

# Through mobile home property investments, BoaVida Group has seen dramatic growth

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Eli Weiner has been in the mobile home business his entire career, starting when he was a student at the University of California Davis, selling mobile homes in the summer.

He launched The BoaVida Group in 2017, after entering into a partnership with Flyers Energy, which was selling some gas stations and looking to reinvest the money in more real estate under a 1031 exchange, which, under certain parameters, allows the investor to avoid paying capital gains taxes.



DENNIS MCCOY | SBJ

*Eli Weiner launched The BoaVida Group in 2017.*

Since then, the company has taken off. It earned \$16.3 million in revenue last year, a 1,061% increase from 2017, putting BoaVida Group in the No. 1 spot on this year's Fastest Growing Companies list.

Boa vida means “good life” in Portuguese. Weiner’s wife is from Brazil, and whenever they visit the country, Weiner hears the phrase a lot at parties and big gatherings.

“When I think about the good life, it’s not things. It’s not material things,” he said. He said it’s the same concept under which the first mobile home parks were built.

“People knew their neighbors. They cared about their neighbors. There was community,” he said.

Now BoaVida Group buys mobile home parks and fixes them up, trying to breathe that sense of community back into them.

It’s a model that’s appealing to investors, Weiner said.

“I don’t charge fees on our deals, and I don’t cherry-pick deals. My money can only go into a deal through the fund that is side-by-side with all my investors. So it’s really an investor-first culture.”

Investors are eager to put money into mobile home parks because they’re a predictable bet. They’re a type of affordable housing that’s not largely regulated. And in uncertain times, like now, residents are largely on fixed incomes, and continue to pay for their site rental.

Also, there’s a limited supply of mobile home parks.

“The problem is you can’t build any more of them because the permits and fees are so crazy expensive,” Weiner said. “You just can’t add any more supply and I think that adds a level of safety to the investment.”

Weiner got so many investors, he was having a hard time investing his own money in the

deals. So he used his funds to expand the company, recruiting more staff and expanding across the entire U.S.

“We have a team now that can source deals from coast to coast,” he said.

During this high-growth stage, he was also working on expanding mobile home community operator Cascade Corporate Management Inc., which he was a partner in for more than 15 years.

In 2019, he split off from Cascade Corporate Management.

“My partners, at the time, didn’t have the same vision as me,” Weiner said.

The partners split all the properties 50/50, and Weiner was able to consolidate those properties into BoaVida last year.

“It was just kind of a great way to do it so that we could start 2020 with all the properties that I owned and controlled under the BoaVida Group,” Weiner said.

Now he operates 106 mobile home and RV parks across the country, and is looking for more.

“Really, it's what opportunities are there?” he said. “Are there opportunities and can we find them and if we can find them then we'll go take advantage of them.”

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## The Essentials

Company: BoaVida Group  
Headquarters: Sacramento  
Revenue: \$16.3 million  
3-year growth: 1,061%  
Rank on Fastest Growing List: 1  
Employees: 240

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