

## The Basic Listing



**With over 27,000 current listings and more than 20,000 visitors every day. The MHVillage website is the largest, fastest growing and most visited manufactured housing website today.**

### **Pay a One Time Fee to List Until Sold**

You will only pay MHVillage one fee to list a home until sold. When you do sell or rent your home, you do not owe any additional fees, commissions or other monies to MHVillage. Furthermore, you are not restricted from using additional broker or marketing resources.

### **Fully Indexed and Searchable**

Once created, your listing is linked so it can be found and indexed by Google, Yahoo and other search engines. Once indexed, highly targeted searches will often result in first page, first entry results for your home.

### **Full Page Ad with Two Photos**

The Basic Listing includes two thumbnail photos which expand to full-screen when clicked. The photos can feature the home or its surroundings.

### **Upload a Floor Plan**

If you have a floor plan of your home, this feature allows you to upload a copy to the "Home Information" section of the listing.

### **Unlimited Changes and Updates**

Your listing can be modified at any time. Change the price, photos, home description or anything else as you see fit. The one exception is the address, which cannot be changed after the first week.

### **Online Form for Each Listing**

The listing includes an email form for potential buyers to send to you. We ask for their name, email address, phone number and optional comments, so you have full control when and how to contact the prospect.

### **All Email Addresses Kept Strictly Confidential**

We cloak (hide) your email address on the website to prevent unauthorized use by spammers or other unscrupulous people. Legitimate leads are processed on our servers and emailed to you without revealing your address to the requesting party.

### **24/7 Advertising with Access to Thousands of Visitors Every Day**

The network of MHVillage websites deliver an unparalleled volume of highly targeted home buyers. Also, our server farm and multiple internet access points assure the highest quality delivery of your listing to the shopping public. All told, your listing works 24 hours a day funneling top quality leads to you.

### **Access to the Largest Online Market for Manufactured Housing**

MHVillage has more manufactured homes for sale than any other manufactured housing site. This volume generates the visitors you need. It is just like a mall; stores grouped together to attract shoppers.

### **Advertising on Google**

Google is by far the most used search engine and our indexing specialists assure your home can be found by Google searches. Try any top search strings and MHVillage is on the first page – often the top result.

### **Map and Full Color Printable Versions of the Listing**

Each listing has a link to an interactive map of your home's location. You can also click the "Print Listing" link for a printer-friendly version of your listing for brochures or flyers.

### **Instant Activation**

Our system is entirely automatic. As soon as you activate your listing, it is online and ready to be found by city, zip code, county, or advanced searches. Other services can take a week or more.

### **Important Statistics About Your Listing Activity**

Once your listing is activated, you will be able to log in and view a report of the shopping activity at your listing.

## The Featured Listing



**The folks that bought this home saw pictures of it first on your site. It definitely helped with the sale...thanks again!**

– Jimmy R. Tucson, AZ

### **Start with everything from the Basic Listing:**

- Fully Indexed and Searchable*
- Full Page Ad with Photos*
- Upload a Floor Plan*
- Unlimited Changes and Updates*
- Online Form for Each Listing*
- Email leads sent to you instantly*
- 24/7 Advertising with Access to Thousands of Visitors Every Day*
- Access to the Largest Online Market for Manufactured Housing*
- Advertising on Google*
- Map and Full Color Printable Versions of the Listing*
- Instant Activation*
- Important Statistics About Your Listing Activity*

### **PLUS these features to make your listing stand out:**

#### **Bigger and Bolder Appearance on all Search Results Pages**

Make your listing stand out with bold text and distinguishing graphics.

#### **Eye Catching Photo on all Search Results Pages**

Attract attention with a thumbnail photo of your home in the search results.

#### **Two Additional Photos on Your Listing Page**

The Basic Listing includes two thumbnail photos which expand to full-screen when clicked. The Featured Listing gives you two additional photos for a total of four.

#### **Additional Line of Text on all Search Results Pages**

Invite people to view your listing with a tag-line right on the search results page.

#### **Over Two Times More Views of Your Listing**

Our research indicates that, on average, your listing will be viewed two times more with a Featured Listing than the Basic Listing alone.

