



**MSD**  
CONSULTANTS

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MANUFACTURING • SALES • DELIVERY  
**CONSULTANTS**





**Charles Stricklin**

Managing Partner

# WHY YOU SHOULD CHOOSE US!

At MSD Consultants we are all about enhancing your companies performance and equipping employees with the right tools to be top performers. No matter the size of your company, we can help you reach your financial and performance goals.



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# ABOUT MSD CONSULTANTS

MSD consultants is owned and managed by Charles Stricklin who has over 30 years of experience in business management and business ownership. Most of that experience has been focused on the Manufactured Home Industry.

Charles started in the MH industry in February of 1987 for the CIT Group, who at the time was exiting the business during one of the worst down cycles the industry had seen. In 1989 he joined Security Pacific Housing Services an up-and-coming lender of the time, that was responsible for turning the industry around through the early 1990s. Charles was responsible for developing the MS and LA market. His territory consistently ranked # 1 in number of retailed loans funded and #2 in dollar amount of loans funded in the US.

It was in the fall of 1993 that Charles got into the retail side of the business with AAA Homes a retail operation with a focus on growing. When Charles joined the team there were 3 locations, but with the acquisition of another retailer's 2 locations, he started his retail career. During his first year with AAA Homes, Charles wrote the company operations and procedures manual along with the company F&I manual. AAA Homes quickly grew to 18 locations to become part of an IPO roll-up of several dealers across the country to form HomeUSA in the fall of 1997. HomeUSA was later acquired by Fleetwood Homes.

In February of 2001, Charles started Family Home Center a single lot dealership, and grew it to 3 locations by 2005, during one of the worst downturns the MH industry has seen. He continued operations until the summer of 2010 in which he sold his last location.

Charles managed a 36-unit Navy housing project in Key West, Florida on the Navy's Trumbo Point base. Charles designed and had constructed modular units along with the installation design for 180 MPH exposure D winds. He also managed the delivery and installation process of all 36 units.

Charles has served on the Mississippi Manufactured Housing Board for over 25 years. He served 2 terms as President and has been involved in creating much of the current regulations in Mississippi. Charles currently holds both a sales and installation license in the state of MS. Charles was inducted into the MMHA Hall of Fame in 2006.

In 2008 Charles entered the electric UTV business with Stealth Electric Vehicles. Charles was instrumental in building their retail dealer network through his company Mississippi Stealth Distributors throughout the US. Stealth went from a meager 150-unit sales to over 2000 units in under 2 years. The company was sold in 2011, at which time MSD was over 50% of Stealth's total production. He returned to the MH industry in the July of 2014 working in a management role for both Cavco and Champion Homes. Charles spent 2 years in the Bossier City, LA market for Palm Harbor Homes the retail arm of Cavco. After leaving Cavco he spent 2 years in the Tampa, FL market building and running greenfield locations for Champion's retail arm Titan Homes.

In March of 2018, he joined the Regional Homes team as the COO. Regional Homes saw accelerated growth and success from 8 locations in 2018 to 30 locations in 2021. Charles was involved in the day-to-day operations with the retail stores and corporate office support.



# RETAILER

## FOR MANUFACTURED HOUSING



**From the ground up we  
can build your company  
up the right way.**

### SERVICES

- **Establishing Shot/Long Term Objectives**
- **Lender Relationships**
- **Maintaining Manufacturer Partners**
- **Installation Process**
- **Curb Appeal Management**
- **Inventory Display**
- **Sales Process**
- **Team Building**
- **Inventory Management**
- **CRM Database Management**
- **Sales and Pipeline Management**
- **Profit/Loss Management**
- **Compliance Management**  
Dodd Frank, Privacy Compliance, and Lender Fraud
- **Trade-in Management**
- **Mergers and Acquisitions**
- **Business Valuations**
- **Exit Strategies**

