



# Why I Built This

*A better middle ground for sellers.*


This actually started from a conversation with a neighbor.


He mentioned he might try selling his manufactured home on his own, and it got me thinking.

With my background in real estate, construction, landscaping, and photography, I started realizing I could probably help someone like him prepare the home better to list and sell.

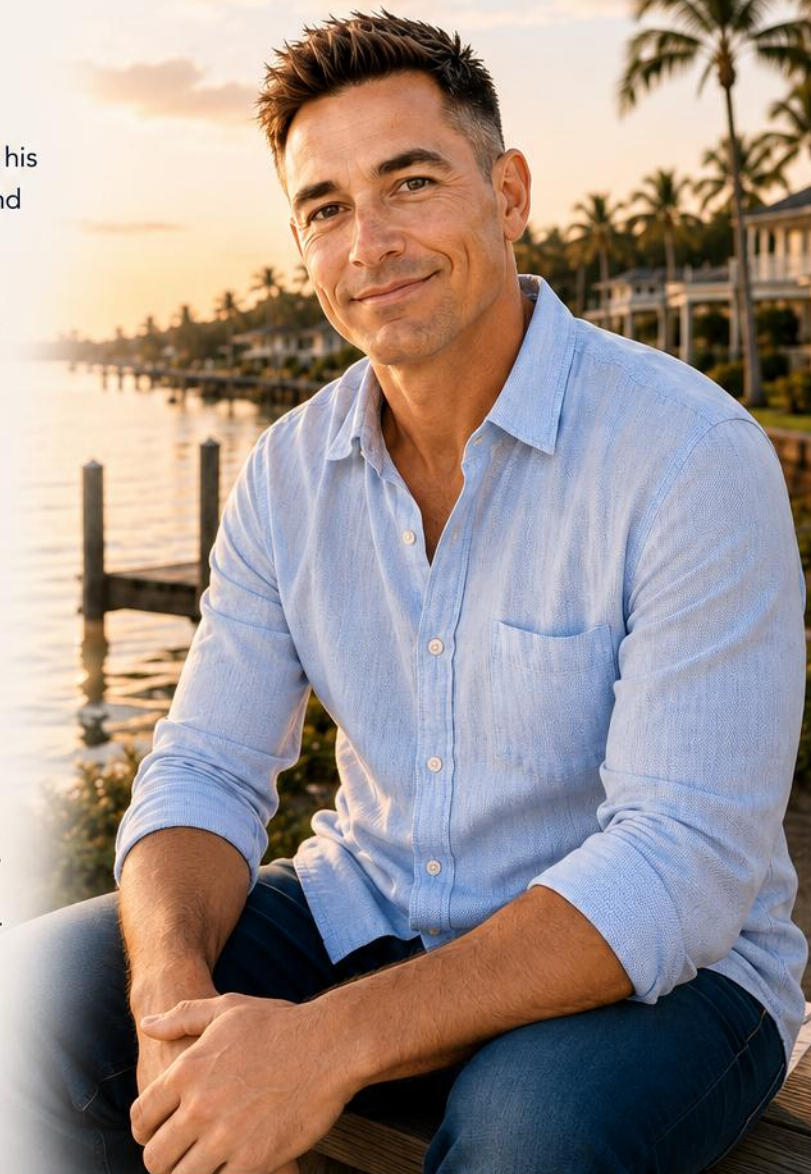
That's when the idea started coming to life.

A lot of homeowners seem to feel stuck between two extremes:

 Trying to figure everything out completely on their own.

 Jumping straight into a high-commission sales office or brokerage before they even know where to start.

It felt like there should be a more practical middle ground.



That idea eventually turned into  
**SingleWideShane.com.**



# Understanding the Florida Manufactured Home Selling Process

*Why this process feels different from traditional real estate.*

Selling a manufactured home on leased land isn't the same as selling traditional real estate. It's part home sale, part paperwork process, part community approval, and part buyer confidence.

Here are the three big areas buyers quietly evaluate.



## 1. THE HOME

Condition matters more than people think.

Buyers quietly evaluate:

- roof age
- maintenance
- flooring condition
- water damage
- odors
- whether the home feels cared for
- lighting

Most buyers are trying to predict future stress before they ever make an offer.



## 2. THE COMMUNITY

In many Florida manufactured home communities, buyers are also evaluating:

- monthly lot rent
- surrounding homes
- park rules
- long-term affordability
- amenities
- whether they can picture themselves living there comfortably
- age restrictions

*"The buyer is rarely judging only the home."*



## 3. THE PAPERWORK

Some manufactured homes transfer differently than traditional real estate.

Depending on the situation, there may be:

- title paperwork
- park approval requirements
- insurance limitations
- financing restrictions
- community application steps

That's usually the moment sellers realize this process works a little differently.



## None of this is meant to overwhelm you.

The goal is simply to help you understand what buyers are quietly weighing before the home ever hits the market.



# Central Florida Market Snapshot

*What the numbers are telling us.*

Manufactured homes on leased land continue to be an important and growing part of Central Florida's housing market. Understanding the current trends helps you make informed decisions and position your home for the best possible outcome.



**\$97,500**

Average Sale Price

Down slightly from last year, but showing stability across most Central Florida counties.



**41**

Average Days on Market

Homes that are well-prepared and priced right are selling faster than the market average.



**1,180**

Active Inventory

More options for buyers means preparation and pricing matter even more.



