

# 2025 FMHA CONVENTION FORTIFY YOUR TOOLBOX



## 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 - 5:30 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