



Preserving Affordable Homeownership through Resident Ownership



“This is one of our nation’s largest sources of deeply affordable housing.”

Esther Sullivan
Associate Professor of Sociology, University of Denver and author of Manufactured Insecurity: Mobile Home Parks and Americans’ Tenuous Right to Place

- There are approximately **43,000 manufactured housing communities**, constituting **4.3 million homesites**
- Home to **7 million individuals**, or 1 in 40 Americans
- MHCs are **land-lease communities**. Homeowners in MHCs own their home but rent the land (lot) beneath it.
- Homeownership in MHCs is **most affordable form of homeownership**, serving homeowners with an average income of just \$41,000, compared to an average income of \$93,000 for stick-built homeowners

Number of MHCs	
CT	130
DE	190
ME	301
MD	253
MA	247
NH	312
NJ	245
NY	1,907
PA	1,716
RI	53
VT	218



WHY RESIDENT OWNERSHIP?

Control sits with the landowners. This means security, control, and zero profit margin.

Unlike traditional manufactured home communities, Resident Owned Communities (ROCs) are not subject to market-based rent increases, and there is no profit margin in monthly site fees. This cooperative ownership gives homeowners the ability to control costs, improve facilities, and make their own rules – all while providing the peace of mind of land ownership.



WHO IS ROC USA AND WHAT DO WE DO?

**ROC USA EMPOWERS COMMUNITIES AND
PRESERVES AFFORDABLE HOMEOWNERSHIP.**

At ROC USA, we empower manufactured home communities nationwide through cooperative resident ownership. Our integrated financing and technical assistance model ensures homeowners and their communities thrive under resident ownership and control. Our focus on affordability, sustainability, and resident empowerment drives our mission to create stable, resilient neighborhoods where everyone has a voice and a stake in their future.



Preserve affordable housing options by helping homeowners buy their manufactured home communities



Provide ongoing coaching & assistance



Empower sustainable and affordable self-governing co-ops

ROC USA—with our Network and partners—

1. finds out if manufactured home community is being sold
2. evaluates feasibility of community purchase
3. educates and supports residents to organize and form a cooperative (aka ROC)
4. provides capital structuring and direct financing for purchase & improvements
5. coaches residents post-purchase to govern and manage their ROC
6. offers peer-to-peer resident leadership engagement and broader movement mobilization through ROC Association



ROC USA's Technical Assistance – What is it, How does it Work?

Pre-Purchase

Professional Organizational Development to Build A Viable Community Ownership Entity

1. Providing a Governing Document, Operating Policy Templates
2. Hiring a Professional 3rd Party Full-Service Property Management Firm
3. Running a Democratically Controlled Membership Organization & Community
4. Building Empowerment, Leadership Development Training

Professional Real Estate Acquisitions/Development

1. Securing Legal Counsel to Represent Resident Corp. in P&S Contract and Negotiations, Closing
2. Securing 3rd Party Due Diligence (Env., Civil Engineering, Appraisal) to Make Informed Decision
3. Preparing financial Pro Formas & Loan Apps
4. Presenting the "Deal" to Homeowners in Understandable Terms
5. Representing Resident Corporation as Borrower in Commitment & Closing Processes

Post-Purchase (Life of Financing)

1. Stewarding Democratic Governance (Using the Corporate Documents)
2. Capital Improvement Planning & Assistance
3. Managing Your Property Manager
4. Annual Budget Planning
5. Community Building and External Relations
6. Providing Refinance Assistance at Maturity