## The Premium Listing



**MHVillage was great in helping to sell our mobile home. We had dozens of interested buyers call or email us and one of the first potential buyers ended up being the new owners. I would recommend the site to anyone looking to sell their mobile home.**

– Brandon S. Carlisle, PA

### **All the Benefits of a Basic and a Featured Listing:**

- Fully Indexed and Searchable*
- Full Page Ad with Photos*
- Upload a Floor Plan*
- Unlimited Changes and Updates*
- Online Form for Each Listing*
- Email leads sent to you instantly*
- 24/7 Advertising with Access to Thousands of Visitors Every Day*
- Access to the Largest Online Market for Manufactured Housing*
- Advertising on Google*
- Map and Full Color Printable Versions of the Listing*
- Instant Activation*
- Important Statistics About Your Listing Activity*
- Bigger, Bolder Appearance on all Search Results Pages*
- Eye Catching Photo on all Search Results Pages*
- Two Additional Photos on Your Listing Page*
- Additional Line of Text on all Search Results Pages*
- Over Two Times More Views of Your Listing*

### **PLUS these features to make your listing almost irresistible:**

#### **Top of Search Results**

Premium Listings are always listed first. Your home will always appear in the top group of listings. Get your best exposure for any zip code, city, or county search that includes your home.

#### **Inclusion in the ONLY Manufactured Home Listing Exchange (MH/LX)**

Enlist the services of local MHVillage Professional Sellers to show and sell YOUR home on YOUR terms! If you choose to participate (it's up to you), the MH/LX allows you to define when, how much, and under what terms you are willing to compensate a professional who helps you sell your home. You decide the dollar amount, conditions, and timing of any compensation. The MHVillage MH/LX gives you access to professional brokers without the restrictions and cost of other programs. Only registered MHVillage professional sellers will be able to see your terms and incentives.

#### **Unlimited Home Photos on Your Listing Page**

The Featured Listing includes four thumbnail photos which expand to full-screen when clicked. The Premium Listing allows you to include as many photos of the home as you want.

#### **Community Photos Automatically Added to Your Listing Page**

We directly link to our community database of over 27,000 communities and copy the photos into your listing, and best of all, these images are brought in automatically with no additional work on your part.

#### **Virtual Tour**

If you have signed up for a third party virtual tour service, you can paste a link to your tour in this optional field. You can also paste a link to a YouTube video of your home.

#### **A Link from Your Listing to Your Personal Website**

Drive traffic to your personal website and display even more information about your home.

#### **Over Four Times More Viewings for Your Listing**

Our research on this and similar websites indicates that, on average, your listing will be viewed four times more with a Premium Listing than the Basic Listing alone.

## MHVillage Home Listings



|  | Basic                               | Featured                            | Premium                             |
|--|-------------------------------------|-------------------------------------|-------------------------------------|
| One time charge to list until sold                                       | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Your listing fully indexed and searchable from Google, Yahoo! etc.       | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Full page detailed listing with 2 photos                                 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Unlimited changes and updates to your listing                            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| On-line form for your listing  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Email leads sent to you instantly  | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Full page map and printable version of your listing                      | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Complete detailed statistics for your listing activity                   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Opportunity to advertise and promote "Open House" days and times         | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Instant listing activation - advertise your home immediately             | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Bigger and bolder appearance on all search results pages                 |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| An eye catching thumbnail photo on all search results pages              |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Two additional photos on your listing page (4 total)                     |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| A unique, personalized, attention getting caption on search results page |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| <b>Over 2 times more viewings than a Basic Listing</b>                   |                                     | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Listing displayed in "Top of List" section on search results page        |                                     |                                     | <input checked="" type="checkbox"/> |
| Full access to the voluntary Multiple Listing Exchange (MH/LX)           |                                     |                                     | <input checked="" type="checkbox"/> |
| Unlimited home photos on your listing page                               |                                     |                                     | <input checked="" type="checkbox"/> |
| Community photos automatically added to your home listing page           |                                     |                                     | <input checked="" type="checkbox"/> |
| A link from your listing to your personal website                        |                                     |                                     | <input checked="" type="checkbox"/> |
| Multiple email addresses for leads and listing inquiries                 |                                     |                                     | <input checked="" type="checkbox"/> |
| <b>Over 4 times more viewings than a Basic Listing</b>                   |                                     |                                     | <input checked="" type="checkbox"/> |

\$69.95    \$149.95    \$199.95

*One time fee to list your home until it's sold!*

## *Selling Your Home on MHVillage is Easy!*

### *Here are some tips on Frequently Asked Questions...*



**Home Location** - List the current location of the home, even if it must be moved. Give the physical address of the home. Don't enter the mailing address, even if it is different. Manufactured homes do not fit in PO boxes.

If your home is in a community check the box and enter the community name. Otherwise, you can write in one of the following:

- \* Privately Owned Land - if you are selling land with the home.
- \* Leased/Rented Land - if you are only selling the home, and you or someone else is keeping the land.
- \* Must be Moved - if the home cannot stay at its current location when it is sold.

#### **Home Information**

Asking or Rental Price - Check the box if the home is for sale, for rent, and/or rent-to-own and enter the asking price or the rental fee in the following field. If the home is either, mark how you would primarily like the home to be listed, and put the other information in the Home Description.

Attached Rooms - Enter dimensions, rounded to the nearest foot, of any additional enclosed space added to the home. This could be a small third section (tag-along), enclosed porch (Florida room), or site-built addition.

