



Wed-Thurs October 26 and 27, 2016

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

We all know the **WHY**: increase community cash flow, increase community value, attract better clientele, upgrade community, & reduce common area expenses.

Come to SECO for the HOW: Community Series Homes (CSH), acquisition lenders, Internet marketing, buyer underwriting, consumer financing, lease-option, default expectations, community management, & networking.

SECO 2016: A not-for-profit event attracting over 200 community owners and industry personnel, planned and executed by and for small and mid-size community owners and managers.

Please help us help the industry by passing this flyer [or this one](#) to fellow community owners and managers, your community customers, and your clients. See you at SECO 2016 in Atlanta in less than 3 weeks!

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 in 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

Bus departs from the Holiday Inn, transport and lunch provided by Legacy Housing Ltd. There is limited availability and seats are filling fast. For more details, click [here](#). Contact Barry Burrell to register.

BarryBurrell@legacyhousingltd.com or 478-455-4663

\$245 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

SECO16 by the numbers (as of today)

186 attendees now confirmed!

(175 last year, 200+ expected this year!)

16 states represented!

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

Canada too!

5 display MHs - 4 SWs, 1 Porch Model DW

24 vendors

31 sponsors

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.

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

Featured SECO16 Gold Sponsors



Affordable Housing in the Atlanta Area

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 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 Schult 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 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 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 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 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

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 1-800-476-0084

SECO16 Silver Sponsors



\$245 Conference Registration includes

- 2 days of presentations & panel discussions
- Legacy Housing Plant Tour on Oct. 25 [Read more...](#)
- Networking with 200+ small & mid-size COs and key leaders in the industry
- 5 Community MHs on display
- 20+ 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 770-296-6003

Mention discount code **SECO2016**

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

- Includes breakfast and Wi-Fi

[Booking Link](#)

- Free Parking **or Free shuttle transportation** from/to Chamblee MARTA station (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 \(sent 9/15/16\)](#)
- [SECO 16 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 \(Sent 10/01/16\)](#)

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

STAY CONNECTED:

