



**Wed-Thurs October 26 and 27, 2016**

**9 days from now**

Click to view our newly released **[DETAILED AGENDA](#)**

**Upwards of 250 small & mid-size community owners, MH manufacturers, lenders, vendors, and sponsors gathering in Atlanta to fill vacant lots with NEW CSH homes!**

**Hotel rate increases to \$179 on 10/20**

**We have a great program planned for the COs and management personnel attending SECO16!**



**Chris Nicely** draws experience from a broad spectrum of sales and marketing leadership positions within manufactured housing, marine products, building products and database information. As CEO of Next Step Homes, he is facilitating the use of manufactured housing as an affordable housing resource for a national network of non-profit organizations. He is a go-to resource for strategic planning, digital and traditional marketing, positioning, branding, tactical execution, selling in a high trust environment and

getting the sale SOLD. As the vice president of marketing for Clayton Homes, Chris re-cast the public presence of Clayton with a new image, re-energized the web presence, developed a proprietary CRM system and engaged the general population with dramatic results. Member of the MHI image committee working with JD Power, and discovering what drives the MH buyer, Chris shares realistic applications that yields results. With formal education in economics, business management; and leadership positions at nationally recognized companies like Rubbermaid, Bell & Howell and Berkshire Hathaway, Chris shares information that can make a difference, in a down to earth, easy to understand way. You are sure to benefit from his experience. Chris is a long-time supporter of SECO, actually developed our logo and our brand, and served as our event coordinator for several years.

We sincerely appreciate all that he has done, and continues to do, to support and promote SECO.

### **Small & mid-size Community Owners:**

If you bought & sold repos in the past to fill vacant lots, they may have been hard to find and expensive to buy, old when they arrived, required

rehab, didn't attract the best clientele, and had high rental & seller-finance turnover. [Come see NEW Community Series Homes \(CSH\) at SECO16.](#) Learn from your peers the step-by-step process of selecting the homes, features, options, and price-point, financing their acquisition, efficient installation, Internet marketing, sales training, qualifying prospects, retail financing, and lease-option do's and don'ts. Meet the MH plant construction and sales personnel, lenders, vendors, & consultants who can help you through the home buying and selling process, improve community management, increase revenue, and reduce expenses. Most importantly, leave with the contact information of people you met who can and will help you most in the future.

**SECO16 by the numbers (as of today)**

**212 attendees now confirmed!**

(175 last year, [approaching 250 this year!](#))

**17 states represented!**

COs coming as far away as CA, CO, TX, WA and NY!

**5 display MHs - 4 SWs, 1 Porch Model DW**

**25 vendors**

**35 sponsors**

**18 attendees enrolled in Ken Corbin's Sales Training**

**30 attendees+ enrolled in the free Legacy Plant Tour**

**Important information about SECO16:**

[MH Display](#) and [Vendor Area Layout](#)

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**Come early for these Pre-SECO16 events on Tuesday Oct 25!**

**Sales Training Seminar**

(Great opportunity for you and your Property Manager/ Sales Agent!)

presented by [Ken Corbin](#)

**Cost is \$49 pre-registration and \$69 at the door. Limited availability.**

For more details, click [here](#). To register, please contact Genevieve Ketelle

Genevieve@SECOConference.com or 770-871-6889

**Free Legacy Plant Tour**

**Legacy Housing has 11 MHs set up for the Tour!**

click [here](#) for more details.

Bus departs from the Holiday Inn, transport and lunch provided by Legacy Housing Ltd.

Only 10 seats are still available.

Contact [Barry Burrell](#) to register

BarryBurrell@legacyhousingltd.com or 478-455-4663

**\$245 SECO16 registration fee**

*Best bargain ever for 2 days of presentations, reception, lunches, MH display, vendors*

**\$89/night hotel room rate incl breakfast and Wi-Fi**

North Atlanta venue, Free parking, Free Shuttle to MARTA Station, LOTS of restaurants, shopping, goings-on in the area

**Increases to \$179 on 10/20**

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## Industry Goings-On:

### **Iowa Division of Banking approves Lease-Option for manufactured home sales in communities!**

Contact Joe Kelly, Iowa Manufactured Housing Association, joe@iamha.org, 515-265-1497 or attend their annual meeting November 6-7 for more info. Click [here](#) their agenda and registration form.

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Very Few Vendor Opportunities are still available at this time!  
We still have great **Sponsoring Options** available!

### **Get the maximum ROI on your SECO participation!**

If you want to be featured in the "Gold Sponsors" section of our next flyer, please contact Genevieve Ketelle, event coordinator 770-871-6889 or [Genevieve@SECOConference.com](mailto:Genevieve@SECOConference.com)

## Featured SECO16 Gold Sponsors



Affordable Housing in the Atlanta Area

[www.HomesforLife.net](http://www.HomesforLife.net)



### **Quality, Value and Service**

**These are the building blocks of a great company, a great home and a tradition of longstanding relationships.** River Birch is about to celebrate 20 years of providing families with homes that are built to provide peace of mind and confidence as they make this significant purchasing decision. A River Birch home will provide MH Park Investors and Owners a home that will serve both you and your tenant well in the years to come. **Come see the River Birch difference!**

**Contact Info: Jeff Hood at [jhood@riverbirchhomes.com](mailto:jhood@riverbirchhomes.com) or 800-426-5622**



**WHY SCHULT ROCKWELL?** In 80 years, we've learned a lot about what people want from a home builder. Today, we strive to exceed these expectations with every home we build. Every Schult Rockwell home is built to standard features that form a solid base for years to come. When you walk through a Schult Rockwell home, you know immediately that it's built to last. Designs have changed over the years, but one thing has remained the same - the name Schult Rockwell is still synonymous with "quality" in the housing industry.

