



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

**Two weeks from today!**

**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!**

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

**Here are 2 of the industry experts speaking at SECO this year. Don't miss out!**



**George Allen** CPM® Emeritus and MHM® Master has owned and managed landlease communities over 35 years. He is an association activist, consultant and industry promoter with Indiana and Illinois MHA and a founding board member of the National Communities Council of MHI. He is author of several books on MH community management and publisher of The Allen Letter, The Allen Confidential, and the Allen Report, widely read publications within the MH industry. In 2001 he received the National Institute of Real Estate Management's J. Wallace Paletou Award for career

management excellence. In 2008 he was honored as the MHI Industry Person of the Year. In 2011 he was inducted into the RV/MH Hall of Fame. He founded the Community Owners (7 Part) Business Alliance, a.k.a. COBA7 and is retired from the U.S. Marines with the rank of lieutenant colonel. At SECO16 George will comment on the State of the MH Industry. He is also donating 30 copies of his 'Guidebook for Selling & Seller-financing New Manufactured Homes On-site in LLC Communities' for sale at \$20 apiece - with all proceeds going to the GMHA PAC fund.

**CARL J. BECKER** Founding partner in the law firm of Newton Becker Bouwkamp Pendoski, PC where he practices in the areas of manufactured housing law, business litigation, real estate, general commercial advice and family law. He frequently lectures on issues impacting manufactured housing communities, helped create the Reference Library utilized by members of the IMHA/RVIC, and has worked with



various members of IMHA/RVIC throughout the years on numerous issues ranging from purchases and sales of manufactured home communities, drafting leases and other contracts used by communities, and tenant/landlord issues. At SECO16, Mr. Becker will discuss the legal aspects of lease-option contracts as a means of filling vacant community sites with new and used manufactured homes.

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

**207 attendees now confirmed!**

(175 last year, **approaching 250 this year!**)

**16 states represented!**

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

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

**27 vendors**

**35 sponsors**

**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 Kettle  
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

[Click here](#) to view the Conference Agenda

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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.

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 Kettle, 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**



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**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.**

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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



online marketing solutions  
for small business

**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)



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Contact Info: Tom Green [tom.green@fleetwoodhomes.com](mailto: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.

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### **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! \(Sent 10/7/16\)](#)

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

STAY CONNECTED:

