

Pre-SECO18 Events

Monday, 10/8, 9am - 4pm, George Allen's MHM Property Management Certification Course

Tuesday, 10/9, Pre-SECO Workshops

Time	Topic	Presenters (others TBA)	Description
Lunch 12:30 - 1:45	MH Options & Features	Sponsored by SECO18 & Clayton Savannah, Blake Gibbs Legacy Homes, Curt Hodgson ScotBilt Homes, Gary Taylor .	Latest options, features, and floorplans, and financing from Clayton Savannah, Legacy Homes, and ScotBilt Homes.
2:00 - 4:00	Demonstration - Installing New Homes In Your Community	Cole Phillips , Phillips Investment Properties, CO	Offsite demonstration at nearby MH community. What's involved in ordering the right home for a lot? What's involved in placing the home on the lot, blocking & leveling it, and connecting utilities? Attend this hands-on session for an actual demonstration of setting a MH on a lot at a local MHP/LLC.

===== Workshops in Room #1 =====

9:00 - 10:30	Renting MHs Instead of Selling	Keith Campbell , Campbell Properties Chuck Meek , Calhoun Homes, CO Cole Phillips , Phillips Investment Properties, CO	Some COs prefer to sell MHs to fill vacant sites. Others prefer the rental model for its "obvious" advantage of a perpetual income stream. Attend this workshop to hear from those who have successfully employed the latter, discussing revenue, expenses, turnover, pros & cons.
10:45 - 12:15	Social media bootcamp	Dawn Highhouse , MHVillage	You know the basics of social media – but how do you manage it all? Dawn will give you some hands-on, practical tips to make your social media marketing more efficient, and easier - including what programs, apps, and websites take the grind out of marketing on Facebook, Twitter, LinkedIn, Pinterest and more.
2:00 - 3:30	Passive investing in MHPs	Maria Horton , Newport Pacific, CO Jefferson Lilly , Park Street Partners, CO	If owning and managing a MHP/LLC seems like it would require more time than you have or be outside your skill set, you might consider being involved in the MH industry as a passive investor. Hear from COs who manage dozens of communities owned by groups of investors.
3:45 - 5:15	Valuation of MHP/LLCs	Ben Braband , Saddleback Valley Communities, CO Steve Case , Military Homes, CO Jefferson Lilly , Park Street Partners, CO	Valuing an income stream by applying a cap rate to NOI is pretty straightforward. What, however, are realistic revenue & expense estimates, cap rates, or estimate of value of vacant lots in MHP/LLCs? What about Park Owned Homes, rented or under L-O contract, or raw land that could be developed into MH lots?

===== Workshops in Room #2 =====

9:00 - 10:30	Self Storage	Steve Case , Military Homes, CO Paul Chase , Iron Horse Properties, CO Bob Love , Love Properties, CO	If tenants who don't have to be reminded to cut their grass or pressure wash their home, or who don't call about maintenance issues, sounds attractive to you, perhaps there's an investment in a self-storage facility in your future. How does self-storage compare to MHP/LLC ownership, management, valuation, and resale?
10:45 - 12:15	Technology In Communities	John Hemelgarn , Rent Manager Randy Newby , Community Technology Services	Attend this workshop to hear about the latest and greatest capabilities, features, and options of one of the leading MHP/LLC property management software programs. Basic concepts and advanced features will be covered. Security camera installation and maintenance, IT support, and audio video systems.
2:00 - 3:30	Community Liability Issues - service & emotional support animals, emergency preparedness, storm shelters	Kurt Kelley , Mobile Insurance Gene Norman & Brad Huffines , Weather Call David Roden , Mountain View Estates, CO Kim Shultz-Rainford , Hardrock Park, CO	What are the "gotchas" in MHP/LLC insurance coverage which you may be overlooking? What are your alternatives when a resident says your pet policy doesn't apply to his emotional support pig or pit bull? Can a tornado/storm shelter pay for itself? What can you do to make your MHP/LLC residents feel better about dangerous weather?
3:45 - 5:15	RV Parks	Heather Blankenship , Colliers International, CO David Gorin & Jayne Cohen , Gorin + Cohen Consulting Group.	Another seemingly attractive alternative to MHP/LLC ownership and management is rental of sites to folks who drive \$500,000 motor homes. Some of the nation's most knowledgeable RV park feasibility consultants and owner/operators will talk about the pros & cons of this interesting, and possibly lucrative, investment alternative.