Our Financing Track Record

Across the ROC Network

\$1 Billion

in acquisition
financing

ROC USA Capital

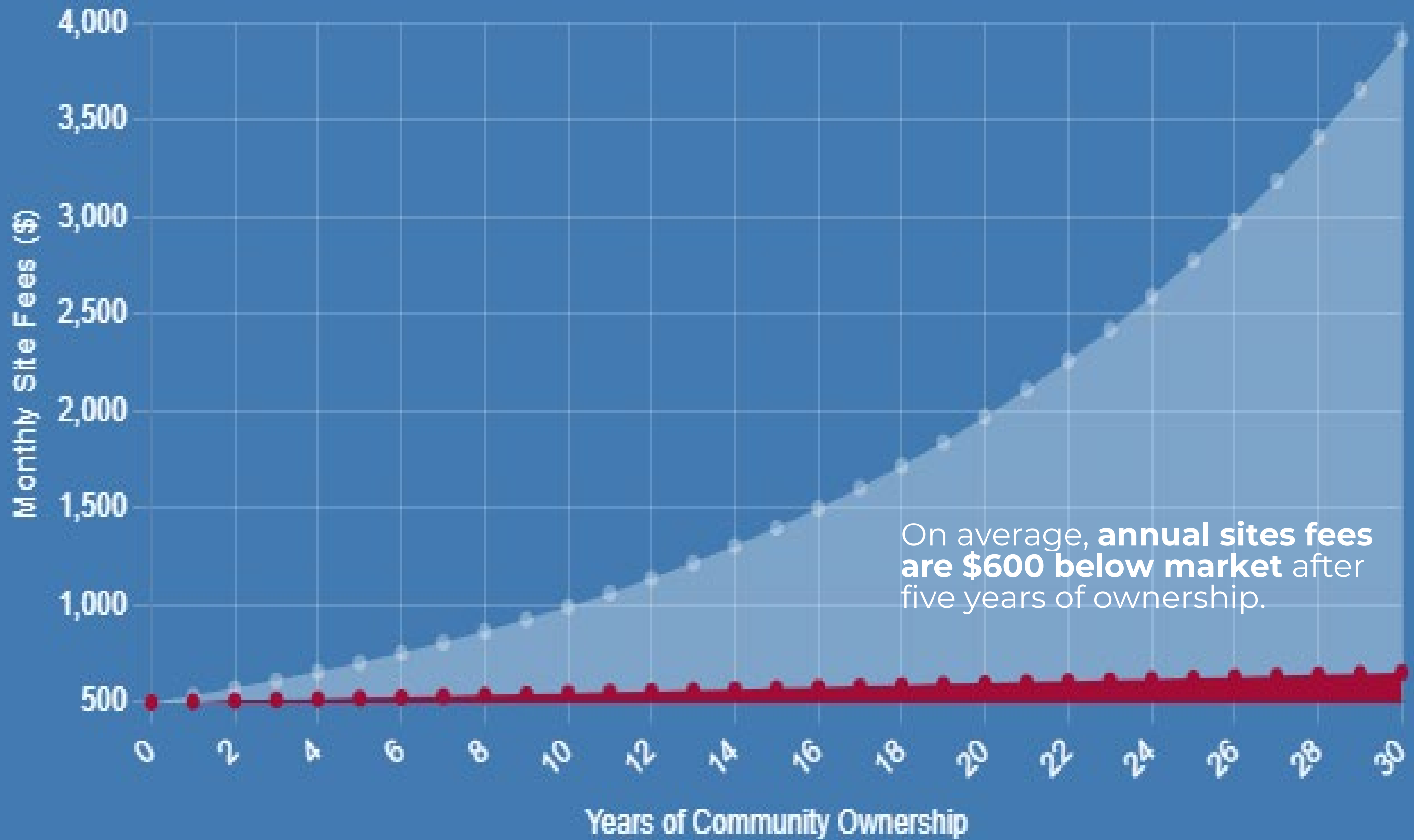
\$487M
in acquisition
financing

Every \$1 of
equity leverages
\$9 in financing

