

Manufactured Housing: Solutions to Lower Traditional Permitting and Siting Soft Costs

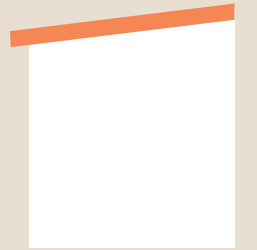
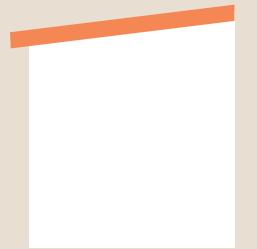
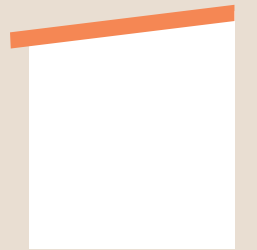
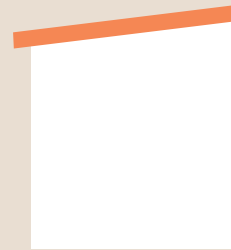
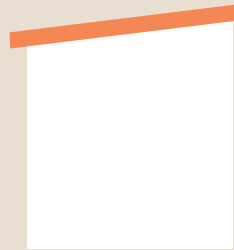
NASEO Building Summit 2026

Arlington, Va



Our Mission

The I'm HOME Network promotes widespread adoption of manufactured and modular homes as a cost-effective, energy-efficient, and wealth-building route to affordable homeownership that significantly helps address the nation's growing affordability housing crisis.





Only housing with a National building code

22

Million Residents

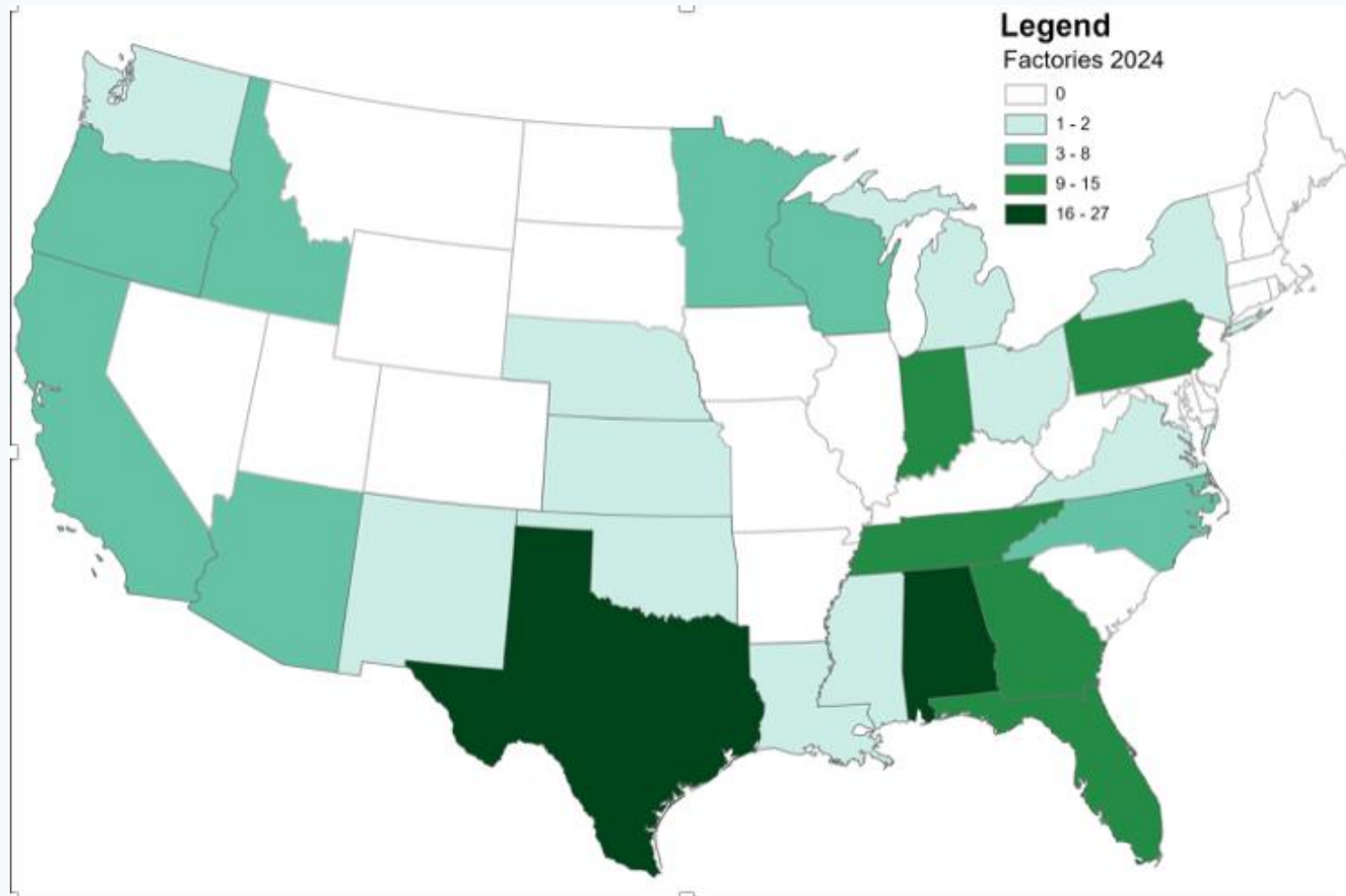
6.7M

Units

30%

Potential Savings vs
site-built

Locations and Concentrations of Production Facilities in 2024²



Factory-Built Housing Certifications, 2019-2024²

	2019	2023	2024
Number of HUD Certified Facilities	139	148	143
Number of States with Factories	26	26	25
Number of Energy Star Certified Factories	75	103	108
Number of States with Energy Star Certified Factories	—	23	23
Number of ZERH Certified Factories	—	40	41
Number of States with ZERH Certified Factories	—	12	13

Zero Energy Ready Homes (ZERH) renamed the DOE Efficient New Homes

Challenges to Scaling



ZONING AND LAND-USE
RESTRICTIONS



SPECIAL PURPOSE
PERMITTING



PROJECT DEVELOPMENT
COMPLETELY DIFFERENT

Action at the State and Local Level

Zoning Reform

Since 2021, 12 States have passed Zoning reform in addition 10 earlier states.

Replacement and/or repair:

Virginia funding for pilot with Fairfax County Manufactured Housing Office; State of Maine replacement

Low-cost financing to develop manufactured housing developments:

New York State Homes and Community Renewal Program

Education, Education, Education:

Habitat for Humanity LaCrosse WI affiliate and the City of Hillsboro WI;

Resources

Frantz, G. “Equitable Zoning for Manufactured Housing.” Zoning Practice, 2024. American Planning Association.

Shen, J., Herbert C., and co-authors. Comparison of the Costs of Manufactured and Site-Built Housing. Harvard Joint Center for Housing Studies, 2023.

Vermeer, K. I’m HOME Manufactured Housing Industry Benchmark Report, 2026. Lincoln Institute of Land Policy. <https://www.lincolninst.edu/publications/working-papers/im-home-manufactured-housing-industry-benchmark-report-2025/>

Siegel, R. Abernathy, L. Beck, G., and Sanchez, D. State Policy Playbook for Manufactured Homes: Promising Approaches to Expand Attainable Supply, Improve Financing, and Preserve Affordable Homes, 2026. Lincoln Institute of Land Policy

Thank you.

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