

2025 FMHA CONVENTION
FORTIFY YOUR TOOLBOX
 ROSEN SHINGLE CREEK, ORLANDO JUNE 12-13, 2025



Return completed forms and registration fees to: FMHA - 1284 Timberlane Road, Tallahassee, FL 32312 | Fax: (850) 907-9119 | Email: beth@FMHA.ORG or **Register Online** at www.FMHAMember.org. **Please fill out a separate registration form for each attendee.**

WORKSHOP CHOICES:

Choice of Workshop must be checked. Descriptions and full Convention schedule are on the next page.

Thursday, June 12, 2025

10:30 AM - 11:45 AM

- Workshop 1:** Social Selling
- Workshop 2:** Navigating the Building Permit Process - What you need to know to avoid delays.

1:30 PM - 2:30 PM

- Workshop 3:** Elevated Experience - Enhancing the in-person home buying process to boost sales
- Workshop 4:** Fair Housing and Reasonable Accommodation: All Things Animal

3:30 PM - 5:00 PM

- Workshop 5:** Mock Trial - Eviction: Nonpayment of Rent

Friday, June 13, 2025

- 9:00 AM - 9:30 AM -State of the Industry**
- 9:30 AM - 12 PM - Ask the Attorneys**

Name: _____
 Spouse (if registering): _____
 Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Email _____

MEMBERSHIP INFORMATION:

- Developer Filled Community
- Retailer Finance & Insurance
- Supply & Service Firm Manufacturer

CONVENTION PACKAGE OPTIONS:

Full Convention Registration
(Includes Workshops, Welcome Reception, Breakfasts & Awards Luncheon)

Early Bird: \$350 **After April 30:** \$400

Additional Awards Luncheon Guest: QTY: _____ x \$ 75 QTY: _____ x \$ 85

TOTAL FEES \$ _____

PAYMENT OPTIONS:

Enclosed is my check for \$ _____ made payable to FMHA.

Credit Card: Visa _____ MC _____ American Express _____ Discover _____
 Card Number _____ Date _____ CVV _____
 Cardholder Name (Please Print) _____ Billing Zip Code _____
 Cardholder Signature _____

Cancellation Policy:

Full refund if cancelled 7 days or more prior to the event (less \$25 admin fee). No refund for less than 7 days notice.

Or Register and Pay Online at FMHAMember.org.

FMHA ROOM RATE AT THE ROSEN SHINGLE CREEK RESORT IN ORLANDO IS **\$199/SINGLE OR DOUBLE**. MAKE YOUR HOTEL RESERVATION BY CALLING (866) 996-6388. MAKE SURE YOU ASK FOR THE FMHA GROUP RATE. **THE GUARANTEED GROUP RATE DEADLINE IS MAY 21, 2025.**

WORKSHOP DESCRIPTIONS & SCHEDULE

Wednesday, June 11, 2025

5:00 pm - 7:00 pm Exhibitor Setup

Thursday, June 12, 2025

8:30 AM Registration Opens

8:30 AM - 10:15 AM Continental Breakfast with Exhibitors

10:30 AM - 11:45 AM Workshops 1 & 2

Workshop #1: David Finney, Bild Media - Social Selling - Strategies to capture attention, engage buyers, and increase home sales through social media.

Want to sell more homes and connect with more buyers? In today's market, social media isn't just for branding—it's a powerful sales tool that can drive real leads and conversions. In "Social Selling," we'll break down proven strategies to capture attention, engage potential buyers, and turn social media interactions into actual sales. Whether you're a retailer or community operator, this session will give you actionable tactics to get noticed, start conversations, and close more deals in the digital age.

Workshop #2: Navigating the Building Permit Process - What you need to know to avoid delays.

The building permit process is one of the most prevalent challenges manufacturers and retailers face. Following the hurricanes of 2024, the approval delays for building permits surged, leaving homeowners in a difficult situation. To assist members in successfully navigating this process, FMHA has assembled a panel of experts in the building permit program from both the state and private sectors.

1:30 PM - 2:30 PM Workshops 3 & 4

Workshop #3: David Finney, Bild Media - Elevated Experience - Enhancing the in-person home buying process to boost sales

First impressions matter—especially when it comes to selling homes. In "**Elevated Experience**," we'll dive into how small but impactful improvements in your sales center and community can create a buying experience that builds trust, increases conversions, and drives more sales. From better model home staging to streamlining the sales process and creating a welcoming atmosphere, we'll explore real strategies that turn curious shoppers into committed buyers. Investing in customer experience isn't just about aesthetics—it's about making every interaction seamless, memorable, and profitable. Join us to learn how upgrading your in-person experience can lead to bigger sales and long-term success.

Workshop #4: Jody Gabel, General Counsel, Flagship Communities – Fair Housing and Reasonable Accommodations: All Things Animals – Emotional Support, Service, Therapy, and The List Goes On

Jody will review the Fair Housing Act including current trends with reasonable accommodations for assistance animal requests, specific animal requests as assistance animals, disability modification requests, specific animal requests as assistance animals, disability modification requests, and caregiver issues. Review of specific case studies involving emotional support chickens, disability modifications including trampolines, and other interesting cases nationwide.

3:30 PM - 5:00 PM Workshop 5

Workshop #5: Brian Chase, Atlas Law – Mock Trial – Eviction: Nonpayment of Rent

In this mock trial, participants will navigate a standard case for nonpayment of rent, from the issuance of the rent demand letter to the final judgment. We will examine common defenses and how to counter them. Additionally, we'll walk through a Motion to Determine Rent Hearing and highlight its differences from a trial. We'll also discuss how rent-based evictions relate to the terms and conditions in a community owner's prospectus and lease agreement.

Friday, June 13, 2025

9:00 am - 9:30 am State of the Industry

9:30 am - 12 noon Workshop 6

Workshop #6: Zack Lee, Lutz, Bobo & Telfair, P.A. – Ask the Attorneys

Just when you think you've encountered every issue, new challenges emerge in the manufactured housing sector. This workshop invites you to engage in discussions with Florida's top attorneys specializing in manufactured housing, all gathered in one room. This annual event at the Convention is one of FMHA's most popular workshops.

Convention Ends