10,416
homes preserved

134
Resident Owned
Communities



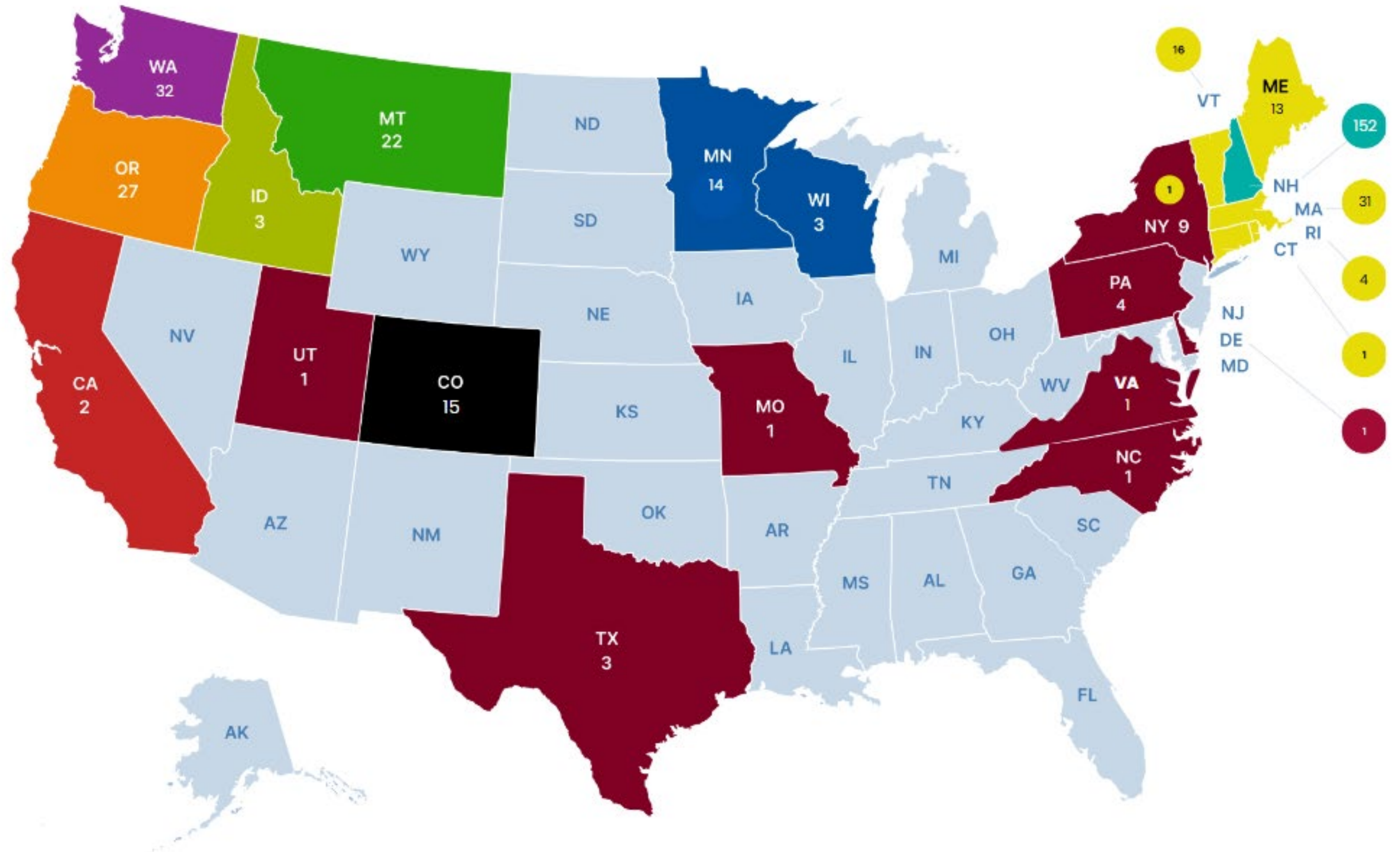


- ROC USA Capital-Financed Communities: 0.9% Avg. Annual Increase
- Commercially Owned Communities: 7.1% Avg. Annual Increase*



