



Site Placement Values Auction

Overview

Participants evaluate and share some of their priorities in choosing a site to place a manufactured home, as well as appreciate the values and choices of others. This activity encourages participants to really think about what it is they want in a location.

Time

20–30 minutes

Materials

- 20 sheets of paper with one phrase or item on each (see auction items list)
- Fake \$20 bills (about 75)
- About 15 white envelopes and 15 “\$100” labels
- A fast talker to play the auctioneer

Set Up

- Place five \$20 bills in each of the 15 envelopes and put the \$100 stickers on each envelope.
- Tape the values on the wall where all participants can see them.
- Ask for volunteers (up to 15) to be part of the auction, and give one envelope to each volunteer.
- Ask for a volunteer to be the banker, to collect the cash when items are bought and make change when needed.
- Explain that the remaining participants are observers whose role is to pay attention to things such as which items sold for the most and the least, and the body language and comments of the bidders.
- Before the bidding begins, read through the complete list of items to be auctioned.
- Tell the auction participants to bid on those things that are most important to them personally, to bid in multiples of 20, to bid out loud so everyone can hear each bid, and not to be afraid to bid against each other.

Activity Begins

- Start the bidding. The bidding process should be fast-paced and fun.
- When all the items are sold, ask the observers to report their findings, opinions and observations.

Debriefing

- Who got the values they wanted the most?
- Why did you choose your value(s)?
- Why is it so important for you to shop for the right location?

Sample Auction Items

Close to Good Day Care
 Well-Maintained Homes
 Lots of Children
 Quiet
 Low Taxes
 Potential for Building Equity
 Lots of Neighborhood Services
 Nearby Grocery Store
 Community Amenities
 Low Land Costs
 Low Crime
 Privacy
 Helpful and Friendly Neighbors
 Nearby Recreational Activities
 Good Schools
 Close to Employment
 Yard Space
 Easy Site Preparation
 Nearby Public Transportation
 Nearby Places of Worship
 Nearby Green Space
 Stable Land Cost Payments
 Security of Tenure