



MANUFACTURED
HOME SOURCE

How The Internet and Social Media
Tools Can Help You Engage Your
Customers and Drive More Sales
Through Your Pipeline.



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Why the Internet?

- **Simple: The Internet is Where People are Looking When They are Searching for a Home**
- **90% of all homebuyers begin their search on the Internet according to the NAR**
- **The majority of them find the professional they ultimately buy through on the Internet**



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What Opportunity Does the Internet Present Us?

- As many as 4.5 Million searches are conducted every month on terms related to manufactured housing
- Contrast that with the ~4000 new home shipments per month.



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Where are the Sales?

- Failure to Capture
- Failure to Engage



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How Can You Capture These Prospects?

- Your website (when it can be found)
- Highly-trafficked online directories



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How Can You Engage These Prospects?

- Improved Sales Processes
- Email Marketing
- Social Media Marketing



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E-mail Marketing

- Very Simple to utilize
- an option for every budget
- keep it updated, keep it fresh



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Social Networking

A way to connect people with common interests, no matter where your geographical region.

- Facebook
- Twitter
- YouTube
- LinkedIn



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Facebook

- More than 500 million active users
- Average 250,000 new users every day
- Over 39 billion page views per month
- Fastest growing demographic is over 55
- More than 14 million photos uploaded daily



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facebook

Search

Home Profile Account



Wall

Hidden Posts

- Info
- Photos
- Discussions
- Edit

191 people like this

Likes See All



Active Lifestyle Homes



Parkhurst Estates



All Property Management



Riverview Homes Inc.



Horizons Home Center

Unlike Share

ManufacturedHomeSource.com

Website Edit Info



Wall

ManufacturedHomeSource.com · Most Recent

Share: Status Photo Link Video

Write something...



ManufacturedHomeSource.com

Great article on Modular Homes. <http://ow.ly/3URAn>



Modular magic: Factory-built houses

Seeing a modular home go up can seem almost magical -- the construction site equivalent of pulling a rabbit out of a hat. "It's amazing," says Jerry Cibulski, a Realtor with Century 21 Albertson Realt

729 Impressions · 0.14% Feedback

February 11 at 2:15pm via HootSuite · Unlike · Comment · Share

You like this.

Write a comment...

RECENT ACTIVITY

ManufacturedHomeSource.com edited their Founded, Website and Company Overview.



ManufacturedHomeSource.com

Interesting information regarding Solar Energy usage in Manufactured Homes. <http://ow.ly/3URj>



Why Use Solar Energy In A Manufactured Home? « Real Estate Blog

724 Impressions · 0.14% Feedback

February 11 at 2:09pm via HootSuite · Unlike · Comment · Share

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Use Facebook as ManufacturedHomeSource.com

Promote with an Ad

View Insights

Suggest to Friends

You and ManufacturedHomeSource.com



86 friends like this.

Manufactured Housing Institute, Parkhurst Estates

Quick Tips

Get more people to like your Page with Facebook Ads today!

Get More Connections

Sample Ad...



The text of your ad will go here.

Like · Greg Katanick likes this.



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Twitter

- Started March 2006 as a microblogging site (140 characters or less)
- 75 million Twitter users as of 2009
- 25% have no followers
- 94% have less than 100 followers
- 5% of users account for 75% of activity



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twitter

Home Profile Find F

What's happening?

-21

ManufacturedHomeSource.com welcomes our newest client, Stonegate Community in Nashville!

http://www.manufacturedhomesource.com/dealers/12751_stonegate/index.php

New! Add a location to your tweets. [Turn it on](#) - [No thanks](#)

Latest: RT @CoastalHomeSolu: Good news! more lending options for manufactured homes <http://ht.ly/1T4Wd> #in 19 days ago

Tweet



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YouTube

- First video uploaded to YouTube April 2005
- 1200 years of video uploaded every year
- YouTube exceeds 2 billion views per day
- Easily connected to other social sites (46.2 years of video watched through Facebook every year)



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[Browse](#)[Upload](#)[Create Account](#)[Sign In](#)[Search options](#)

"manufactured homes" results 1 - 20 of about 1,880



Manufactured Homes - Behind the Scenes (Pt. 1)

Watch Mobile Homes & Manufactured Homes being built in a factory. For more information on new **manufactured homes** factory direct, contact Factory ...

by [manufacturedhomes](#) | 2 years ago | 14,655 views



Westchester Modular Homes Featured on HGTV

Shows the quality construction, custom design options and beauty of a Westchester Modular Home

by [westchestermodularho](#) | 2 years ago | 52,301 views



Manufactured Homes and Modular Homes Factory Bu...

Building **manufactured homes** and modular homes in a factory just makes sense. See how Palm Harbor does it at www.factorytour.palmharbor.com

by [palmharborhomescorp](#) | 1 year ago | 7,260 views



Manufactured Homes - Behind the Scenes (Pt. 2)

Watch Mobile Homes & Manufactured Homes being built in a factory. For more information on new **manufactured homes** factory direct, contact Factory ...

by [manufacturedhomes](#) | 2 years ago | 13,404 views

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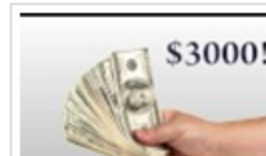
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Bankruptcy and VA loans?

Chapter 7? Chapter 13?
Contact a VA Specialist Today!

by [DirectVALoans](#) | 1 month ago
14 views



Foreclosure Alternative

Sell Your **Home** For Free
Get Paid \$3000 at Closing

by [hafasandiego101](#) | 2 weeks ago
153 views

Where do you want to be?



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LinkedIn

- Growing 20% monthly
- 9.5 million unique visitors every month
- \$109k average household income
- 15 years of experience
- 41 years old
- 43% are decision makers for their companies



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People ▾



Manufactured Housing Professionals

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Christine Walsh Rogers

Product and Marketing
Strategy Visionary

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I have a relative in the Tampa area who needs insurance for an MH in a community park. Does anyone know who is providing in this area?

Posted 2 months ago | [Reply Privately](#)

Comments (2)

Kenneth Rishel

Director, Precision Capital
Funding

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The State of Florida has a special pool for manufactured homes. The insurance doesn't cover everything and it isn't cheap, but it is what is out there in Florida

Posted 2 months ago | [Reply Privately](#)



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Questions?

Contact Us!

866-700-2156

sales@manufacturedhomesource.com