ROC USA and Affiliates

- California Center for Cooperative Development
- CASA of Oregon
- Cooperative Development Institute
- LEAP Housing
- NeighborWorks Montana
- New Hampshire Community Loan Fund
- Northcountry Cooperative Foundation
- Northwest Cooperative Development Center
- ROC USA
- Thistle Community Housing



356

Resident Owned Communities

\$1.09B

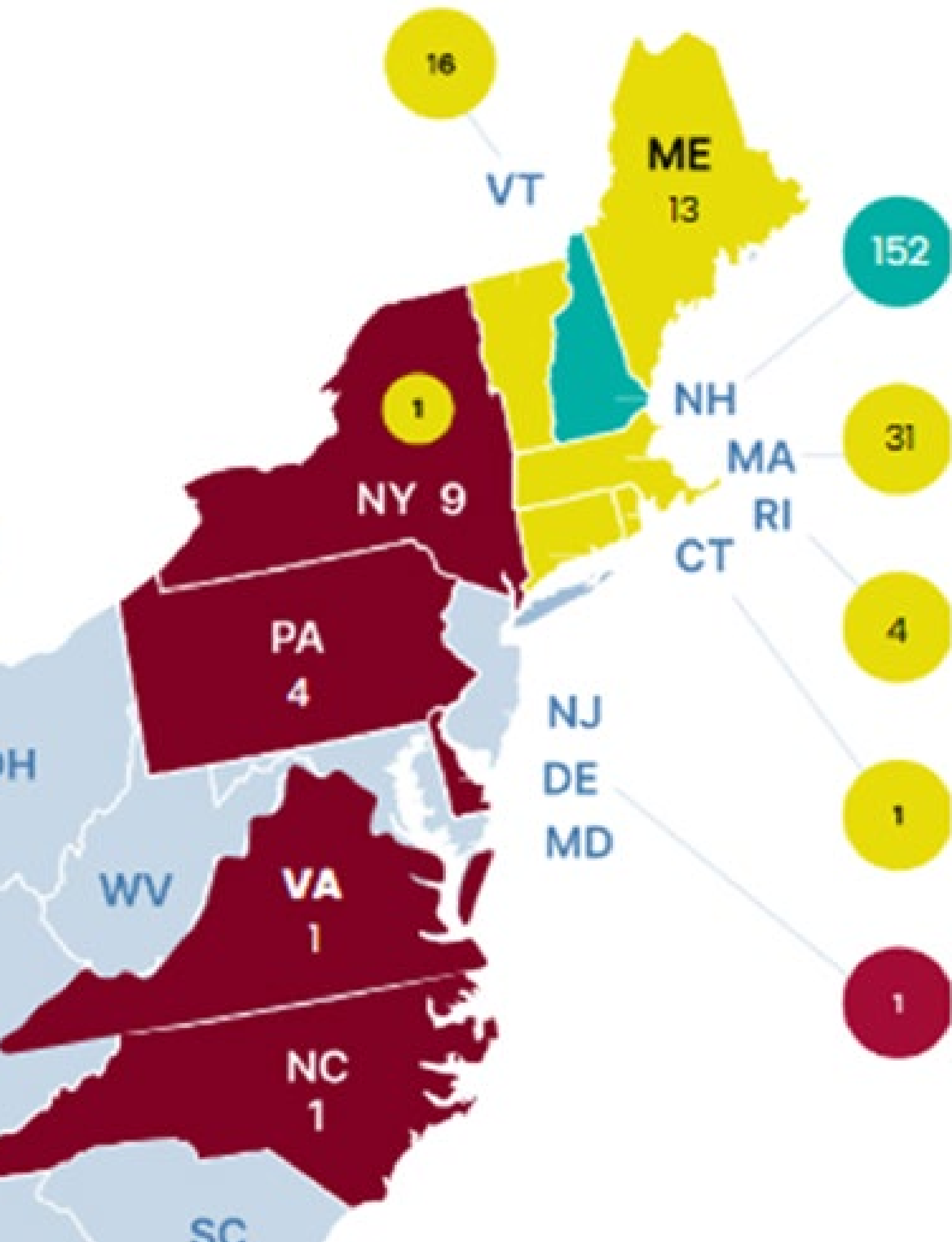
in Capital Lending Nationwide to Support Resident Ownership

