



WISCONSIN HOUSING ALLIANCE MEMBERSHIP APPLICATION

Company Name _____ Telephone _____

Address _____ Fax _____

City _____ State _____ Zip _____
(Please indicate zip + 4)

Website Address _____ Email Address _____

Official Representative* _____ Title _____

*This person will be the only company representative allowed to vote in elections. By completing the above information, you are giving the WI Housing Alliance permission to contact you via mail, email, phone or fax and to list your company in our membership directory and on our website.

Section 1 Membership Type

Dues Amount

- | | | | | | | | | |
|--|---------------------------------|--|-------------------------------------|--------------------------|--|--------------------------|-----------------|---------------|
| <input type="checkbox"/> | <u>Service- Supplier</u> | <input type="checkbox"/> | Installer | <input type="checkbox"/> | Transporter | <input type="checkbox"/> | Other _____ | \$360* |
| | | <input type="checkbox"/> | Insurance | <input type="checkbox"/> | Service | | | |
| | | <input type="checkbox"/> | Supplier | <input type="checkbox"/> | Finance _____ | | | |
| (indicate what type of financing or service performed) | | | | | | | | |
| <input type="checkbox"/> | <u>Retail/Builder:</u> | Beyond annual dues, a retailer/builder agrees to cooperate with the unit funding program by reimbursing the Alliance for any unit dues on modular or HUD Code homes for which unit dues were not paid by the manufacturer (\$125/home). Enter retailer license number(s) here (for HUD Code homes): _____ | | | | | | \$335* |
| <input type="checkbox"/> | <u>Community:</u> | Please verify the enclosed Community Information Form and indicate your state community license number(s) and return with your application. (Calculate Below.) | | | | | | |
| | | _____ | Total number of communities. | _____ | Total number of licensed sites. | | \$_____* | |
| | | 1-45 sites -- \$395 minimum | | | | | | |
| | | 46-499 sites-- \$395 plus \$1 per site over 45 | | | | | | |
| | | 500+ sites -- \$850 plus \$0.50 per site over 500 | | | | | | |
| <input type="checkbox"/> | <u>Manufacturer:</u> | Beyond dues, a manufacturer agrees to \$125 per home shipped to each member or non-member Wisconsin Retailer/Builder. | | | | | | \$580* |

* Each dues category includes a voluntary charitable contribution of \$50 to the Tomorrow's Home Foundation, the charitable arm of the Wisconsin Housing Alliance. If you do not wish to contribute, reduce the amount due by \$50.

Section 2 Payment

I have enclosed my check in the amount of \$_____ made payable to **WI Housing Alliance**. Or you may fax your application with credit card information to 608-255-5595; if you have questions, call 608-255-3131.

Visa/Mastercard Number: _____ Expiration Date: _____

Cardholder Name: _____ CVV # (3 digit # on back of card): _____

Cardholder Address (if different from above): _____

Note: Payments, contributions, or gifts to WI Housing Alliance are not deductible as charitable contributions for income tax purposes. However they may be tax deductible as ordinary and necessary business deductions subject to restrictions imposed as a result of Alliance lobbying activities. The WI Housing Alliance estimates that the nondeductible portion of your dues allocable to lobbying for calendar year 2012 is 9%. All contributions to the Tomorrow's Home Foundation are deductible as a charitable deduction. See your tax adviser if you have questions.

SECTION 3 Authorization

_____ Date _____ Authorized Signature _____ Title _____

PLEASE RETURN THIS FORM AND YOUR PAYMENT TO: WI Housing Alliance, 301 N Broom Street, Suite 101, Madison, WI 53703. Once approved, a copy of this form will be sent back to you with your membership packet.

Prospective Member Information

Please assist the Wisconsin Housing Alliance in understanding the nature of your business by completing this survey by answering only the sections that apply to your business.

Who recommended membership? _____
Name

Business

What is your priority at this time that WI Housing Alliance may assist you with? _____

Manufactured Home Communities

1. In what year was the manufactured home community opened? _____
2. Does the manufactured home community have an on-site manager? _____
3. Type of water and sewer system:
Private Well Municipal Water
Private Septic Municipal Septic

Retailers/Builders

1. Is this your only sales location? If not, what others do you operate? _____

2. In what year was your business at this location formed? _____
3. What manufacturers are you affiliated with? _____

Manufacturers

1. Is this your only manufacturing location? If not what other locations do you operate?

2. In what year was your business at this location formed? _____
3. How many homes were produced by this facility last year? _____

Service/Supplier

1. What is the nature of your business? _____
2. In what year was your business at this location formed? _____
3. Is your business statewide, regional or national? _____



Code of Ethics
For the members of the
Wisconsin Housing Alliance

I pledge to refrain from any act of misconduct as such act may discredit the industry, the Alliance, or others.

