



**“Better Together”**

**ROC Pack at the CLI**

Orlando, Florida

October 28, 2012

# It's no surprise: Homeowners want control.

“Travel trailers grew into permanent homes without any fundamental change in the underlying campground business model.”

Paul Bradley  
President & Founder  
ROC USA, LLC



# The long and short of it: Decisions start and stop with Mission.

## ROC USA Mission:

To make quality  
resident  
ownership viable  
nationwide and to  
expand economic  
opportunities for  
homeowners in  
MHC.





ROC USA is 4 ½ years-old and growing.

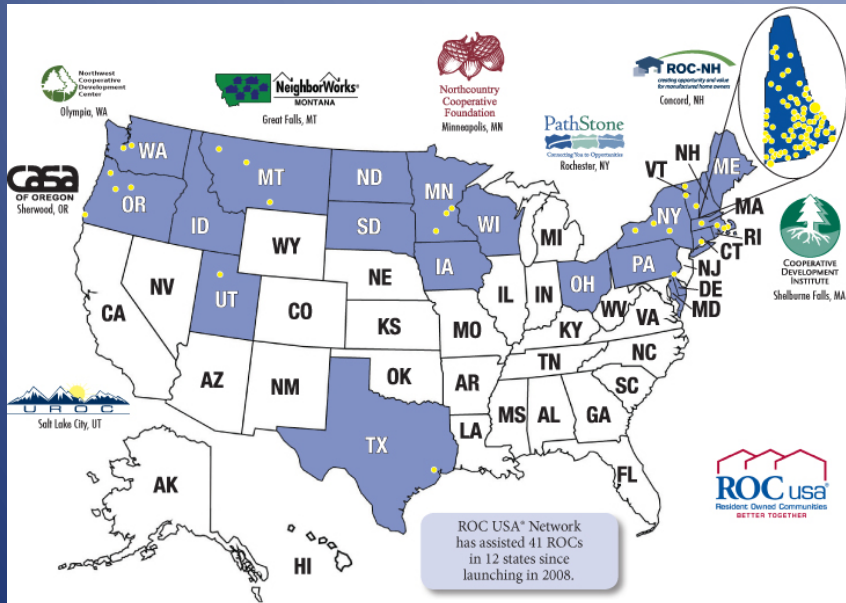
*“Start by doing  
what’s necessary,  
then what’s  
possible, and  
suddenly you are  
doing the  
impossible.”*

Sir Francis of Assisi



# To start: Three Core Services

1. Create opportunities for homeowners to choose resident ownership;
2. Provide pre- and post-purchase “technical assistance”; and,
3. Make timely and appropriate financing available to co-ops.



# Mission, structure, strategy, and tactics are rooted in core beliefs.

- Local ownership and local control;
- Support of community leaders is key;
- Isolated, go it alone co-ops are vulnerable to a wide range of risks; and,
- There are services unique to low share value co-ops that we need to provide.





# Decisions reflect market realities.

## Market realities:

- Consolidation is the norm;
- Challenging business – not a simple business;
- Competition is intense; and,
- Basic measure of success is “effective demand for homes” in your community.



# Decisions results in actions.

*“We succeed  
when our  
communities  
succeed.”*

## ROC Market Success:

ROC Marketing Program  
Home financing

## Community leadership:

Boot Camps  
Management Guides  
ROC Pack at the CLI  
[myrocosa.org](http://myrocosa.org)



# Decisions are rooted in strategy.

## Community Ownership & Empowerment:

A flourishing network of 300 community leaders, representing 7,000 homeowners, routinely participate in on-line peer networking and leadership development.



# myROCUSA.org

A virtual community center with three BIG pillars:

- Share with peers at ROC Talk;
- Take a training at ROC U;
- Get savings at ROC Mall; and
- Additional benefits:
  - ROC Docs
  - Home & ROC Marketing Info
  - Blogs
  - Personal Financial Education



# Better Together

Soon, what some people  
call impossible:

“a transformed  
marketplace where low-  
income homeowners  
live securely and build  
assets in sustainable  
homes and  
communities.”

ROC USA Strategic Plan 2010-2014





# Better Together



*“Persistence is what makes the impossible possible, the possible likely, and the likely definite.”*

Robert Half