

# HOME BUYING HINTS

## Manufactured Luxury

(NAPSA)—With the cost of housing steadily rising in America today, many homebuyers wrongly think they're faced with a difficult financial decision: Do they purchase the large home they always desired or do they sacrifice space to get a home with all the modern amenities they want? Fortunately, there's an affordable solution for those wanting both—manufactured housing.

Depending on the region of the country in which the home is sold, construction costs per square foot average from 10 to 35 percent less for a new manufactured home than for a comparable site-built home. In addition to lower costs, manufactured homes offer designs and features one would expect to find only in luxury site-built homes, such as customizable floor plans, ultra-modern kitchens, spacious bathrooms, built-in entertainment centers and large great rooms. Today's manufactured housing can, for many homebuyers, eliminate the need to make trade-offs between space and amenities.

To ensure their homes continually exceed buyers' expectations, many manufactured homebuilders have begun enlisting the help of interior designers. These designers, working alongside architects, are able to create homes that are spacious and offer the latest in design trends and styles in everything from lighting and plumbing fixtures to carpet and interior trim treatments.

"Having professional designers to help develop the look and feel of our homes is a tremendous asset, and something our customers notice right away," said Grover Tarlton, vice president of marketing for Champion Enterprises, a leader in the manufactured housing industry. "With the help of our interior design



**Champion "Ultimate Kitchens" are an example of the design creativity and excellence available in today's manufactured homes.**

staff, we are able to quickly incorporate emerging design trends, styling and lifestyle features into our homes. Oftentimes, we are able to react to these changes much quicker than site-builders."

To highlight the level of sophistication available in today's manufactured home designs, Champion recently enlisted the help of its designers to create several "Ultimate Kitchen" designs available on select model homes. These designs feature the latest stainless steel appliances, European-designed range hoods, custom cabinetry, ceramic accents and other items one would expect to find only in upscale kitchens.

"The Ultimate Kitchen designs demonstrate the creativity available in today's manufactured homes," added Tarlton. "Quite often, the designs you see in the current issues of home magazines can also be found in our homes."

With no end to the rising costs of housing in sight, savvy consumers continue to look for the most home for their money. Now, many need look no further than today's manufactured homes.