

**WANT TO BE MORE EFFECTIVE WITH HOMEBUYERS? WANT YOUR CUSTOMERS TO HAVE CONFIDENCE IN YOU, AND RECOMMEND YOU TO OTHERS? LOOKING TO MAXIMIZE THE RETURN ON YOUR EFFORTS? WONDERING HOW YOU CAN STAND OUT FROM THE CROWD?**

Become a Manufactured Housing Consultant (MHC)<sup>™</sup>. It could change the way you sell!

A Manufactured Housing Consultant (MHC)<sup>™</sup>:

- has solid knowledge of the industry, the homes and the marketplace
- guides customers through the homebuying process from beginning to end
- turns every home purchase into a positive experience
- is dedicated to professionalism and service excellence

**HOW DO YOU BECOME A MANUFACTURED HOUSING CONSULTANT (MHC)<sup>™</sup>?**

You need to attend the two-day course and pass the course tests and final assignment with a mark of 75% or more. You can then apply for registration with the Canadian Manufactured Housing Institute's national Manufactured Housing Consultant (MHC)<sup>™</sup> Registry.



Registered Manufactured Housing Consultants earn the right to use the letters “MHC” after their name. You receive an MHC lapel pin and a certificate—tangible proof of your achievement.

You also get the ongoing support of the industry through the Manufactured Housing Consultant (MHC)<sup>™</sup> Program—regular updates to help you maintain your professional edge, and promotion of Manufactured Housing Consultants to consumers.

**ABOUT THE COURSE**

The Manufactured Housing Consultant (MHC)<sup>™</sup> course consists of two full days of classroom learning—a combination of presentations, discussions and group work with a professional and experienced course leader.

The course provides practical, “real world” information and tools based on extensive consultation with retailers and salespeople. Topics covered in the course include:

- History and current trends
- Know your product
- From factory to site
- Know your market and customers
- Financing
- The sales process
- The contract
- Taxation
- Warranty

**COURSE MATERIALS**

Each registrant receives a 250-page resource manual covering the course content, and much more. The manual is full of practical ideas from experienced retailers and salespeople across Canada and includes a tool kit of forms, marketing plans and checklists. You will also get publications and videos from Program partners.



**IN TODAY'S SALES ENVIRONMENT,  
SUCCESS IS BUILT ON KNOWLEDGE,  
PROFESSIONALISM AND A COMMIT-  
MENT TO CUSTOMER SATISFACTION.**

The Manufactured Housing Consultant (MHC)<sup>™</sup> Program was developed by the Canadian Manufactured Housing Institute (CMHI) in collaboration with regional manufactured housing associations to provide a professional development opportunity for retailers, realtors, salespeople, builders, landlease community owners and managers.

The Manufactured Housing Consultant (MHC)<sup>™</sup> Program will give you a competitive edge in the marketplace. The core of the Program is the two-day Manufactured Housing Consultant (MHC)<sup>™</sup> course, covering all aspects of selling manufactured housing. The "MHC" designation, earned by successful graduates, is a mark of distinction—a symbol of your professionalism that tells consumers they should do business with you.

## **ACKNOWLEDGEMENT AND THANKS**

The Manufactured Housing Consultant (MHC)<sup>™</sup> course was developed by industry people across Canada, with the assistance of:

- Canada Mortgage and Housing Corporation
- Residential Warranty Company of Canada and through the participation of:
- Canadian Standards Association
- Canada Customs and Revenue Agency
- Finance Canada
- and other organizations who generously contributed time and expertise

MANUFACTURED HOUSING  
CONSULTANT (MHC)<sup>™</sup>



**GET THE  
PROFESSIONAL  
EDGE!**



CANADIAN MANUFACTURED  
HOUSING INSTITUTE