

# **Adapt Migrate or Die ...Part II**

**By George Porter**

In the previous article we discussed the need to adapt and how one in the installation business might accomplish this. This time we will be talking about what you could do if you can't, or don't want to, keep up with the ever-changing rules and requirements of installation and feel you need to migrate. It is getting more involved all the time and generally speaking, it has improved the industry. The inspections and paperwork are usually providing the consumer with a higher quality home and the licensing requirements in many states have cut down on the numbers of fly-by-nighters. Still, if you are not comfortable and prefer a somewhat simpler or different way to earn a living, there are some good choices available.

If you don't like the idea that you might have to see to it that the lot is prepared properly, like it says in all manufacturers manuals, then you might consider the travel trailer business. In this industry the customer is completely in charge of the lot. If they park their travel trailer and discover that there is a large mud puddle in front of the door then all they have to do is move it up a few feet with the car and the puddle is gone. The travel trailer industry has generic national advertising "where ever you are, you're home?" They have nice adds on national TV showing how safe and secure it is in a beautiful mountain setting "where the only crime is burning your steak on the grill". They seem to have gotten completely past the wheel and axle thing and in fact, have turned it into a big advantage. I don't ever remember seeing a newscast on TV that showed the "mass murderer etc" living in a travel trailer. All in all, the travel trailer business might be a good choice for those of you that are uncomfortable in the manufactured housing business. It is how this industry got started and if you don't like the "housing thing" we seem to be developing into, then this might be just the ticket for you.

How would you like to be in a business where you would not have to put in all those aggravating anchors just so the home won't blow away? Seems like every time you turn around they have some new idea about how to keep customers safer and you have to change how you do things and probably get new equipment. Have you ever considered the boating industry? You only need one anchor and the customer installs it himself. It sure would be easier if we could do things like that in this industry.

Sick and tired of all those call backs for re-leveling, door adjustment, and ceiling/wall crack repair? Are the expenses of foundations and piers eating away at your profits? Every time a manufacturer comes out with a bigger home with more windows, recessed entries, and stone fireplaces you are supposed to change how you set it up and this means that you spend more money on footings and supports. The financing company never gives you more money on the loan to do this with and it usually means it just comes off the top, or, more correctly stated, off the bottom of your pocket. Well, cheer up! There is a business just made for you. Why not go in the ice cream business? It only has to look good the moment you buy it and nobody expects it to last more than fifteen minutes. And, there is another big plus, no financing!

If any of this sounds good to you, then I wish you all the best in your new career. But please, before you go, would you consider adapting one last time? We will miss some of you.