



2005 Longest Ave, 2nd Floor, Louisville, KY 40204  
502.694.1979 ■ [www.NextStepUS.org](http://www.NextStepUS.org)



## Next Step Network Membership Benefits

### How We Deliver Value

#### Trusted Consultants

- Source for validating product, costs and contractors
- Experienced team with years of industry knowledge and connections serve as a resource for factory-built homes, communities and subdivisions
- Membership has grown in their expertise and can provide peer to peer support
- Foster partnership with retailers and manufacturers to resolve issues prior to, during and after development, and holds our partners accountable
- Provide tools and training to support factory-built housing line of business
- On call to answer any questions

#### Access to Vetted Industry Partners

- Foster partnership with approved manufacturers and retailers
- Coordinate transparent pricing between all partners
- Facilitate tours of home building facilities and joint training with partners
- Coordinate with manufacturers and retailers to ensure all homes are built to ENERGY STAR standards
- Offer a diverse selection of home models from several manufacturers within a market

#### Revenue Sharing with Retail Direct Program

- Transparent pricing and capped gross profit with half returned to Next Step through revenue sharing program
  - Next Step retains 30% and returns 70% to Members, which can be retained by the Member or used to lower the cost of the home to the homebuyer through price reduction or for down payment assistance
  - Only \$1,000 deposit on home order and construction carrying costs are assumed by retailer until satisfactory final walk-through after completion of home
- Low annual membership fee waived for volume orders

#### Wholesale Pricing with Factory Direct Program

- Connect members to the best manufacturer that will support their mission and projects
- Provide technical assistance to build relationships with manufacturer, plan and order homes, and coordinate shipment of homes and onsite finish, service and warranty
- Low annual membership fee waived for volume orders

#### Homebuyer Education Support

- Members receive a suite of marketing support materials, including the [Why MH Video](#), [Brochure and Testimonial Posters](#)

### **Value Added Products**

- Discounts with select vendors
  - 2/10 Home Warranty policies available for Members' customers
  - 25% discount for advertising homes on [MH Village](#)
- Access to specialized loan products
  - End loans from CU Factory Built Lending
- Advocacy to gain more access to lending for factory-built housing

### **Network Communications**

- Access to national brand of Manufactured Housing Done Right®
- Support members' national, regional and local public relations efforts
- Capture testimonials and stories from homebuyers and share them on national platform
- Manage storytelling campaign to give a voice to 22 million manufactured homeowners
- Promote members through [Next Step](#), [Why MH](#) and [SmartMH](#) websites and [blog](#)
- Provide updates, access to new tools and training opportunities through newsletter

### **Policy Advocacy**

- Advocate for energy-efficient manufactured housing through efforts coordinated by the Department of Energy and Environmental Protection Agency
- Promote the Duty to Serve Rule
- Increase homebuyer education for manufactured home buyers