



HOUSE-HUNTING HINTS

Factory-Built, Quality-Crafted Housing Solutions Open the Front Door for American Dreamers

(NAPSA)—If you have been dreaming the ‘American dream’ of owning a new quality home with all the features that add to the ease and enjoyment of your life, chances are, your dream includes a lot of driving.

Current homebuilding trends indicate that today’s homebuyers are traveling farther for more space, more bedrooms, and more luxury than expensive, older homes and communities can provide for the same cost.

In fact, according to a recent report from the National Association of Homebuilders, thousands of people in high-growth, major metropolitan areas are making a 100-plus mile trip from home to work each day as a result.

People looking for alternatives might do well to consider a factory-built home.

Boasting a wide range of designs, factory-built homes can be used in land lease communities as well as in more traditional subdivisions—at a fraction of the cost of a site-built home and closer to where you need to be.

“Factory-built homes provide homeowners with more in terms of value and options for amenities and location because advances in design and technology have made them at home in any neighborhood,” said Walt Young, chairman and CEO of Champion Enterprises, the world’s largest homebuilder and industry leader. “Our homes offer all the qualities of a site-built home for less, and add value with the efficiencies and quality of factory craftsmanship—at many more price points.”

Built indoors, in a quality and climate controlled environment, factory-built homes have long been known for their precision engineering and reduced costs—a benefit of the manufacturers’ bulk materials purchases, a longer construction season and complete



This 1,600 square foot modern ranch by Champion was featured in a recent Colorado Springs Parade of Homes.

elimination of weather delays. Now they are becoming known for their flexibility.

“The value, quality and design excellence of factory-built housing has allowed us to place many factory-built homes within large metropolitan areas and sell them at prices that don’t eat up more than half the customer’s household income,” said Wally Moreland, Western Division president of Chateau Communities, a national real estate investment trust headquartered in Colorado. “Factory-built homes provide our customers with the comforts they have sought and the lifestyles they have dreamed about because they are a financially-sound housing option in many expensive markets.”

The NAHB report on “Housing Facts, Figures and Trends” points out that today’s homebuyers want larger homes with lots of space, high ceilings, large kitchens adjacent to family rooms and wide open spaces along with a host of other items once considered options only for luxury homes.

Both Young and Moreland agree that factory-built homes meet these demands.

“Our industry listened when homebuyers told us what they wanted,” said Young. “And, as a result, we are now delivering high quality, innovative designs that bring some very upscale features home to the average homeowner.”