



MOBILE INSURANCE

Insurance & Management

**Kurt D. Kelley, JD
President**

Here's a little bit about...

ME!



I am...

**An
Insurance
Agent**



**An
Attorney**



**A Small
Business
Owner**



**This is
me in
a
Tux**

True Story

007



Feel free to ask insightful questions at any time.



Misdirected Question



Denver



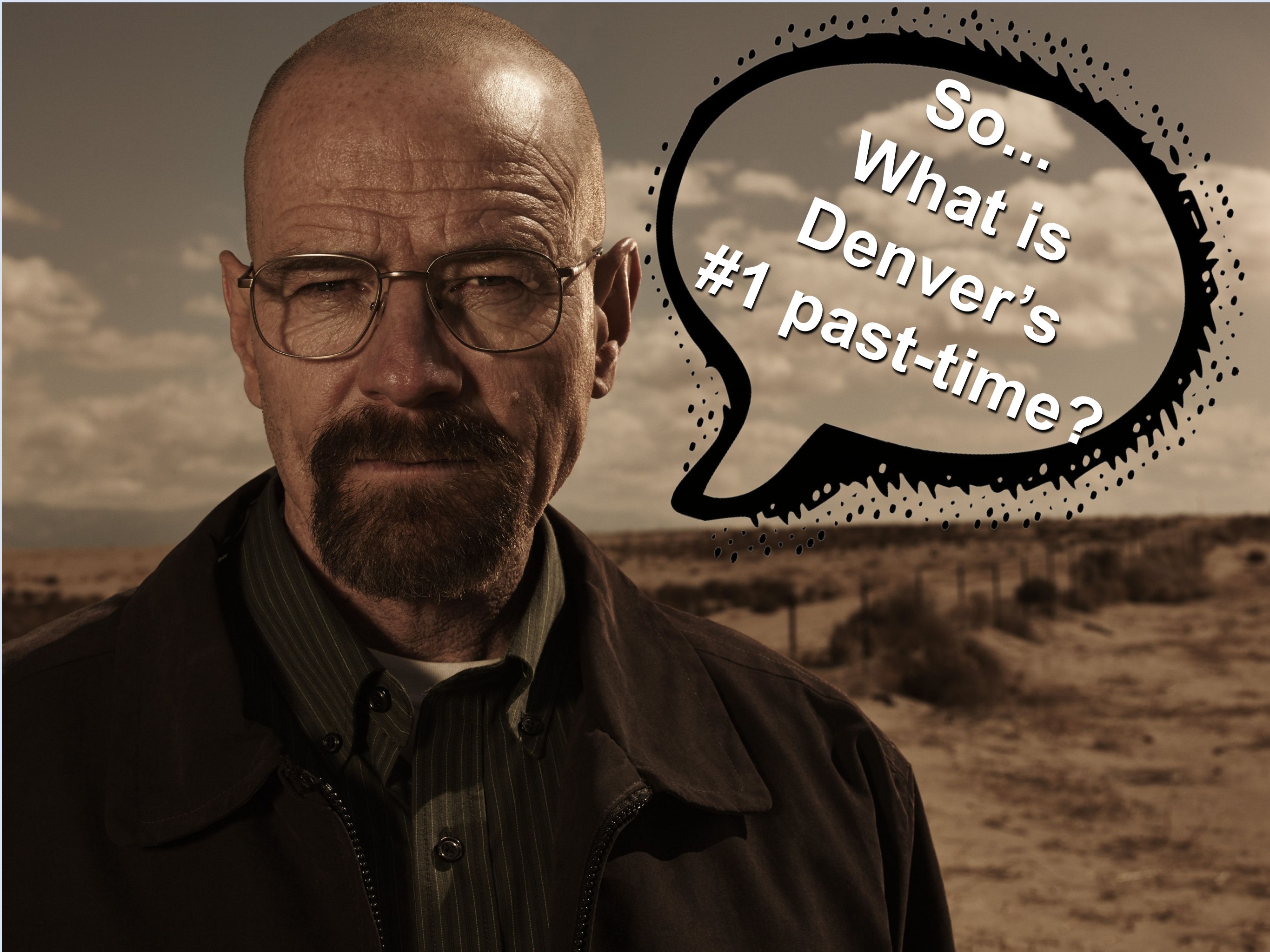
Teo Deleon Photo ©



BRONCOS

D E N V E R





So...
What is
Denver's
#1 past-time?



LAWSUITS!