24,342

Homes Preserved

9

Technical Assistance Providers, guiding ROCs through all phases of resident ownership



 Cooperative Development Institute

 New Hampshire Community Loan Fund

 ROC USA

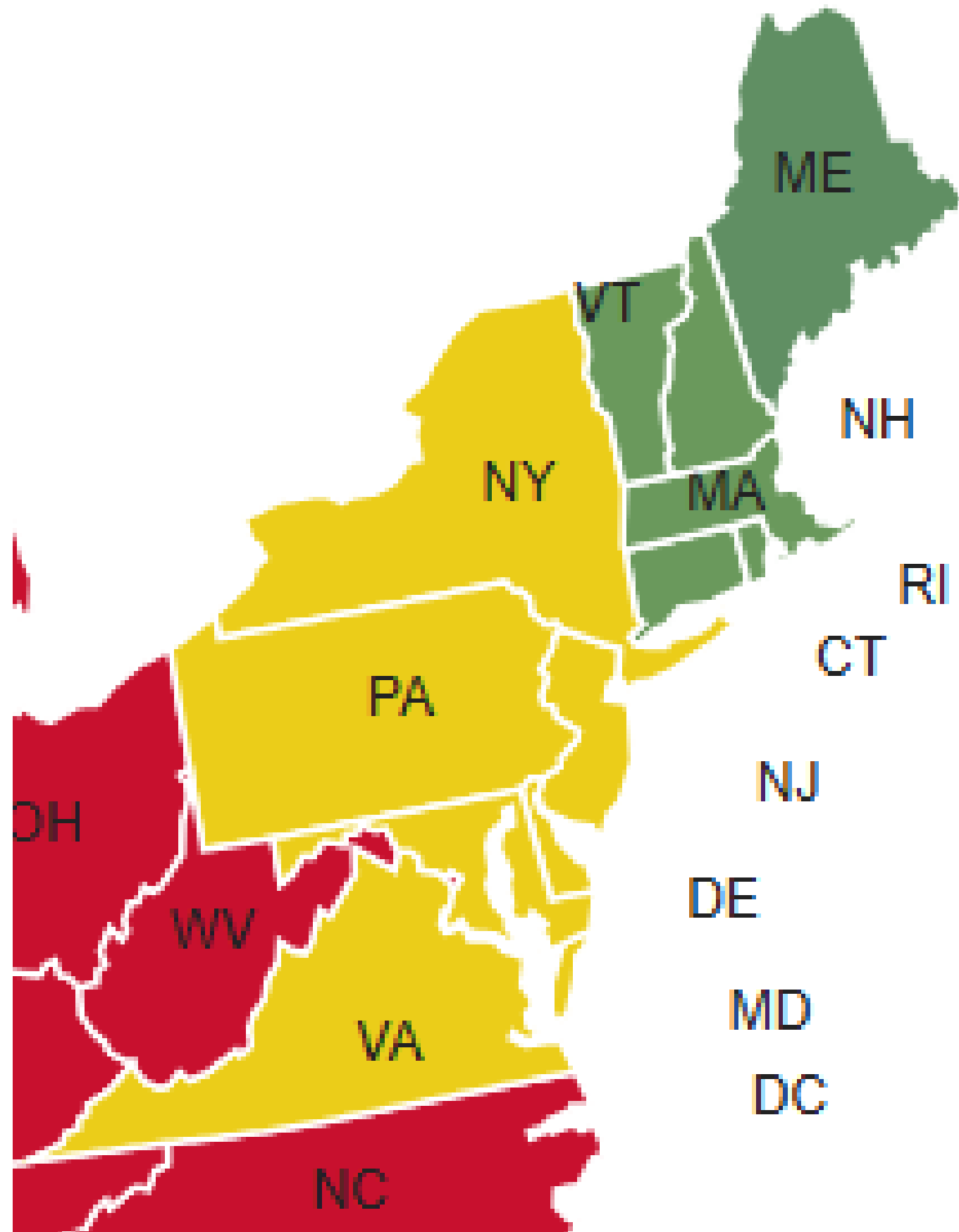
Resident Purchase Opportunity

The National Consumer Law Center has highlighted *six key elements* of a strong opportunity to purchase law. An effective law must:

- Apply **whenever a community is being sold**, whether for continuation as a manufactured home community or for change in use.
- Require **notice to all residents**, without any preconditions, and to a state agency.
- Require residents to be told the **price, terms, and conditions** of the third-party offer.
- Provide an **overall commercially reasonable time frame** for the residents to present their own purchase and sale agreement, reach an agreement with the community owner, lock down their financing, and close on the sale.
