



Manufactured or “mobiles” homes

- The **more than 17 million Americans** who live in manufactured housing are **disproportionately low income**.
- **Thirty percent** of homes owned by low-income households are manufactured homes.
- **More than three percent of all owned homes** in the US are situated on rented land in manufactured home communities (or, “mobile home parks”) and vulnerable.
- Although most “mobile” homes are never moved, **almost two-thirds of them are titled like automobiles**, making them subject to predatory financing.

ROC USA™

- To fulfill its **mission of making resident ownership viable nationwide**, ROC USA meets three needs of homeowners in ‘for sale’ manufactured home communities: **access to opportunity, qualified technical support, and community purchase financing**.
Our goals are:
 - Preserve and improve affordable communities;
 - Build individual assets; and
 - Develop mutually supportive communities and community leadership.
- ROC USA was built from a **local market transformation success that started 25 years ago** and has grown to 89 resident-owned communities and **20 percent market share**. Total lending on communities in New Hampshire exceeds \$140mm with zero defaults. As a result of secure land tenure, homes in New Hampshire’s resident-owned communities are now eligible for conventional single-family loans (instead of personal property loans) and, in a study of eight towns, have been documented to sell faster and for higher prices than homes in comparable investor-owned communities. (2005, The Carsey Institute)
- In May 2008, **CFED, New Hampshire Community Loan Fund and NCB Capital Impact**, in alignment with and with support from the **Ford Foundation, Fannie Mae, and NeighborWorks® America**, launched ROC USA as a social enterprise to serve its mission at scale. The ROC USA Network, made up of nine non-profit Certified Technical Assistance Provider organizations, serves 29 states with pre- and post-purchase TA. ROC USA Network will preserve more than 30 communities and ROC USA Capital will finance \$50 to \$75mm by the end of May, 2010.

Biography

Paul Bradley is founder and president of ROC USA, LLC. In 16 years at the NH Community Loan Fund, serving as vice president prior to the launch of ROC USA, Paul led the eight-fold expansion of resident ownership and introduced single-family lending, new development, leadership development, and national training. Paul is a recent graduate of NeighborWorks® America’s Achieving Excellence in Community Development, an executive training program at Harvard University, John F. Kennedy School of Government.

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