

The Newsletter of the Manufactured Housing Research Alliance

MANUFACTURED HOUSING
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. ■



Manufactured Housing Research Alliance

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This ENERGY STAR Qualified Home Built By

Quality by Design
This home meets the ENERGY STAR guidelines established by the U.S. Environmental Protection Agency and was built and installed in conformance with the Manufactured Housing Research Alliance ENERGY STAR quality control procedures.

Installation Certification
I certify that this home was installed in compliance with the ENERGY STAR for Homes specifications.

Manufacturer's field representative:
Signature: _____ Date: _____

Quality Assured™ Label

The Manufactured Housing Research Alliance (MHRA) is working to develop tools that will assist retailers to effectively sell ENERGY STAR manufactured homes. With new incentives and the manufacturer credits recently passed through Congress (See *Capital View*, p. 8), ENERGY STAR manufactured homes will become more available in the marketplace over the next two years.

The Environmental Protection Agency (EPA) has designated MHRA to oversee the program administration, logistics and quality control. With MHRA's expertise in manufactured housing, this should assure that ENERGY STAR homes come to market with minimum of delay and expense.

The qualification of manufacturer's plants to build ENERGY STAR homes and spot-checking homes after installation will fall to third-party certifiers, many of them Design Approval Primary Inspection Agencies (DAPIA).

Building Business with ENERGY STAR Homes

BENEFITS FOR THE HOMEOWNER

Selling the benefits of ENERGY STAR qualified manufactured homes to the consumer is easy. There are several benefits that can be used to make the sale and increase customer satisfaction. **Save Money:** Depending on the area of the country, homeowners can save approximately \$39 to \$67 a month by choosing an ENERGY STAR package (see *Comparison of Energy Costs*). As energy cost rise, as much as 70 percent this winter, the savings will also increase.

Durable and Comfortable: ENERGY STAR qualified homes are quiet, environmentally friendly and have superior moisture control. All of these features make for a more comfortable and durable home — making it an excellent investment.

Third-party Verified: ENERGY STAR is verified by third-party certifiers and

MHRA and must meet the standards set forth by the EPA. Quality is further confirmed by an MHRA ENERGY STAR label that goes on every ENERGY STAR qualified manufactured home.

BENEFITS FOR THE RETAILER

The ENERGY STAR label can be a powerful sales tool and can be used effectively to build demand and increase overall sales.

Recognized Brand: ENERGY STAR is a nationally recognized brand, backed and promoted by two federal agencies (The EPA and U.S. Department of Energy). Associating with this brand can increase the credibility of a retailer and differentiate it from industry peers and from site-built homes.

Cutting-Edge Technology: ENERGY STAR qualified homes can help a retailer develop a reputation for being on the cutting edge of technology and quality.

FREE ONLINE TOOLS

ENERGY STAR GUIDE

Download *MHRA's ENERGY STAR Qualified Manufactured Homes: Guide for Retailers* for free at www.mhrahome.org. This booklet was previewed in the May-June issue of *Technologies*.

ENERGY STAR MARKETING MATERIALS

Retailers and Manufacturers can go to the EPA's ENERGY STAR Web site at www.energystar.gov and become an ENERGY STAR partner for free. Watch the MHRA Web site for program updates, marketing tools and other manufactured-housing specific promotional materials.



Competitive with Site-Built: Since the ENERGY STAR label is used in both site-built and manufactured housing, the certification helps retailers compete in a tough market where they are competing with site-built homes that don't qualify for the ENERGY STAR label.

Advertising and Promotion Assistance: The EPA will invest advertising dollars in markets where at least three partners (such as retailers, manufacturers or utilities) team up to promote ENERGY STAR qualified homes.

ENERGY STAR Partner Locator: All active ENERGY STAR partners are listed on a state-specific, national online directory where homebuyers can find retailers selling ENERGY STAR qualified manufactured homes. Retailers can become a partner for free by signing up at the ENERGY STAR Web site at www.energystar.gov.

Incentive Programs: Some state energy offices or local electric utilities provide incentives and/or rebates for sellers or purchasers of ENERGY STAR qualified

homes. A list of these can be found at the MHRA Web site.

SPECIALIZED MARKETING MATERIALS

MHRA, through its ENERGY STAR Marketing and Training Committee, is working with MHI to develop industry-specific materials that will help promote ENERGY STAR qualified manufactured homes.

Items under consideration for development include:

- **point of sale materials** such as banners, tent cards, a consumer brochure and a continuous loop video;

- **public relations materials** such as press releases and Web site content;
- **marketing materials** such as ad slicks and transit banners; and,
- **educational materials**, such as a training module that will be included in the Professional Housing Consultant training offered through the MHI's Manufactured Housing Educational Institute (MHEI)

Some items should be available in early 2006 on MHRA's Web site at www.mhrahome.org.

Comparison of Energy Costs



LOCATION	ENERGY STAR HOME	NON ENERGY STAR HOME	ANNUAL SAVINGS	MONTHLY SAVINGS
Kansas City, Mo. ¹	\$1,617	\$2,092	\$475	\$40
Lubbock, Texas ²	\$1,086	\$1,830	\$744	\$62
Binghamton, N.Y. ³	\$2,764	\$3,644	\$880	\$73

1. Natural gas heated double section home with electric water heating

2. All electric single section home 3. Propane heated home with electric water heating

Two Energy Victories for MH

The Manufactured Housing Institute (MHI) and the Manufactured Housing Research Alliance (MHRA) scored two recent victories that will make energy-efficient manufactured homes a more attractive and affordable housing choice.

New Mortgage Choice

First, MHI and MHRA successfully persuaded the Federal Housing Administration (FHA) to make ENERGY STAR manufactured homes eligible for FHA's Energy Efficient Mortgage (EEM).

Manufactured homebuyers planning to purchase an ENERGY STAR home who qualify for an FHA loan and place their home on private property could have the following two advantages with an EEM:

1. Home buyers can add up to \$8,000 onto their qualifying income, based on a calculation that takes the expected energy savings into account.

2. The calculation for the private mortgage insurance (PMI) premium is based on the cost of the home before energy improvements.

The qualification process for an EEM has also been streamlined for manufactured homes, eliminating the elaborate and costly home energy rating system (HERS) process. The cost of the HERS process has been a major stumbling block for manufactured homes.

Tax Credits for Manufacturers

Secondly, MHI was successful in gaining a special \$1,000 tax credit for manufactured homes built to ENERGY STAR specifications in the recently passed Energy Policy Act of 2005 (See *Capital View*, p. 8, for more information about the tax credit).

Visit the Web sites of MHI (www.manufacturedhousing.org) and MHRA (www.mhrahome.org) for updates about these developments or contact MHRA's Jordan Dentz at jdentz@research-alliance.org or 212-496-0900, ext. 13.