**FAILURE TO MAINTAIN
LOSS CONTROLL**

The Mother of All Lawsuits



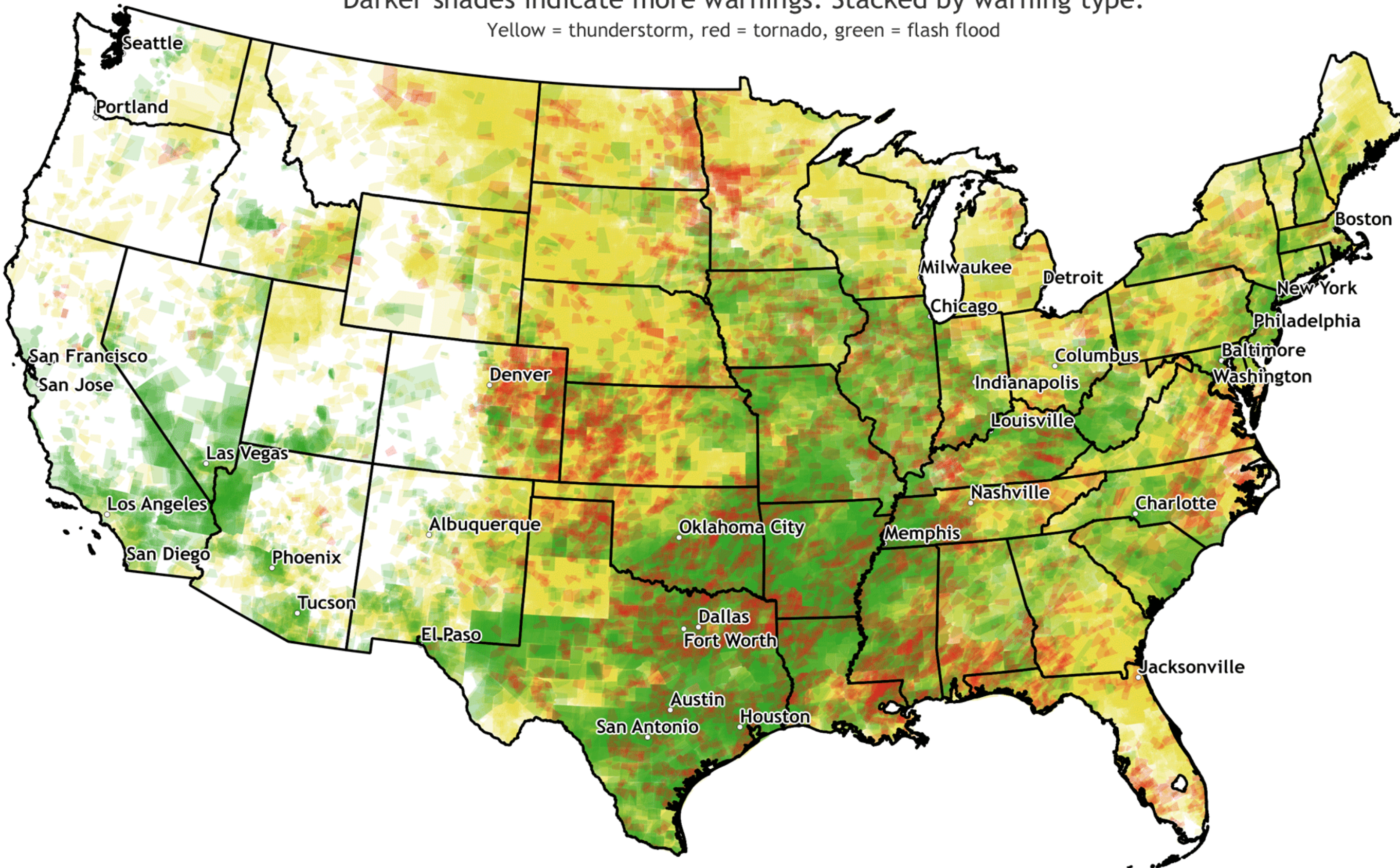
PART 1

**OWNING A COMMUNITY
IS A MANAGEABLE
RISK**

Short-fused warnings from June 2014 through June 2016

Darker shades indicate more warnings. Stacked by warning type.

Yellow = thunderstorm, red = tornado, green = flash flood



Tornados Are Actually Quite Rare



Tornados are actually quite rare.





Tornados don't target mobile home parks disproportionately.



Park tenants are usually better...



than apartment tenants.

Use Proper Ownership Entities



LLC's - Ltd. Partnerships - Corporations
Not individual ownership

PART 2

LOWER RISK PROPERTIES & HIGHER RISK PROPERTIES



LOWER RISK COMMUNITIES



Site Rental

Good
Drainage

No Deferred
Maintenance

City Water &
Sewer

Solid Roads
& Sidewalks

LOWER RISK COMMUNITIES

Playgrounds
in Good
Repair

Newer
Rental
Homes

No
Hazardous
Flood Zones

No Coastal
Locations



LOWER RISK COMMUNITIES



Not In a Hazardous Flood Zone!

HIGHER RISK COMMUNITIES



LATEST INFORMATION

**ON YOUR
SIDE**

ARK ENCOUNTER DESTROYED IN FLASH FLOOD

WILLIAMSTOWN ATTRACTION WAS ALMOST COMPLETE



6:10 52°

Floods are hard risks to manage.

HIGHER RISK COMMUNITIES



Park Owned
Home
Rentals

Low
Occupancy

Bad Steps

Non-
Compliant
with Rental
Home
checklist

HIGHER RISK COMMUNITIES

Tenants
Matter



HIGHER RISK COMMUNITIES



Deferred
Maintenance

High Home
Sales
Volume

Pre 1976
Homes

Loose
Management

Pot Holes &
Broken
Sidewalks

PART 3

BEST PRACTICES RECOMMENDATIONS



GREAT MANAGEMENT RECOMMENDATIONS!



An Offer
You Can't
Refuse

You bought a park...
now it's time to manage it...





