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**Really?!? You did That?!?**

**Top 10 Dumb Management Ideas for Manufactured Home Retailers**

1. Decide to save money by reusing old rickety wood steps without hand rails on all your show homes;
2. Sign an indemnification and defense agreement in favor of a home manufacturer for their product;
3. Overpromise on the characteristics of the home and tell the buyer that it will arrive in perfect condition and require no maintenance, and then ignore all customer service requests;
4. Never have transporters, installers, and other subcontractors sign written performance contracts in favor of you as the retailer;
5. Do Not verify that your sub-contractors are insured. Just take their word for it;
6. Have all your inventory on an unfenced, unlit lot, and not visible from the roadway;
7. Hire based on your “gut feeling,” forgoing background checks and job suitability tests;
8. Close all your sales with sloppy and incomplete business forms;
9. Allow sales personnel to close sales without management in attendance; and
10. Never, ever, discuss professional driving standards with all employees who drive in the course of their employment and do not have them sign Mobile’s Driver Safety Agreement.

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President of Mobile Insurance, an agency specializing in insurance for manufactured home communities and retailers. Named top commercial insurance agency by American Modern Insurance Group. Member of numerous insurance companies’ policy development and advisory teams. One of largest manufactured home specialty agencies in the country. 2017- Present Founder and Publisher of the Manufactured Housing Review, an industry publication dedicated to Manufactured Home Industry professionals. [www.manufacturedhousingreview.com](http://www.manufacturedhousingreview.com)

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