

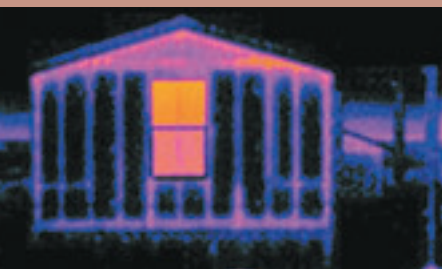
The Research of the Manufactured Housing Research Alliance

## TECHNOLOGIES

### About MHRA

The Manufactured Housing Research Alliance (MHRA), the research arm of the manufactured housing industry, provides content for *Technologies*. ■ *Technologies* highlights the research of MHRA and examines other research and development activities throughout the industry.

■ For more in-depth information about research in the factory-built housing industry, or to find resources mentioned in *Technologies*, visit the MHRA Web site at [www.mhrahome.org](http://www.mhrahome.org). ■



#### Manufactured Housing Research Alliance

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## Selling More Homes with ENERGY STAR

**A**n ENERGY STAR qualified home, which is certified by the Environmental Protection Agency (EPA), is at least 30 percent more energy efficient in its heating, cooling and water heating than a comparable home built to the 1993 Model Energy Code.

Most of the nation's manufacturers now offer ENERGY STAR qualified homes. However, the future of this program depends entirely on growing sales.

In order to help retailers incorporate ENERGY STAR homes into their sales strategy, the Manufactured Housing Research Alliance is working toward publishing *ENERGY STAR Qualified Manufactured Homes: Guide for Retailers*. This guide will be part of MHRA's Excellence in Design, Manufacturing and Installation Series. The guide, once finished, will be available at MHRA's Web site [www.mhrahome.org](http://www.mhrahome.org) in spring of 2005.

#### Why ENERGY STAR?

There are six reasons why a retailer should promote and sell ENERGY STAR homes to their customers:

**Lower operating costs.** Because they are highly energy efficient, ENERGY STAR qualified homes can reduce a homeowner's out-of-

pocket expenses by as much as \$30 per month, depending on the local price of energy, homeowner lifestyle, and specific efficiency measures incorporated into the home. Over ten years this can add up to \$4,000 in savings.

**Customer satisfaction.** ENERGY STAR qualified homes are typically more comfortable, durable, quiet and environmentally friendly. The value of these features can make an ENERGY STAR home an excellent investment.

**Parity with site-built homes.** Since there is a single ENERGY STAR label covering all types of housing, factory-built homes built under the program are on par or superior to site-built competitors.

**Third-party verification lends credibility.** An EPA-authorized independent agent verifies that the manufacturer's design complies with ENERGY STAR construction requirements.

**Government-backed.** The ENERGY STAR label can be a powerful sales tool.



ENERGY STAR is a nationally recognized brand, backed and promoted by two federal agencies (the EPA and the Department of Energy). Affiliating with this brand can differentiate a retailer from its peers within the industry and from site-built homes in the same market.

**Advanced technology.** ENERGY STAR qualified homes incorporate advanced technologies that have been demonstrated to reduce energy usage and increase value. Future homebuyers will demand these features.

# Arsenic Removal in Community Water Systems

## Getting Started

In order to support the sale of ENERGY STAR manufactured homes, promotional materials and other resources are available to retailers at no charge.

These include the ENERGY STAR logo, the software-based ENERGY STAR Home Sales Toolkit and ENERGY STAR fact sheets. In addition, the EPA offers sales support through its advertising partnership program and listings on the ENERGY STAR Partner Locator. Also, some states and power companies offer incentive programs to encourage consumers to buy ENERGY STAR.

Information about these materials and other program benefits can be found on the MHRA Web site at [www.mhrahome.org](http://www.mhrahome.org).

MHRA will continue to work with the EPA and the industry to provide support to retailers as they seek to sell ENERGY STAR qualified homes. Currently,



MHRA is developing a sales training program, dynamic point of sales materials and working with Fannie Mae on an energy-efficient mortgage program based on ENERGY STAR. Look for more details in future issues of *Technologies*. ■



WWW.FREEMAGES.CO.UK

In January 2006, small water systems, such as those in manufactured home communities that treat water for residents, will have to meet a new arsenic standard of 10 parts per billion.

The Manufactured Housing Research Alliance (MHRA) completed a review of treatment options suitable

for manufactured home communities with water systems that fail to meet the new standard.

The study was commissioned by the Manufactured Housing Institute's National Communities Council (NCC). MHRA pooled knowledge from communities that have had experience

with water-treatment systems and contacted potential water-treatment system vendors to gather information on available technologies and products. Information was collected about each system, including its capacity, approximate costs, track record and level of treatment.

The results of this study are available on the MHRA Web site at [www.mhrahome.org/pages/arsenic](http://www.mhrahome.org/pages/arsenic). Community operators that are concerned about this issue, or have knowledge they would like to share, can contact MHI's Michael O'Brien at [mbrien@mfghome.org](mailto:mbrien@mfghome.org) or 703-558-0652. ■

## Manufacturers Get Involved Help Speed Production and Cut Costs

Would you like to learn how to efficiently increase home production rates and boost quality—while also cutting costs?

A study is underway by the Manufactured Housing Research Alliance (MHRA) to determine how to increase efficiency in manufactured and modular home plants by introducing lean production techniques. The first step is a survey of home building plants across the nation.

Companies that complete the survey will receive a customized report rating the plant in critical areas of performance, which is the first step to identify cost-saving measures. It

will also provide a comparison of the efficiency of plant operations against objective benchmarks.

Participating companies will also be eligible for an in-depth follow-up study, which will develop plant-specific recommendations to speed production, cut manufacturing costs and better control quality.

For a more detailed description of the project and to download the survey form, visit the MHRA Web site at [www.mhrahome.org](http://www.mhrahome.org). Manufacturers can contact Jordan Dentz with any questions at 212-496-0900 x13 or [jdentz@research-alliance.org](mailto:jdentz@research-alliance.org).