Home Type - The Home Type affects the name on the web listing and the heading on the printed flyer. Below are the approximate definitions of each term, but from a marketing perspective, these terms are largely interchangeable. "Mobile" is by far the most popular term; "Manufactured" or "Modular" are more upscale.

- \* Select Mobile if your home was built before 1976.
- \* Select Manufactured if your home was built after 1976 and is not on a permanent foundation.
- \* Select Modular if the home is permanently attached to a foundation and was built to local building codes.

Serial Number - This field is most often used by professional sellers for professionals. If you know it, put it in, otherwise leave blank.

Roof Type - Select Other if you have a replacement roof constructed over the original roof. Otherwise select Metal or Shingled as appropriate. If the roof is newer than the home, note that in the Home Description.

Siding Type - Select Other if you have any type of fiber or cement siding. This may be vertical wood siding or simulated vertical wood siding. Leave Unknown selected if you have a siding type not listed and explain in the Home Description.

Ceilings - Select Soft Panel if you can dent the ceiling by pushing with your finger. (An example is accoustical tile ceilings.) Hard Panel will have seams and Finished Drywall will appear as a seamless surface, usually coated with a textured paint.

Interior Walls - Select Wood Panel if you have floor to ceiling paneling (common in older homes). Pre-Papered Drywall will have strips of wood covering the joints between panels and Finished Drywall will appear as a seamless surface.

Interior and Exterior Options - Any special features should be explained further in the Home Description. Also, if the home has more than one of a checked feature, (such as two walk-in closets or three skylights) explain that in the Home Description.

Included Appliances - Select the appliances that will be staying with the home. In the Home Description mention any appliance not listed here. Also be sure to point out any appliance which is newer than the home.

#### **Additional Information**

Lot Rent - Monthly rent for your space in a community. Leave this blank if you are selling a home with land or if the home must be moved. If some utilities are covered by your lot rent, be sure to include that in the Home Description.

Taxes - Monthly taxes. If you pay an annual assessment, divide it by 12 and enter the result rounded to the nearest dollar.

Utilities - This space is for the combined average for all monthly utilities not covered with your lot rent.

**Home Description** - Here is where you SELL your home. After you have written your description, read it and ask yourself: "Am I excited about this home"? If the answer is no, try rewriting parts of the description with a bit more spice. Consider the following two examples:

1. Garage: 24' x 30'
2. This oversized garage is 24' by 30': plenty of room for two cars, extra storage, and a workbench.

In both cases you convey the facts, but only the second creates excitement by putting those facts into context. If you are writing a long description, consider typing out the description on a second sheet of paper and mail it with the form.

**Multiple Listing Exchange** - Enlist the services of local MHVillage professional sellers to show and sell YOUR home on YOUR terms! If you choose to participate (it's optional), the MH/LX allows you to define when, how much, and under what terms you are willing to compensate a professional who helps you sell your home. You decide the dollar amount, conditions, and timing of any compensation. The MHVillage MH/LX gives you access to professional brokers without the restrictions and cost of other programs. Only registered MHVillage professional sellers will be able to see your terms and incentives. This feature is part of the Premium listing only.

**Commission** - Describe the dollar amount, conditions, and timing of any compensation. You can give a dollar amount, a percentage, or both. Be sure to be specific.

- Examples:
1. \$500 provided to any broker that provides the contact information for a home buyer that eventually purchases my home. The money is due when the sale is complete.
  2. \$2,000 provided to any broker that shows my home to a shopper that eventually buys my home. The money is due when the sale is complete.
  3. 5% of the final sales price provided to any broker that shows and completes the sale of my home. The money is due when the sale is complete.

| <b>Pricing</b>  | <b>Basic</b> | <b>Featured</b> | <b>Premium</b> |
|---|--------------|-----------------|----------------|
| One time charge to list until sold                              | Y            | Y               | Y              |
| Fully indexed and searchable from Internet search engines       | Y            | Y               | Y              |
| Full page listing with 2 photos                                 | Y            | Y               | Y              |
| Unlimited changes and updates to your listing                   | Y            | Y               | Y              |
| On-line form for each listing                                   | Y            | Y               | Y              |
| Email Address Security  | Y            | Y               | Y              |
| 24/7 advertising with access to thousands of visitors every day | Y            | Y               | Y              |
| Access to the largest on-line market for manufactured housing   | Y            | Y               | Y              |
| Advertising on Google, Yahoo!, and other locations              | Y            | Y               | Y              |
| Map and printable version of the listing                        | Y            | Y               | Y              |
| Instant Activation  | Y            | Y               | Y              |
| Statistics about your listing activity                          | Y            | Y               | Y              |
| Bold text on search results page                                |              | Y               | Y              |
| Thumbnail photo on search results page                          |              | Y               | Y              |
| 2 additional photos on listing page (4 total)                   |              | Y               | Y              |
| Additional line of text on search results page                  |              | Y               | Y              |
| OVER 50% MORE VIEWING!  |              | Y               | Y              |
| Top of list placement on search results page                    |              |                 | Y              |
| Placement on the Multiple Listing Exchange (MH/LX)              |              |                 | Y              |
| Unlimited home photos on listing page                           |              |                 | Y              |
| Community photos included on listing page                       |              |                 | Y              |
| Multiple seller e-mails   |              |                 | Y              |
| Linking to your web site  |              |                 | Y              |
| OVER 80% MORE VIEWING!  |              |                 | Y              |
| <b>LISTING PRICE - One time fee until sold!</b>                 | \$69.95      | \$149.95        | \$199.95       |

