

## Meet the Instructor

### Christine “Chrissy” Jackson, ACM, PHC

Chrissy has enjoyed a successful career in property and nonprofit management with the current responsibility of leading operations for a manufactured home community, three nonprofits, as well as owning a consulting business. She has been a valuable member to the industry not only in helping community owners with her management handbooks but also her contribution to the Accredited Community Management (ACM) program where she has been involved since 1986. Chrissy was instrumental in three ACM textbook updates and was involved with the major revision of the course curriculum. She recently completed an update of the textbook for the Professional Housing Consultant (PHC) course which is now being taught in person.



After a successful career, retirement brought the opportunity to address higher education. She received her bachelor's degree from Eckerd College in 2016, a Master of Science degree in Management and Leadership from Western Governor's University in 2020 and is currently pursuing a doctorate in business administration with Capella University. She is certified as an Ice House Facilitator and as an Entrepreneurial Profile Mindset practitioner.

Her business background includes experience in real estate management, management consultant, international speaker/writer. Chrissy incorporated Chrissy Jackson & Associates, Inc. in 1999 for the purpose of consulting, publishing, and training; then created Florida Writers Foundation, Inc., a nonprofit for the purpose of increasing literacy in Florida, especially among school-age children. Chrissy is one of two primary trainers for the Manufactured Housing Institute's accreditation courses in community management and sales.

In June of 2022, the Florida Manufactured Housing Association presented Chrissy with the William Turney President's Award in recognition of "her longstanding service and contributions to the manufactured housing industry."

MHEI has recently updated the curriculum for the PHC designation. The PHC course is designed for employees of retail sales centers and land-lease communities that conduct onsite manufactured home sales.



#### Discount overnight accommodations:

Comfort Inn \$99/night  
717-706-3400 Group name: PMHA  
77 Shady Lane; Carlisle, PA 17013

NOTE: Make reservations early, discounted price expires January 21, 2023.

#### Other Hotels in the area:

Best Western Inn & Suites 717-243-6200  
Holiday Inn Express & Suites 717-240-0080



### PENNSYLVANIA MANUFACTURED HOUSING ASSOCIATION

315 Limekiln Road  
PO Box 248  
New Cumberland, PA 17070

Phone: 717-774-3440  
Fax: 717-774-8596  
Email: [general@pmha.org](mailto:general@pmha.org)

## MHEI'S

updated curriculum!

In-Person  
Class  
only  
\$260!

## Professional Housing Consultant (PHC®)



**February 22-24, 2023**

**Pine Ridge Village/Pine Manor  
100 Oriole Drive  
Carlisle, PA 17013**

Registration begins at 7:30 am

Program runs 8:00 am to 4:30 pm

Registration includes program materials, continental breakfast (3 days), lunch (2 days) and snack/beverage breaks.

Space is limited, so early registration is recommended.

sponsored by:

**Pennsylvania Manufactured  
Housing Association**

## PROFESSIONAL HOUSING CONSULTANT (PHC®) COURSE

### What is the Manufactured Housing Education Institute's (MHEI's) PHC course?

MHEI's updated PHC® Course is designed for employees of retail sales center and land-lease communities. This course offers an excellent training program for the industries sales force. Whether selling homes as part of a land-home packaged or in a land-lease community, an educated sales staff is extremely important. Not only because they need to know the motivations for today's home buyers, but also to stay compliant with lending regulations, bidding the project to include installation requirements, HUD Code regulations and more. This course isn't just for salespeople, it's for anyone that wants to increase their industry knowledge.

### Why take the MHEI's PHC course?

To invest in yourself or your employees. It's a great resource for people just joining the industry or a long-time industry professional. This program gives you access to everything you need to know about the manufactured housing industry. After completing this comprehensive course, you will be proud to say that you are a Professional Housing Consultant Designee, trained in the latest advances of the manufactured housing industry.

Here is an outline of the course:

- **History and Construction**—Overview of the history of the manufactured housing industry including how the homes are constructed.
- **Retailer Responsibilities**—Responsibilities of Retailers as laid out in the HUD Code. Address common misconceptions about manufactured homes.
- **Placement Options**—Placement options for manufactured homes including land lease communities or placement on private land. Explore the transportation and installation of the home itself.
- **Fair Housing**—Fair housing laws protect all individuals seeking housing. Make sure you understand the do's and don'ts to avoid a fair housing complaint.
- **Finance Overview**—Finance overview of the basics of home financing. Sales professionals should be familiar with the home finance process to assist their customers.
- **Land-Home Financing**—Land-Home financing is a loan package that allows the homebuyer to finance a home and the home site in one single conventional loan. Preparing private land for the installation of a home.
- **Personal Property Finance**—Personal property (chattel loans) installment loans for the home only. Look at credit bureaus and credit reports. Cover what can be legally said and done when talking about home financing.
- **Completing the Credit Application**—What's needed on the application? What limits are placed on helping your customer in filling out the application.
- **Selling Skills**—Selling skills specific to the manufactured housing sales, including staging & showing model homes; understanding the market & products, the basics of qualifying and closing the sale.

## REGISTRATION

Please complete a separate form for each person.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### PHC® Course

February 22-24, 2023

\$260 per member\*

\$520 per non-member\*

Online registration  
is available at  
[members.pmha.org](http://members.pmha.org)

\*Member pricing is extended to non-PMHA members, that are members of their home State Associations.

### Method of Payment

Visa  MasterCard  Check Enclosed  
American Express  Discover

Credit Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_ CVV Code \_\_\_\_\_

No refunds for cancellations after February 7, 2023.  
All refunds will be less a \$25 handling fee.

## PHC COURSE

Pennsylvania Manufactured Housing Association  
PO Box 248 ~ 315 Limekiln Road  
New Cumberland, PA 17070

Phone: 888-242-7642 or 717-774-3440

Fax: 717-774-5596

Email: [tracy@pmha.org](mailto:tracy@pmha.org)