**INTEGRITY NEVER GOES OUT OF STYLE!** We want to earn your loyalty and we are committed to making your experience with us a 10! That's why, after 80 years of taking care of customers, Schult Rockwell continues to be the home of **INTEGRITY**. Every relationship is built on **TRUST** and your family can rest assured that Schult Rockwell will be there. Backed by Berkshire - Hathaway, Schult Rockwell is committed to continued strength and stability for years to come.

Here at Schulz Rockwell, we are dedicated to providing the highest **QUALITY** products that are backed by the best warranty in the industry.

**Contact Info: Brian Rowland: [brian.rowland@schulthomes.com](mailto:brian.rowland@schulthomes.com) or 1-877-852-0515**



**Rent Manager® is a completely integrated property management, accounting, contact manager, and facility maintenance software suite. With it, you no longer need to become an expert in multiple programs and maintain multiple databases to run your business.**

Available as a stand-alone or cloud-based product, Rent Manager is proven software for companies that manage all types of properties. Exceptionally customizable and ideal for portfolios of every size, Rent Manager is your key to an effective and efficient business

**Any Portfolio, Any Size, One Software-Rent Manager.**

**Contact info: Brittany Christerson, Director of Sales and Marketing**  
**[Brittany.christerson@rentmanager.com](mailto:Brittany.christerson@rentmanager.com) or 800-669-0871 ext. 203**



**At Legacy Housing, we offer extensive programs aimed at helping MH Parks get a higher quality product in new homes. Our Low Down Payments allows your company to buy more homes for the same price you would pay for 1 Repo! Don't buy used homes or repossessed units when your community can have brand new homes delivered straight off the factory line.**

Financing is available. Contact our MH Park Sales Team today at 706-403-0333 or [barryburrell@legacyhousingltd.com](mailto:barryburrell@legacyhousingltd.com) to help get you started on your new project!

**We are organizing a Free Plant Tour of our Georgia facility on Tuesday 10/25/16.**

**Please email [barryburrell@legacyhousingltd.com](mailto:barryburrell@legacyhousingltd.com) with your interest in participating.**

Orange Cat Productions



**Bob Stovall of Orange Cat Productions LLC has 24 years experience in online marketing, website design and business web hosting. His specialties are Content Management Systems (CMS), Email Marketing, Traditional and Mobile Websites and Blogs and Social Media made simple for small businesses. Comprehensive Website Reviews assess the current and potential strengths and weaknesses of your current site.**

Bob has operated Orange Cat Productions LLC since 1996 and previously freelanced for ad agencies serving Fortune 500 clients. Bob has been serving the Manufactured Housing industry since 2006.

**Contact Bob Stovall by Phone: 859-319-4444 or Email: [bob@orangecat.com](mailto:bob@orangecat.com)**



**Built For Life**

**Fleetwood homes are built for life. Your life. Our focus is meeting the ever changing lifestyle needs of our customers. Families from all walks of life invest in a Fleetwood home because of our reputation for building the finest homes, pricing them affordably, and backing them with outstanding service and warranty protection. Since 1950 Fleetwood has surprised over 1.5 million**

**families with how much home they can afford by offering the quality, floor plans, and design options that home buyers expect.** Visit our showing at the 2016 SECO and see why we've been voted "Manufacturer of the Year" by MHI for 7 straight years!

**Contact Info: Tom Green [tom.green@fleetwoodhomes.com](mailto:tom.green@fleetwoodhomes.com) 1-800-476-0084**

**SECO16 Silver Sponsors**



**\$245 SECO16 Registration** includes

- 2 days of presentations & panel discussions
- Legacy Housing Plant Tour on Oct. 25 [Read more...](#)
- Networking with 250+ small & mid-size COs and key leaders in the industry
- 5 Community MHs on display
- 25+ MH product and services vendors
- Beverages during meetings, 2 lunches and a reception
- **Lowest attendee registration cost ANYWHERE! Bring your whole team**



**RESERVE YOUR ROOM NOW!**



Holiday Inn - Perimeter, North  
Atlanta, Ga 770-457-6363  
**Mention discount code  
SECO2016**

**Low negotiated rate of \$89/night, single or double.**

- Includes breakfast and Wi-Fi  
**Increases to \$179 on 10/20!**  
**[Booking Link](#)**

- Free Parking **or Free shuttle transportation** from/to 1st Level of Dunwoody MARTA station (N9) for easy airport access and nearby restaurants, shopping, etc.

**Previous SECO16 Flyers**

- [Save the Dates \(Sent 6/29/16\)](#)
- [Great Program Planned \(Sent 7/28/16\)](#)
- [Registration is now open \(Sent 8/9/16\)](#)
- [Top 6 Reasons to attend \(Sent 8/26/16\)](#)
- [Good for your MH Business! Fantastic ROI! \(Sent 9/6/16\)](#)
- [Successfully Filling Vacant Lots with New MHs \(sent 9/15/16\)](#)
- [SECO16 Agenda is out! Ground Breaking Lease-Option Info from Iowa! \(Sent 9/23/16\)](#)
- [2 Days to Early Bird Prices Expiration \(Sent 09/29/16\)](#)
- [Early Bird Prices Extended through October 3 \(Sent 10/01/16\)](#)
- [We need your help reaching small & mid-size community owners and managers who want to fill vacant lots with NEW manufactured homes! \(Sent 10/7/16\)](#)

- [George Allen & Lease-Option attorney Carl Becker at SECO16 - two weeks from today \(Sent 10/12/16\)](#)

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**SECO16 | Genevieve Ketelle | 770-871-6889 |  
www.SECOConference.com**

STAY CONNECTED:

