

A large yellow shield with a black outline, positioned behind the main title text.

MOBILE INSURANCE

**Insurance &
Management**

**Kurt D. Kelley, JD
President**



**This is
me in
a
Tux**

007

True Story



Feel free to ask insightful questions at any time.



"Well, did you win?"

Misdirected Question



L A S

V E G A S



1) Manage Smart – Limits Risk



2) Insure Precisely – Cash and Legal Help When All Fails



PART 1

**OWNING A COMMUNITY
IS A MANAGEABLE
RISK**



Tornados are actually quite rare.



Tornados don't target mobile home parks disproportionately.



Catastrophic hits are both rare and largely insurable.

Park tenants are usually better...



than apartment tenants.

Use Proper Ownership Entities

Partnership
Non-Profit
Corporation

S Corp

Proprietorship
Sole

LLC

C Corp
Corporation



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

Unique & Important Insurance Coverages for Park Owners

Loss of
Income/Extended
Loss of Income

Tenant Home Debris
Removal

Utility
Infrastructure/Above
Ground

Tenant Discrimination
Coverage

Product Liability

Animal Bite Liability





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

9 ON YOUR SIDE
abc wcpol.com

6:10 52°

Floods are expensive 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:
Manage Smartly!**



MANAGEMENT “RECOMMENDATIONS”



An Offer
You Can't
Refuse

**OK, You bought a park.
Now it's time to manage it...**





**Consistently & Clearly
Communicate and Enforce Park Rules**



Good Housekeeping



Walk Park Regularly



Properly Screen Tenants



**Properly Select &
Pay Contractors**



Designated Employees Drive Only



Rental Home Checklist Usage



Keep Complaint & Repair Logs



Fair Housing Standards: Soft Discrimination = Discrimination

DOG AND ANIMAL MANAGEMENT: IT'S YOUR PROBLEM



No
Aggressive
Breeds

< 35 lbs

One Bite and
You're Out
Rule

No Tied-Up
Unattended
Dogs





FOR SERVICE DOGS & EMOTIONAL SUPPORT ANIMALS



FORGET ALL
ON THE
PRIOR SLIDE

Except The
One-bite Rule
And Pet
Control Rules

No
Deposits

No
Pet Fees



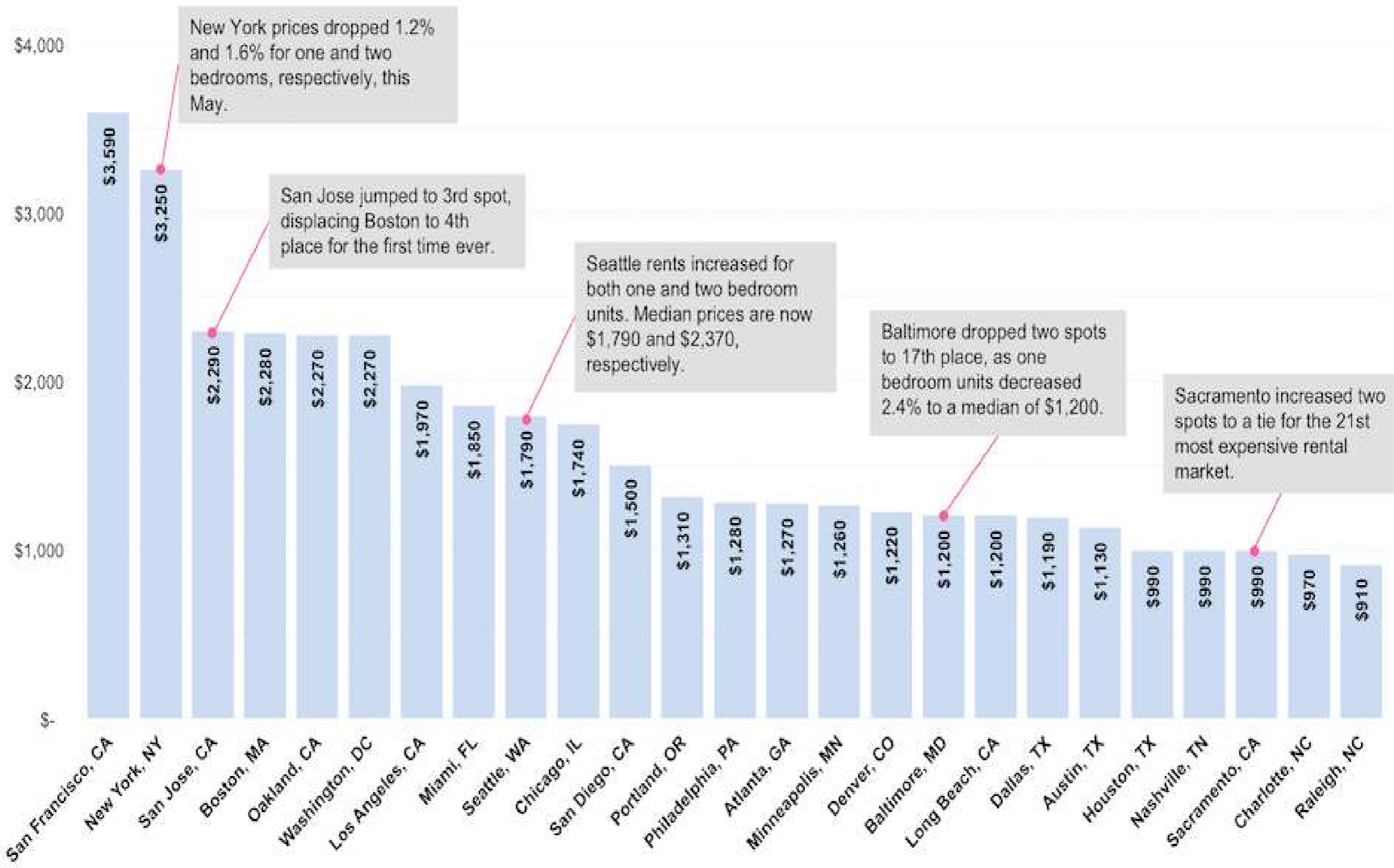
**Wire
Transfers =
The Devil**



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



Liability:
\$25/Site
And
\$70/Rental
Home

Property:
.006 x Site
Built
Structure \$\$
&
.010 x Mfg.
Home \$\$

INSURANCE COST - Averages



Loss of
Income
.003 x Annual
Gross Income

\$600
Swimming
Pool

\$250
Playground

\$800 for a
\$1m Umbrella

WORKERS COMPENSATION



1.5%
of
Manager
Payroll

5.0%
of
Maintenance
Payroll

TENANT RELATIONS



**Always
Be
Courteous
and
Respectful**

I GOT CALLED 'PRETTY' TODAY!



Well actually the full statement was 'you're pretty annoying' But I only focus on positive things.

Some things are better left
unsaid. Which I generally
realize right after I've said
them.



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Mobile Home Dealer Information & Applications



Mobile Home Park Information & Applications



Mobile Home Owners Information & Applications



Rental & Investment Information & Applications

That's all Folks!