I pledge to treat other members of the industry ethically and fairly and to make every reasonable effort to settle any differences professionally.

I pledge that all obligations to customers contained in guaranties or warranties will be properly fulfilled within a reasonable period of time.

I pledge that in advertising and promotion endeavors, to emphasize the positive aspects and actual benefits of factory-built housing, and refrain from conduct that might deceive or mislead the public or include false claims.

I subscribe to the principle and practice that community owners shall respect their responsibilities to the residents within their community and shall maintain their community in a fashion that constructively improves the public image of manufactured home living.

I pledge to fully disclose in writing, all fees, charges, assessments, rules and regulations prior to the sale of a factory-built home and/or prior to a new resident assuming occupancy in a manufactured home community.

I pledge to observe the principles of the fair housing act.

As a member of a progressive industry, I encourage continued research and development to achieve quality standards of construction for the industry's homes.

I pledge to abide by all State, Federal and local laws/regulations, relating to the industry and business in general.

I subscribe to the belief that it is the responsibility of my business and industry to return something back to my community by maintaining a position of civic responsibility and contributing to the community's well being.

It is our corporate policy to have all of our employees bound by this Code of Ethics.

I agree to be bound by this Code of Ethics as a condition of membership in the Wisconsin Housing Alliance.

I also agree that a violation of any of the above provisions shall constitute grounds for review of my membership.

Member Signature _____ Date _____



Benefits of Wisconsin Housing Alliance Membership

Periodically, everyone takes inventory of why they join an association or group. Here's a look at a few member benefits:

- Cost Savings
 - Business Insurance through The Horton Group/EMC Insurance
 - Insurance for Manufactured Home Owners through Foremost Insurance
 - Vehicle Owner Information Program
 - Business Practice Consultation
- Essential Data
 - Retail Trends Reports-In depth, detailed reports on factory-built home shipments in Wisconsin.
 - *Builder Insights & Community Insights*-Monthly newsletters which keeps all segments of the factory-built housing industry up to date regarding national events, federal, state and local factory-built housing news, laws proposed and passed that affect your business.
 - A membership directory and buyers guide that lists all segments of the factory-built housing industry in Wisconsin.
 - A directory of all manufactured housing communities in Wisconsin.
- Educational Opportunities
 - Annual Conference and Spring Seminar-These annual conferences feature speakers and educators on topics that affect all aspects of the factory-built housing industry.
 - Topic Specific Courses-Anything from accreditation programs to topic specific programs are featured throughout the year.
 - Continuing education courses for various licenses.
 - Certified Land Lease Manager & Certified Housing Consultant Programs
- Model Documents
 - Purchase Contracts
 - Listing Agreement
 - Offer to Purchase
 - Consumer Insulation Forms
 - Subcontractor Contract
 - Modular Home Sales Contract
 - Lease
 - Application Forms, Model Rules and Regulations, Etc.
 - Eviction Notices
 - Guarantee Forms
 - Walk Thru Forms
 - A guide book to *Community Management in Wisconsin*

- A retailer resource guide book for Wisconsin retailers
- Public Relations
 - No industry can survive in the twenty-first century without telling not just customers, but the general public what it is about. Price and feature advertising is left to individual members, however, bringing the industry story to the general public is something Wisconsin Housing Alliance does on a daily basis.
 - Web Site links from our two websites to yours at no charge to you.
 - Advertising opportunities are available in the Alliance newsletter, membership directory, Alliance websites, exhibiting and networking at meetings and directory listings.
- Lobbying
 - Every industry needs to be both proactive and reactive to legislation. Wisconsin Housing Alliance has two licensed lobbyists on staff to work hard to ensure favorable legislation for the members of the Alliance.
- Help is Only a Phone Call Away
 - The Alliance office handles hundreds of calls monthly from members with issues including zoning, sales tax, deed restrictions, evictions, bankruptcy, lending, repossession, inventory tax and much more. We are able to help you with many issues, therefore, saving your company hundreds of dollars!
- Help is Only a “Click” Away
 - The Alliance website has valuable information including state statutes that pertain to the factory-built housing industry, valuable links, shipment production information, forms and much more!

These services combined strive to elevate the entire factory-built housing industry to new heights, thus making the members individual business more successful.

If you would like to discuss becoming a member of WI Housing Alliance, call 608-255-3131 or email Julie@housingalliance.us. You may also visit us on the internet at www.welcomehomewisconsin.com and www.modhome.org.