



# HOUSE-HUNTING HINTS

## Building New Homes Better And More Efficiently

(NAPSA)—If you're like most of today's new homebuyers, chances are your happiness depends on how well—and how fast—your new home is built.



**Homes such as the Bainbridge demonstrate the capabilities of off-site construction.**

According to a 2001 study by J.D. Powers and Associates, quality and prompt completion are at the top of a list of factors driving overall customer satisfaction with their new homes.

The study says that today's homebuyers want high performance homes that simplify their lives and they want them quickly without sacrificing quality.

It is a tough order for traditional builders who can take as long as 12 to 18 months to complete a home and who are constantly faced with challenges related to the availability of skilled labor, materials shortages and weather delays.

These criteria are easier to realize for the off-site construction industry.

According to the President of Genesis Homes, Roger Lasater, the company's off-site construction process can deliver a high-quality home that is completely indistinguishable from a site-built home—within 90 days or less.

“The off-site construction process is faster because it takes advantages of efficiencies that include the availability of bulk-purchased materials, the steady employment of skilled trades people and construction in a completely controlled environment,” said Lasater. “The process also includes opportunities for quality control that are more reliable than site construction.”

Genesis Homes, based in Auburn Hills, Mich., is the only

nationwide producer of modular homes. It debuted its newest national model, the Bainbridge, at the 2002 International Builders' Show in Atlanta. To illustrate how much time could be saved, Genesis' show house was built inside the exhibit hall in less than six days.

Designed specifically for baby boomers looking to scale down or trade up with their new home purchase, the model's design and amenities are tailored to the group's lifestyle needs.

The 2,595-square-foot home is available nationwide and features a flexible floor plan, a high tech home theater and personal fitness center, as well as fully integrated home systems capable of expanding with rapid changes in technology. These and other amenities are designed to enhance the baby boomer generation's ever-changing, energetic, health-conscious and high-tech lifestyle.

The fact that the off-site construction process' efficiencies can save homebuyers as much as 15 percent on these homes and features is an added bonus.

“The Bainbridge is an excellent example of the industry's speed, quality, design and construction capabilities,” said Lasater. “It also represents a really smart choice for homebuyers who want more home for their money, faster—within 90 days, rather than nine to 12 months.”