Consistently & Clearly Enforce Park Rules



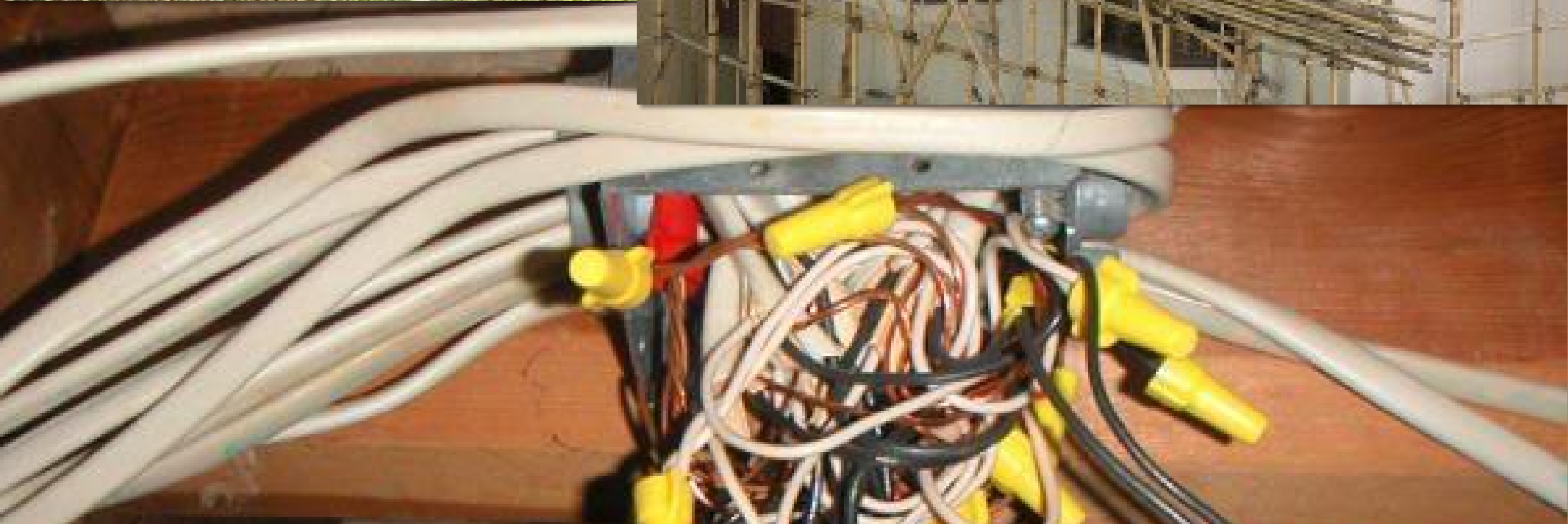
Good Housekeeping



Walk Park Regularly



Properly Screen Tenants



Properly Select & Pay Contractors



Designated Employees Drive Only



Rental Home Checklist Usage



ELECTRIC GUARD DOG

Physical & Electronic Theft Protection



Complaint & Repair Logs



Manager Trained on Fair Housing Standards

DOG AND ANIMAL MANAGEMENT A MUST



No
Aggressive
Breeds
< 35 lbs

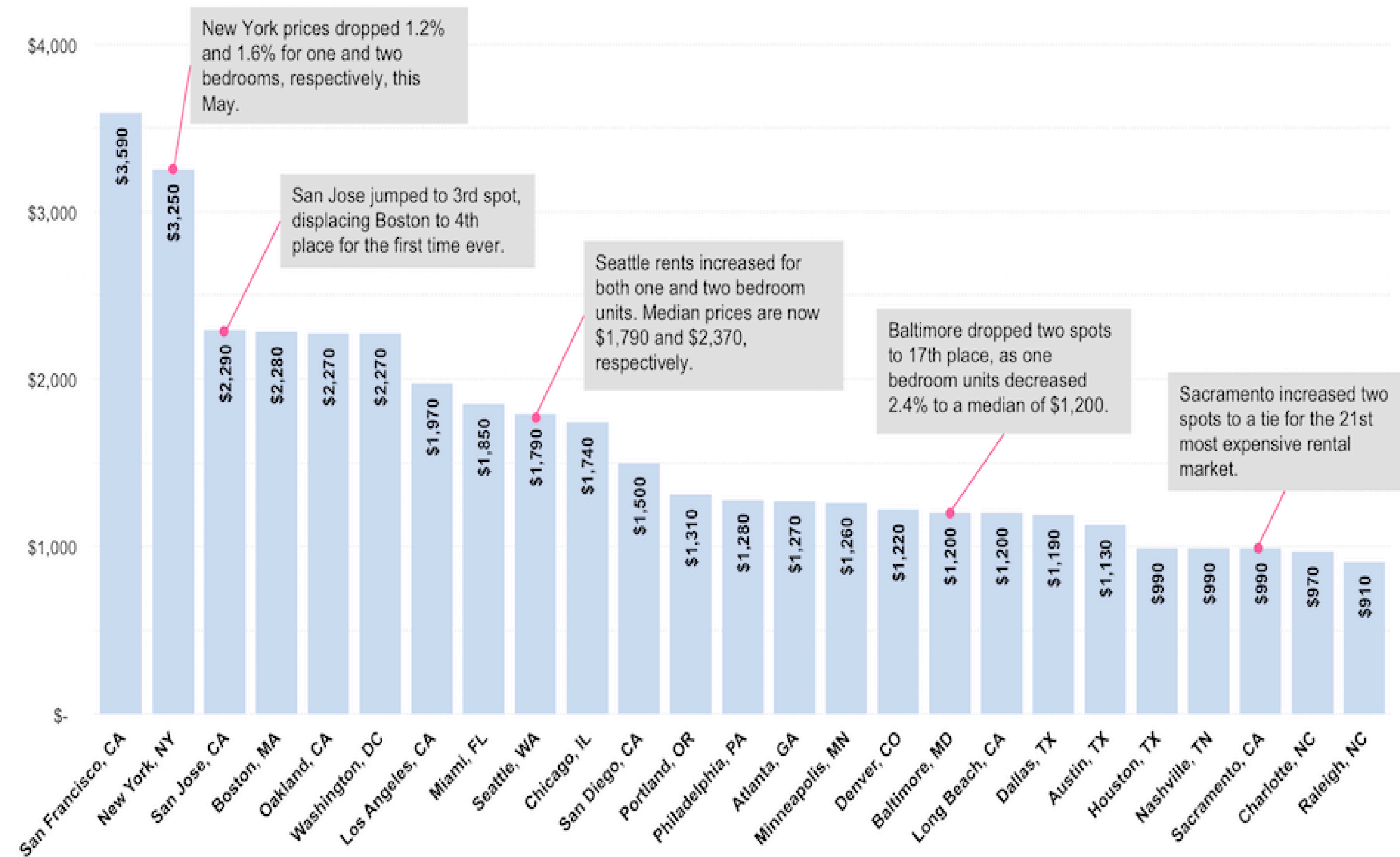
One Bite and
You're Out
Rule

No Tied-Up
Unattended
Dogs



PART 4

EXPECTED
INSURANCE COSTS



Rates Vary by Park Type & Geography – A LOT

WORST LIABILITY AREAS

Cook
County, IL

Metro
California

Texas Border
Counties

South
Florida

Metro New
York