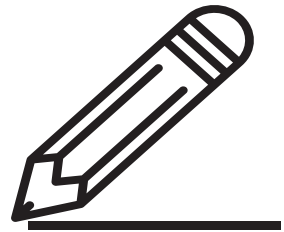
# BANKING AND FINANCE

FOR MANUFACTURED HOUSING

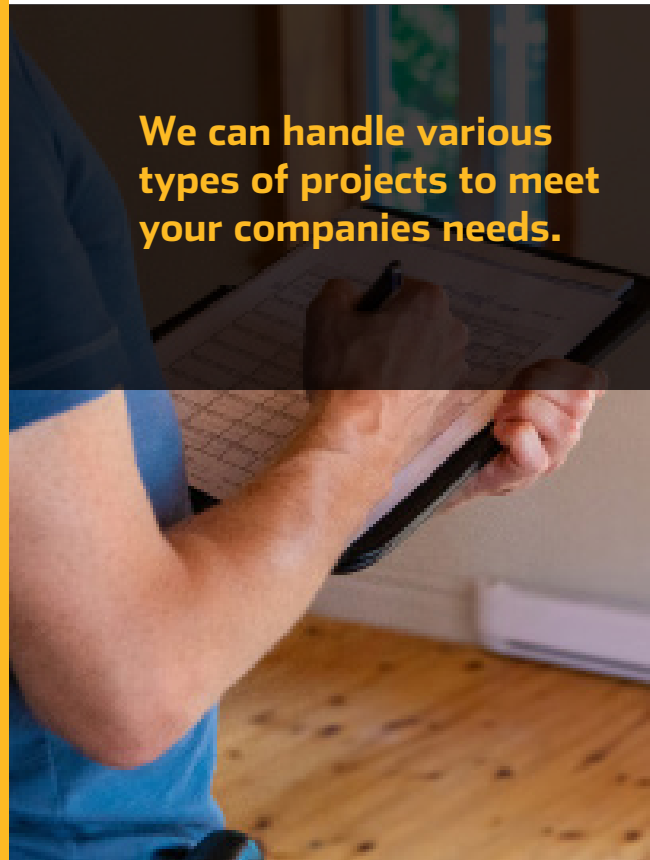
## SERVICES

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- **Consumer Audits**  
Phone and Field Audits
- **Home or Collateral Inspections**
- **Set-up and Installation Inspections**
- **Trade Inspections and Valuations**  
Prefunding and Post Funding Inspections
- **Used Home Inspections and Valuations**  
Field and Dealer Location
- **Consumer Complaint Inspection and Mitigation**  
Inventory, Trade-ins, and Compliance
- **Repo Inspections**  
Field and Dealer Location
- **Pre-Setup Dealer Inspections**  
Site Visits, Secret Shopping, and Fraud Prevention



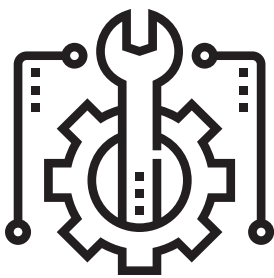
We can handle various types of projects to meet your companies needs.





# MANUFACTURERS

## FOR MANUFACTURED HOUSING



**Streamlining the  
management process  
from start to finish.**

### SERVICES

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- **Sales Process Development**
- **Sales Training**
- **Sales Finance Training**
- **Follow up Systems**
- **Salesperson Personal Marketing**
- **Inventory Management**
- **Profit and Loss Management**
- **Cash Flow Management**
- **Service Systems**
- **Set-up and Installation Systems**
- **HR Programs and Policies**
- **Risk Management**  
Premise Liability, Consumer Liability, Consumer Mitigation, and Workplace and Employee

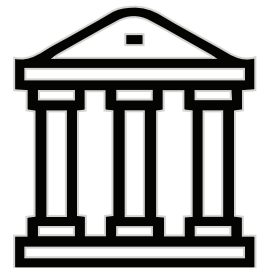
# STATE AND LOCAL GOVERNMENT

FOR MANUFACTURED HOUSING

## SERVICES

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- Sales Training
- Delivery and Installation Training
- Developing Curriculum for Training Licensing Programs
- Consumer Complaint Mitigation and Inspection
- Project Development
- Project Management
- RFP Processes
- FEMA MHU Project Management
- Military Housing Project Design and Management

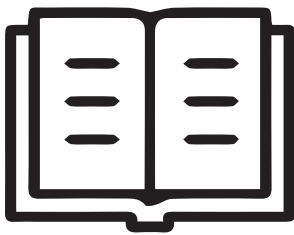


**Dedicated to educating and advising the industry standards and capabilities.**



# INDUSTRY TRAINING

## FOR MANUFACTURED STANDARDS



**An intense and deep course on the customer home buying journey.**

### COURSE OVERVIEW

#### > Entire Sales Process

- Greeting the customer
- Building report
- Identifying their wants and needs
- Identifying their willingness and ability
- Finding the right house
- Feature benefit selling
- Closing
- Overcoming Objections
- Having great follow up
- Creating personal traffic
- How to set appointments that will show up

#### > Financing

- Lenders and their niches ( building a lender bible with all the programs )
- Budgeting, advance calculations, and figuring payments
- Structuring deals
- Pulling credit and reading bureaus
- Verifying income
- Land Deals

#### > How to work trades

#### > How build curb appeal and proper home display

#### > How to dress as a professional

#### > Building your office around you and your customers

#### > Creating a comfortable and exciting shopping experience for your customer

#### > Creating referrals after the sale





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# THANK YOU

for your consideration



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