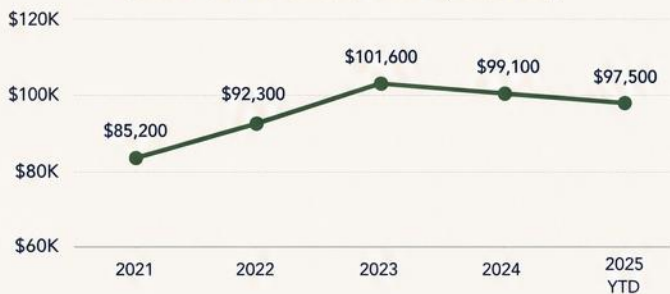
**\$735**

Average Lot Rent

Varies by community and amenities, but trending upward.

## AVERAGE SALE PRICE TREND

Central Florida Manufactured Homes (Leased Land)



Prices peaked in 2023 and have leveled off since. Buyers are cautious, but well-prepared homes still stand out.

## QUICK TAKEAWAYS



**Buyers have more choices.**  
Higher inventory means your home needs to shine.



**Condition drives confidence.**  
Clean, updated homes sell faster and for more.



**Pricing still matters most.**  
Overpriced homes sit. Right-priced homes sell.



**Preparation creates leverage.**  
The right prep gives you more control and better offers.

## MARKET BY COUNTY (Average Sale Price)

COUNTY	2024 AVG PRICE	2025 YTD AVG PRICE	CHANGE
Orange County	\$103,200	\$100,200	-2.9% ↓
Seminole County	\$97,800	\$94,900	-3.0% ↓
Osceola County	\$92,100	\$89,700	-2.6% ↓
Polk County	\$86,300	\$85,100	-1.4% ↓
Lake County	\$84,500	\$82,400	-2.5% ↓

Source: MHVillage.com data | Data through May 2025

## DEMAND REMAINS STRONG



Central Florida continues to attract full-time residents, seasonal buyers, and investors looking for affordable, low-maintenance living options.

*Good opportunities exist for prepared sellers.*



**The market favors sellers who are informed, prepared, and realistic.**

When you understand the numbers, you're in a stronger position to make the best decisions for your situation.



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Better Prepared.

# What Buyers Are Really Looking At

*It's more than the home.  
It's the whole picture.*

Today's buyers are thoughtful. They're not just buying a home—they're buying into a lifestyle, a community, and a future they feel good about. Here are the six key things they evaluate **before** making an offer.



## 1. CONDITION

Buyers notice the details. They look at cleanliness, maintenance, updates, odors, and signs of care.



**Tip:** Clean, updated, and well-maintained homes stand out immediately.



## 2. COMMUNITY

The neighborhood matters. Buyers evaluate lot rent, rules, amenities, neighbors, and overall atmosphere.



**Tip:** A strong community creates confidence and long-term satisfaction.



## 3. AFFORDABILITY

They look at the complete picture—lot rent, utilities, insurance, and long-term costs of ownership.



**Tip:** Transparency on costs helps buyers feel secure in their decision.



## 4. SECURITY

Buyers want peace of mind. They consider weather protection, insurance options, and long-term livability.



**Tip:** A safe, well-cared-for home reduces worry and builds trust.



## 5. LIFESTYLE FIT

They imagine their daily life there. Does it fit their needs, interests, routines, and future plans?



**Tip:** Help buyers see how your home fits the life they want to live.



## 6. CONFIDENCE

Buyers need to feel good about their decision. A well-prepared home builds trust and reduces hesitation.



**Tip:** Preparation shows you care and gives buyers confidence to act.



**The goal isn't perfection.**  
It's helping buyers feel confident saying "yes."

When you understand what buyers are really looking at, you can prepare your home in ways that make the biggest impact.





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# Before the Home Goes Live

*A few smart moves now  
save you weeks of headaches later.*



01



## ✓ DECLUTTER & DEPERSONALIZE

Sounds obvious. It's still the #1 thing sellers underdo. Buyers can't picture their life in your home if they're staring at your stuff.

Family photos, fridge magnets, mail piles, the corner where things "just live" — pack it.

Probably the cheapest improvement you can make. Usually the biggest payoff too.

02



## ✓ IMPROVE CURB APPEAL

You don't need a landscaper.

Fresh mulch, a few flowers, trimmed back bushes, a clean front step.

A couple hundred bucks of effort can completely change the first photo and the first impression.

If you're not sure what to touch, ask me. I'll walk through it with you.

03



## ✓ HANDLE SMALL REPAIRS

The obvious stuff: chirping smoke detector, burnt-out bulbs, loose handles. Then the stuff most sellers miss: caulking around tubs and windows that's gone yellow, AC vents thick with dust, water stains on ceilings that are old but look new to a buyer, screen doors that don't latch, a slow-draining sink.

Buyers notice everything. And when they can't tell if it's old or active, they assume the worst.

04



## ✓ GATHER THE PAPERWORK

Title info. Lot rent. Park rules. Community docs. Permits. Warranty info.

Missing paperwork slows everything down.

05



## ✓ KNOW YOUR NUMBERS

Lot rent, utilities, insurance, taxes if any. Buyers will ask.

"I'm not sure" is the wrong answer.

Have it written down before the first showing.

06



## ✓ PRICE WITH CONFIDENCE

The right price brings real buyers and real offers. The wrong price brings tire-kickers, lowballs, and a stale listing that won't move.



**SINGLEWIDESHANE.com**

Better Prepared. Better Results.

06

# Better Prepared. Better Results.

01



## Start With A Few Photos

If you want a quick opinion first, you can use the photo portal on the website to send a few pictures from your phone.

I'll take a look and tell you what I'd probably improve first.

**If technology isn't your thing, that's okay too.**

02



## Request the Printed Seller Packet

Want the full packet first? Request it on the website and I'll mail it directly to your home.

03



## Or Call or Text Me

You can skip all of that and just call or text me.

**(808) 631-9258**

