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Hi Neighbors,

**“Whoever is careless with the truth in small matters cannot be trusted with important matters..” —
Albert Einstein**

Why Is It Easier to Ignore Mobile Home Residents Than to Help Them?

Over the past 4 years, I've talked to hundreds of our Neighbors. They all talk about the same complaints. Roads need repair. Mistreatment by Management. High rents. Questions going unanswered. No communication. Our Neighbors feel like nobody cares. It got me thinking.

Why does it sometimes seem easier for Sun Communities and Park Management to ignore problems than to solve them?

I don't believe anyone wakes up in the morning wanting to make life harder for us. But I do believe it's often easier—and cheaper—to do nothing than it is to be a true partner with the Neighbors who live in our Community.

Here's the Problem: Being helpful takes work.

It means answering phone calls and emails. It means meeting with Neighbors when they have concerns. It means fixing problems before they become emergencies. It means spending money on roads, water lines, beautification, safety and other infrastructure that we depend on every day.

Ignoring those same problems usually costs less in the short term.

That's one reason I think Sun Communities and Park Management are slow to respond. Every dollar spent on improvements is a dollar that doesn't go toward the company's bottom line, and ultimately their investors.

Another reason may be expectations.

If Management starts working closely with you, you'll naturally expect that level of service to continue. If they fix one problem quickly, you'll expect every problem to be handled the same way. If they begin communicating openly, you'll want that communication to be consistent and relevant.

From a business standpoint, that's a commitment. From a Neighbor's standpoint, it's simply treating people with respect. That's not an unreasonable expectation. It's simply how trust is built. The problem is that trust takes a long time to earn, but only a short time to lose.

What frustrates our Neighbors isn't always the delay. It's the silence.

When Neighbors report a problem and never hear anything back, they begin to wonder if anyone even cares. A simple update explaining what's happening can make a huge difference. Even if the repair takes time, people appreciate knowing they haven't been forgotten. Communication doesn't solve every problem, but it does build confidence.

Another thing I've noticed is that Sun Communities and the Neighbors often look at the community very differently.

Sun sees our Community as a business investment. Our Neighbors see it as HOME. Sun is thinking about budgets, expenses, financial reports, selling and leasing homes, collecting rent. Our Neighbors are thinking about raising children, paying that high rent, living in a safe Community, and eventually enjoying retirement. Neither way of thinking is completely wrong, but they're very different. Problems begin when one side forgets how the other sees the situation, which would obviously be helped with better communication.

I've often wondered what would happen if every decision started with one simple question: "How will this affect the Neighbors who live here?"

That question alone could change a lot. A smooth road isn't just an expense. It's safer for families, delivery trucks, emergency vehicles, and everyone walking and driving through the Community. Fixing a water problem isn't just another repair bill. It's about making sure residents have a basic service they depend on every single day. Answering a Neighbor's phone call isn't simply customer service. It's showing respect for someone who calls Lafayette Place home.

Sometimes the smallest things make the biggest difference.

Returning a phone call - Sending an email - Posting an update - Explaining why a repair is taking longer than expected. Those things cost very little, but they can completely change how our Neighbors feel about Sun Communities and Park Management.

And most of all, they want to know that someone is listening.

Sun Communities and Park Management don't have to agree with every complaint. They don't have to solve every problem overnight. But we deserve to be treated with respect and kept informed. In my opinion, helping us isn't a sign of Weakness. It's a sign of Good Management. Companies that invest in their communities, communicate honestly, and treat residents fairly often earn something that's hard to measure on a financial statement — trust. When residents trust management, problems are easier to solve, frustrations are reduced, and Communities become better places to live.