

## SECO17 BREAKING NEWS !

- **1,492 new contacts added to our contacts database in May!**

Thank you for your help adding new contacts to our SECO database last month! Our goal in May was to add 1,000 new small and mid-size community owners (COs) to our database. Some of you passed individual contacts to... [see more](#)

- **SECO17 registration - July 1, 2017**

Bob Stovall, [Orange Cat Productions](#), is busily programming our registration module. Plans are to have it up and running and thoroughly tested by July 1st. Get ready to register your whole team.

- **Congrats to Clayton Homes on their excellent home show in Birmingham**

Clayton displayed about two dozen single & multi-section homes from 10 plants. Many of the homes were Community Series - functional, lower priced, lots of eye candy. Lots of new colors, construction features, options, and floorplans were displayed, along with a new, high-tech 3D virtual tour of homes.

- **MH Village redesigns SECO website**

MANY thanks to Darren Krolewski of [MH Village](#) for redesigning the SECO website. Great job! More nice features and additions to come!

- **SECO17 Agenda**

Our SECO17 planning group is zeroing in on speakers, panel discussions, and panel participants - but still open to suggestions.

If you've heard someone speak on a topic you feel other small and mid-size COs would be interested in, please drop Genevieve a note ([genevieve@secoconference.com](mailto:genevieve@secoconference.com)). We hope to begin making announcements later this month.

- **MH Raffle at SECO17!**

Yes! For the first time at **ANY MH meeting** we're aware of, a brand new \$35,000 manufactured home will be raffled off at SECO17. For about \$200, a SECO17 attendee in the MH industry could win the home, or its value! Details to follow.

- **A gift from lead sponsor MH Village**

Our lead sponsor, [MH Village](#), just notified us that they will be providing a VERY NICE gift to the first 350 attendees at SECO17!

- **Almost sold out of vendor & exhibitor slots**

41 of the 42 vendor and exhibitor slots at SECO17 have already been sold. We're trying to find space for a few more. We are REALLY fired up about our new venue - the Marietta Hilton Conference Center! Check out the photos in the flyer below.

- **David Roden speaks!**

Please click [here](#) for a letter from one of the founders of SECO - Mr. David Roden, long-time owner of Mountain View Estates in Rossville GA.

- **SECO16 videos coming soon**

We hope to have videos of SECO16 presentations posted on the SECO website soon. Details to follow!

- **Lease-Option docs**

If you're interested in L-O sale of MHs in communities which you own and manage, the best \$250 you'll ever spend will be for a special membership with the **Iowa MHA** that will get you an 18-page package of L-O docs developed by their attorneys. The package consists...[see more](#)

- **Hotel rooms are going quickly.**

The Marietta Hilton only has 200 rooms. They will sell out. If you want to room at the meeting venue, book your reservation now. The registration button, including the SECO17 discount rate, is posted below in this flyer.

- **Testimonials wanted**

If you'd like to leave a comment, or two, about previous SECO conferences you attended, please send a note to Genevieve ( [genevieve@secoconference.com](mailto:genevieve@secoconference.com)). Sign your name if you want us to attribute it to you, or "anonymous" if you don't. Either way, other small and mid-size COs and managers want to hear from you!

- **Please be careful forwarding this SECO email message to others.**

While checking on some unsubscribed contacts in our database, we discovered a potential problem with Constant Contact: if you forward this email message containing this flyer to someone else, and they then click the "Unsubscribe" link on the flyer, they will inadvertently unsubscribe YOU from our database. To ensure this doesn't happen, always use the "**Forward this email**" link at the very bottom of each flyer to pass the flyer to someone else.



For Community Owners, By Community Owners

**350+ small and mid-size community owners and other industry personnel will attend SECO17 on October 11-12, 2017 in Atlanta, Georgia**

**We are focused on expanding our contact list to try to reach as many fellow community owners in the **US & Canada** as possible!**

Please help by passing names & contact info of your friends in the community business to [us](#), [add them yourself](#) on our website, or forward this flyer to them suggesting they add

themselves via our website [www.SECOConference.com](http://www.SECOConference.com).

## What is SECO?

- A full-fledged non-profit 501c3 conference [for community owners, by community owners.](#)
- Community Owners filling vacant sites, adding value and cash flow, one new Community Series homes at a time.
- Brand new venue (Marietta Hilton - see below) - much more space for display MHs, exhibitors, vendors, sponsors, reception, lunches, meeting space, and networking.
- **Lots more details will follow over the next few months.**

**Visit our NEW and updated website**

**[www.SECOConference.com](http://www.SECOConference.com)**

Courtesy of our Platinum Sponsor MHVillage

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## **SECO17 UPDATES:**

- **Pre-SECO workshops are now confirmed:** Rent Manager Basics, Rent Manager Advanced, MHVillage - Marketing through Social Media 101, Lease-Option Methodology
  - **New Website and Facebook Page:** Please visit our new website and **LIKE** us on Facebook!
  - **Exhibitors:** 97% of our Exhibitor tables and booths already sold.
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## **These vendors are registered for SECO17**