**Photos** - You can send in your own photos and we will post them for free. Photos may be mailed with the form or sent by email to photos@mhvillage.com

Payment may be in the form of a credit card, check or money order.

Mail the form with payment to:

MHVillage  
2600 Five Mile Road NE  
Grand Rapids, MI 49525

# Sell Your Home on MHVillage.com!

## Home Location

\*Required fields are in bold. List the current location of the home, even if it must be moved.

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Contact Name on Listing:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

**The home is in:**  A Community  Private Property

Name of the community: \_\_\_\_\_

## Home Information

**The home is:**  For Sale \$ \_\_\_\_\_  For Rent \$ \_\_\_\_\_  Rent-to-Own \$ \_\_\_\_\_

**Make:** \_\_\_\_\_ **Model:** \_\_\_\_\_ **Year:** \_\_\_\_\_

**Main Home Size:** \_\_\_\_\_ x \_\_\_\_\_ (Enter the actual box size of your home, rounded to the nearest foot. Do not enter inches or include the hitch in your measurements.)

1st Attached Room: \_\_\_\_\_ x \_\_\_\_\_ Second Attached Room \_\_\_\_\_ x \_\_\_\_\_

**Bedrooms**  1  2  3  4  5 or more

**Bathrooms**  1  1 1/2  2  2 1/2  3 or more

Home type  Mobile  Manufactured  Modular

**Color:** \_\_\_\_\_ **Serial Number:** \_\_\_\_\_

## Home Features

**Roof type**  Shingled  Metal  Other  Unknown

**Siding Type**  Vinyl  Metal  Other  Unknown

**Ceilings**  Soft Panel  Hard Panel  Finished Drywall  Unknown

**Interior Walls**  Wood panel  Pre-Papered  Finished Drywall  Unknown

**Heating Type**  Gas  Electric  Oil  Unknown

Exterior Options (Select all that apply)  Garage  Carport  Gutters  
 Shutters  Deck  Patio  Thermopane Windows  Storage Shed

Interior Options (Select all that apply)  Central Air  Window A/C  Ceiling Fan  
 Fireplace  Basement  Pantry  Cathedral Ceiling  Laundry Room  
 Sun Room  Walk-in Closet  Garden Tub  Skylight

Included Appliances (Select all that apply)  Clothes Washer  Clothes Dryer  Dishwasher  
 Refrigerator  Microwave  Oven  Garbage Disposal

## Additional Information

Community has a pool. Monthly rent: \_\_\_\_\_

Community has a clubhouse Monthly Taxes: \_\_\_\_\_

Community has recreational facilities.

Community has age restrictions. (Senior Community) Utilities: \_\_\_\_\_

## Home Description

Please give us a description of the home. Be sure to describe any unusual features.  
Include a separate sheet if necessary.

## Multiple Listing Exchange

Include my home on the Multiple Listing Exchange  
(This is only available on the Premium Listing. For more information see additional sheet.)

Commission Terms:

## Home Guard Warranty

Include a Home Guard Warranty on my home (see [www.mhvillage.com/warranty](http://www.mhvillage.com/warranty) for program summary and restrictions)

## Listing Information

**Choose Listing Type:**     Basic \$69.95             Featured \$149.95             Premium \$199.95            \$ \_\_\_\_\_

Home owner supplied photos (photos may be mailed or emailed to [photos@mhvillage.com](mailto:photos@mhvillage.com))            No Charge

In Office Data Entry Fee            \$20.00

Total: \$ \_\_\_\_\_

Method of payment:     Check     Money Order     Credit Card    

|   |                                   |
|---|-----------------------------------|
| <input type="checkbox"/> Mastercard       | <input type="checkbox"/> Visa     |
| <input type="checkbox"/> American Express | <input type="checkbox"/> Discover |

(If Using) **Name on Credit Card:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Card Number:**

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**Expiration Date:** \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Signature** \_\_\_\_\_