



Resident-Owned Communities – ROC USA



Overview: [ROC USA](#), is national organization with regional affiliates providing lending and technical assistance to residents to purchase and manage their manufactured home communities. ROC and its affiliate members have created over 250 resident owned manufactured home communities in 17 states.

Benefits:

- Control lot rent price, community repairs and improvements
- Lifetime security against unfair eviction
- Liability protection (members are not personally liable)
- Building a strong sense of community
- Higher home values



How it Works: In a resident-owned community, homeowners form and join a non-profit cooperative association. The cooperative borrows the money for purchase from ROC USA Capital, whose sole mission is lending to resident-owned communities. Each cooperative member contributes a maximum \$1,000 joining fee while their lot fees go toward paying off the mortgage and running the new business that is their community. ROC USA Capital's average loan amount is around \$2.67 million.

Each household is a member of the cooperative, which owns the land and manages the community. Members own their homes individually and an equal share of the land beneath the neighborhood.

Residents make major decisions by democratic vote. Members elect a board of directors, which appoints committees to manage the day-to-day operations of the organization.

Local Context: [Carolina Common Enterprise](#) (CCE), based in Durham, is finishing the process to become a ROC USA affiliate member. In 2020, CCE and ROC worked with residents of a manufactured home community in Asheboro to provide the technical assistance and financing to successfully purchase the community from the owner. This was the first ROC community in North Carolina.



Staff Involvement: Staff attended a [Prosperity Now](#) Manufactured Home Conference to learn more about manufactured home preservation strategies in December 2018. At this conference staff met with ROC and learned more about their model. ROC staff put us in touch with CCE and we have remained in communication as they have gone through the process to become a ROC affiliate. Staff has discussed the four manufactured home communities in Chapel Hill and the general dynamics of each community with CCE.

At our last meeting in February, staff from the Town of Chapel Hill, Orange County, CCE, and ROC discussed in greater detail the opportunities and challenges for using the ROC model in Chapel Hill, including additional subsidy gap that would need to be filled beyond ROC financing to make the model work in this community. Consistent with their established outreach process, CCE and ROC plan to reach out to owners of one or more of the Chapel Hill communities to gauge their interest in selling the property.