**Tables 1-2 Underground Infrastructure Solutions**

**Tables 3-4 Jamie's Interiors**

**Table 5 - Vanderbilt Mortgage & Finance, Inc.**

**Table 6 - ParkLane Finance Solutions**

**Table 7 - TIE Down Engineering**

**Table 8 - Hunt Mortgage Group**

**Table 9 - ABT Water**

**Table 10 - Mobile Insurance**

**Table 11 - American Commerce Bank**

**Table 12 - The Mobile Home Park Broker**

**Table 13 - Right Column Financial**

**Table 14 - Tri-State Distributors**

**Table 15 - Shaw Inc.**

**Table 16 - GENCapital**

**Table 17 - Lonestar Wheels & Components**

**Table 18 - [NOW available](#)**

**Table 19 - Credit Human**

**Table 20 - Homes of Merit**

**Table 21 - Fortune Real Estate & Claffy Consulting**  
**Table 22 - RoofWrap LLC**  
**Table 23 - Complete Block Company**  
**Table 24 - Nicely Made**  
**Table 25 - N Tech LLC**  
**Table 26 - 21st Mortgage**  
**Table 27 - HAS Capital, LLC**  
**Table 28 - Yale Capital Advisors**  
**Table 29 - Blevins Inc.**  
**Table 30 - Premier Waste**  
**Table 31 - Cavco Industries**  
**Table 32 - RENTERText**  
**Table 33 - Heritage Distributing**  
**Table 34 - Manning & Nozick**  
**Table 35 - Ken Corbin**  
**Booth A - DATACOMP / MHVillage**  
**Booth B - Triad Financial**  
**Booth C - Capstone Manufactured Housing**  
**Booth D - Style Crest**  
**Booth E - Rent Manager**  
**Booth F - Oliver Technologies**  
**Booth G - Newport Pacific**

## **SECO17 Exhibitor Registration**

**Exhibitor Registration is still open.  
We have only one location left.  
Don't wait any longer!**

Review our new [Exhibitor Floor Plan](#)

1. Review the [SECO17 Exhibitor Alternatives & Pricing](#)
2. Based on your selection, please print, fill out and sign the applicable SECO17 Exhibitor Contract from the list below:
  - [Tier I - Tier II Table Option](#)
  - [Private Display Room](#)

**Scan and return the signed contract by email to  
Genevieve Ketelle at [Genevieve@SECOConference.com](mailto:Genevieve@SECOConference.com)**

## **SECO17 SPONSORS**

**We are excited to report that we have already confirmed these  
Platinum and Gold Level sponsors!**

## PLATINUM SPONSORS



MHVillage / DATACOMP, a well known and established company in the MH Business has partnered with us to update our social media presence.



Nicely Made Media is an energetic production company based out of Los Angeles, California specializing in aerial drone filming, corporate video production, and commercial photography. Nicely Made Media will be the official photography, and video production company of SECO17.



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.**

## GOLD SPONSORS

RHP Properties  
Newport Pacific  
Manning & Nozick  
American Commerce Bank  
Yale Capital Advisors  
Triad Financial

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**Brand New 2017 Venue**





**Hilton Atlanta/Marietta Hotel & Conference Center**

**October 11-12, 2017  
Pre-SECO October 10, 2017**

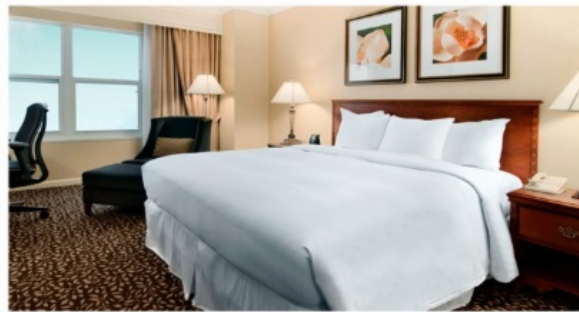
500 Powder Springs St, Marietta, Georgia, 30064  
TEL: 770-427-2500

Conveniently located only 30 minutes from Hartsfield Jackson International Airport and 3 minutes from the renowned Historic Marietta Square with its many restaurants and attractions.



Click button on the right for our great negotiated rate of \$129/night, inclusive of 1 full buffet breakfast. Only 200 rooms available, don't wait!





### **1,492 new contacts added to our contacts database in May!**

Thank you for your help adding new contacts to our SECO database last month! Our goal in May was to add 1,000 new small and mid-size community owners (COs) to our database. Some of you passed individual contacts to us, some passed entire lists. Some that we attempted to add were already in the database. In total, we added 1,492 new contacts to our database. Special thanks to **Ken Corbin**, MH sales trainer extraordinaire, and Bill Burnside with **RoofWrap** for their help with this project. We also culled from the database those contacts who have not opened our flyers recently.

We now have 4,093 current, small and mid-size COs, community managers, and other industry personnel in our database - one of the best now in the MH industry! Thanks MUCH for your help!!! Please keep passing new contacts to us or our website [www.SECOConference.com](http://www.SECOConference.com) to them so they can sign up. Could we grow the SECO database of small and mid-size COs and related industry personnel to 10,000 by the time we meet for SECO17 in October? With 50,000 communities in the U.S., and most of them owned and managed by small operators, we know there are a lot more to reach.

**Our contact database will never be supplied to anyone else for commercial use.**

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### **Lease-Option docs**

If you're interested in L-O sale of MHs in communities which you own and manage, the best \$250 you'll ever spend will be for a special membership with the **Iowa MHA** that will get you an 18-page package of L-O docs developed by their attorneys. The package consists of a memorandum thoroughly describing the program, a copy of the L-O contract their attorneys drew for Iowa COs to use, a copy of Reg. M (which should accompany your L-O contract), and a copy of the promissory note an Iowa CO might use to finance the optionee's purchase of the home (when he exercises the option and the CO surrenders the title). Contact Mr. Joe Kelly, executive director of the Iowa MHA, 515-265-1497, [joe@iamha.org](mailto:joe@iamha.org). [<back to SECO News>](#)

**SECO17** | 770-871-6889 | [Email](#) | [Website](#)

STAY CONNECTED:

