inc., we are sensitive to the residents' finances. Most of our residents live paycheck to paycheck or on fixed incomes. We don't raise rent just



Pictures provided by MHPI, Inc.
Byrnes Mill Farms, House Springs, MO
375 Sites



because other communities have higher rent. This has to be balanced with the fact that our company is in business to make a profit.

Q: Why aren't MH salespeople respected?

A: Once I had a community owner who wanted to fire a female salesperson because the owner found her unattractive. I insisted that she not be fired. This saleswoman was successful and sold a lot of homes for the company. She listened to people, she could talk to all kinds of people, and she helped the customers find the best financing. Because she listened to her customers and the customers liked her, she was able to sell the features of the home.



Q: What is the future of the MHP business?

A: The Middle Class is shrinking. This means there will be more people earning less. By 2022, it is estimated that 200,000+ new manufactured homes will be going into manufactured home communities. It's now about 100,000. That's a lot of growth.

Q: Do you have a philosophy about the MHP business?

A: The MH business is the best way, other than buying a site-built home, to realize the dream of home ownership. The MH business is fulfilling dreams for many Americans.



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*Merry Christmas from
the Stevens Team to all of You!*

Past Newsletters are on my website.

JoanneMStevens.com

Click newsletters on the left-hand column.

SAVE THE DATE: Links on Our Website

2019 MHI Winter Meeting

The Driskill, 604 Brazos Street, Austin, TX 78701

2/18 - 2/20/2019

2019 MHI Congress & Expo

Hyatt Regency New Orleans, 601 Loyola Ave, New Orleans, LA 70113

5/6 - 5/8/2019

2019 MHI Annual Meeting

The Westin Savannah, 1 Resort Dr, Savannah, GA 31421

9/22 - 9/24/2019

Keep current on mobile home industry events.
Go to my website; you will find information on upcoming events.

WHAT IS YOUR PARK WORTH?

I am always happy to do a FREE, NO OBLIGATION, Real Estate Review for your park(s). You ought to know today's market value of your real estate investments.

If this is something you would like, simply give me a call at 319-378-6786, email me at joannestevens@iowarealty.com, or visit <http://joannemstevens.com/>

Joanne Stevens is a specialist in listing and selling mobile home parks and manufactured housing communities throughout the U.S. With her 20 plus years of experience in developing, zoning, owning, retailing, managing, turning around and brokering parks, she can maximize your sale price.