WORST PROPERTY INSURANCE AREAS



Gulf
&
Southern
Atlantic
Coasts

Special
Flood zone
Hazard
Areas

WORST PROPERTY INSURANCE AREAS



North
Texas
to
Southern
Kansas

aka
OKLAHOMA

INSURANCE COST - Averages



\$25-Site

\$70-Park
Owned
Home

.006 x Site
Built
Structure
Valuations

.010 x Mfg.
Home
Valuations

INSURANCE COST - Averages




.003 x Annual
Gross Income
x 1.5

\$600
Swimming
Pool

\$250
Playground

\$750 addl.
\$1m Umbrella

WORKERS COMPENSATION



.015
of
Manager
Payroll

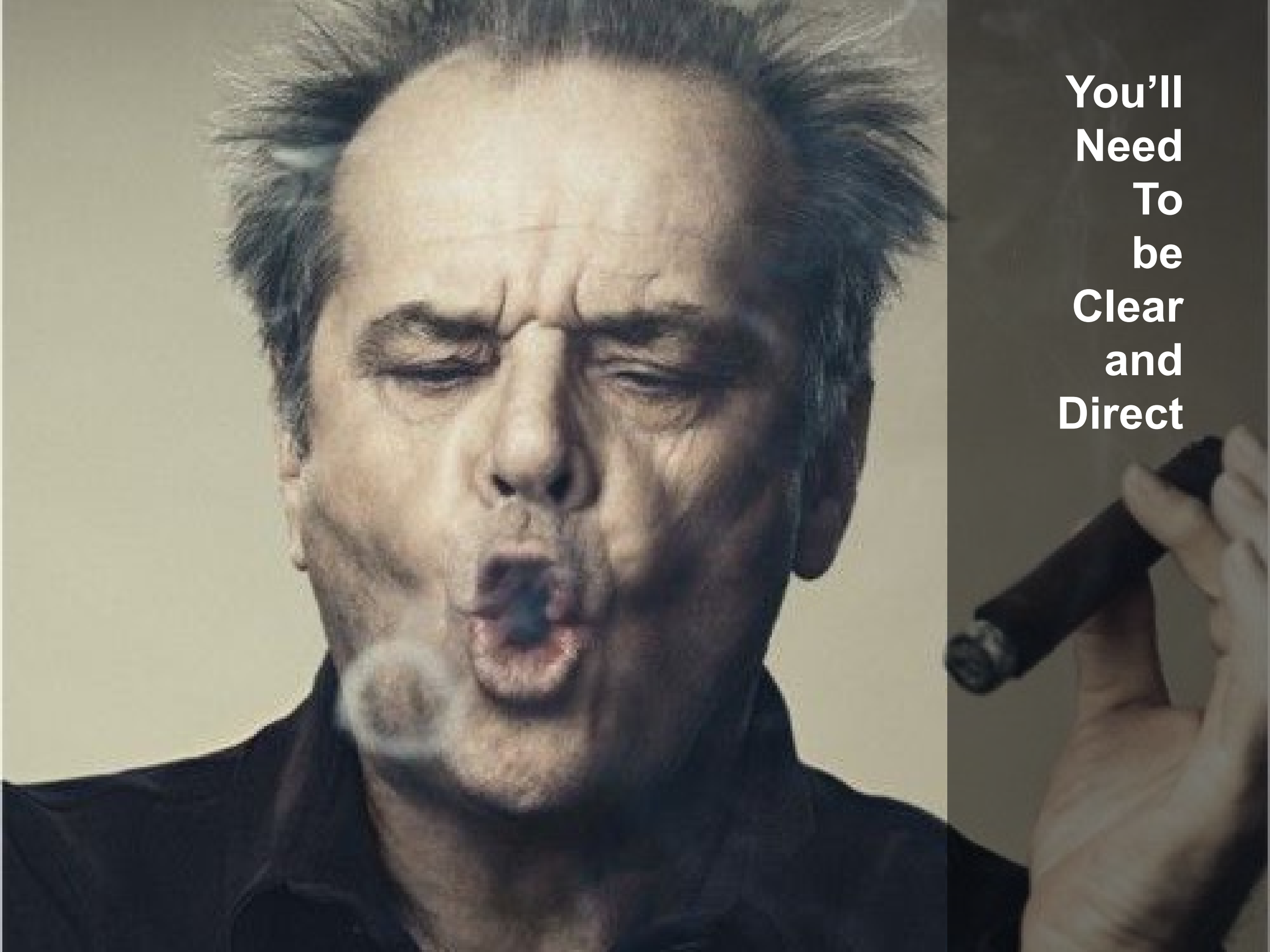
.050
of
Maintenance
Payroll

TENANT RELATIONS



**Always
Be
Courteous
and
Respectful**

**You'll
Need
To
be
Clear
and
Direct**



and REMEMBER



**They're
not
always
on the
same
wave
length
as
you**

That's all Folks!

