

## **The Retirement Net announces the launch of Manufactured Home Community Living on RetireNet.Com**

*The Retirement Net today announced the launch of The Manufactured Home Community Living lifestyle on the world's largest and most complete directory of retirement living, RetireNet.Com.*

**Oct. 7, 2007** - [PRLog](#) -- Asheville, NC - The Retirement Net (RetireNet.Com) today announced the launch of The Manufactured Home Community Living lifestyle on the world's largest and most complete directory of retirement living, RetireNet.Com.

The Manufactured Home Community living lifestyle is just the latest lifestyle addition to RetireNet.com following on the heels of Upscale Community Living which is a directory of communities with homes in the \$500,000 to over \$3,000,000 price range.

"The Manufactured Home Community Living section was a natural addition to Retirenet.com. As a matter of fact, the manufactured home retirement industry was the corner stone of the Retirement Net when we launched in 1995" said Stephen R. Shultz, President and CEO of The Retirement Net, "What's interesting is how the manufactured home lifestyle has evolved over that time as some of the communities spill over into our Upscale Living section."

Hometown America and Equity Lifestyle Properties, two of the largest US REITs are anchor companies on this section and account for the bulk of the communities listed. "We are excited to work with Stephen Braun of Hometown America as one of the more innovative leaders in that industry," added Shultz. "He's pushed our tech department to do some things with his IT department that has added global functionality to our portal. It's a win-win not only for Hometown but for our other clients as well."

Another marketing agreement announced with this launch is the CRF Communities exclusive marketing of the Florida Manufactured Home Community living section. CRF has contracted for exclusive banner placement for the Florida region.

"Ray Moats and TL Johnson of CRF Communities asked us, point blank, 'what can we do to raise our internet presence above the rest', commented Stephen Shultz, so we offered them exclusivity in the Florida section." Florida will still have all the hundreds of listings currently available but CRF will have exclusive Leader board and Featured Community Banners.

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About The Retirement Net Inc.

The Retirement Net's innovative portal technologies connect millions of people around the world with information about retirement living. Founded in 1995 by Stephen R. Shultz, The Retirement Net today is the top web property for retirement community living. For more information, visit [www.RetireNet.com](http://www.RetireNet.com).

Website: [retirenet.com](http://retirenet.com)

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