- Require the community owner to at least **consider the residents' offer and negotiate in good faith** with them. (This provision can be strengthened by a provision that, if the residents match the price and essential terms and conditions of the third-party offer, they have the **right to purchase** the community).
- Provide an effective means of **enforcement**.

They also provide a **model resident purchase law**.

- This state has no laws giving manufactured home community residents the opportunity to purchase their communities
- Some protections when community is sold, but significant gaps
- Strong protection when community is sold



Opportunities to improve in States with “some” protections:

NJ – just enacted an extremely strong bill A4973

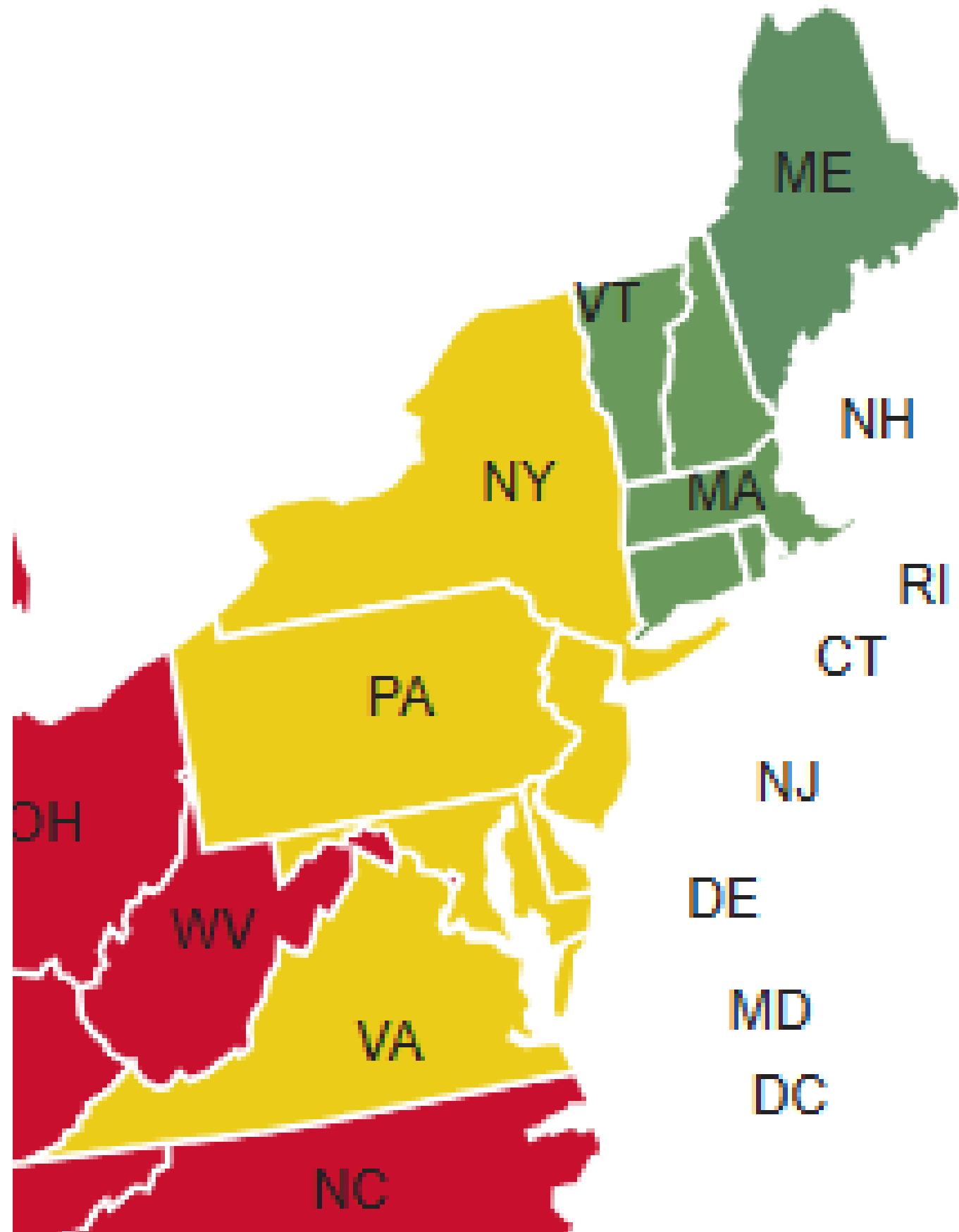
DE – short timelines for residents (30 days to express interest, then 30 days for contract; 90 days to close)

PA – residents receive notice of sale or closure; only clear right to make offer for closure

NY – updated in 2023; I call this a “strong” law

Source: National Consumer Law Center,
<https://www.nclc.org/resident-purchase-opportunity/>

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Even Strong State Laws Can Be Improved!

MA

ME – last year strengthened law from OTP to ROFR (LD 1145)

CT

RI

VT

NH

Source: National Consumer Law Center,
<https://www.nclc.org/resident-purchase-opportunity/>

What else can be done to strengthen MHCs and preserve them as affordable?

Support the preservation of MHCs through state financing and grant programs for:

acquisition

infrastructure

new homes (infill / replacement)

Improve public data collection and disclosure on manufactured housing communities

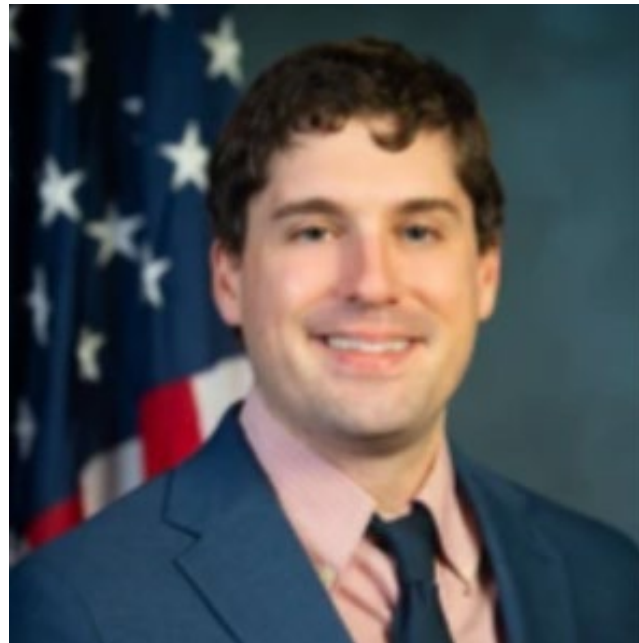
Strengthen minimum lease protections in MHCs

Improve home financing options (Personal Property vs. Real Property)

Allow broader access to mortgages by making it easier to title MH as real estate

Include personal property financing in state first-time homebuyer mortgage programs

THANK YOU!



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