

# HINTS FOR HOMEBUYERS

## Factory-Built Homes: An Ongoing Evolution In Style

(NAPSA)—Interest is building in factory built homes. Boasting a wide range of designs, today's factory-built homes bear little resemblance to their predecessors, the boxy, flat-roofed mobile homes of the past. Now, impeccably designed factory-built homes are taking their places in more and more communities, including traditional subdivisions—at a fraction of the cost of site-built homes.

Manufactured housing has its roots in answering the American public's demand for quality housing at an exceptional value. These demands continue to be met today, although its evolution in style, quality and architecture makes the past seem very distant.

The industry began in the 1920s as an answer for American travelers who wanted the ability to rest, eat and sleep en route to anywhere. Later, the industry evolved into an affordable housing option for veterans coming home after World War II. Since then, factory-built homes have come a long way.

"Factory-built homes offer exceptional value and provide homeowners with more amenities than ever before," said B.J. Williams, president of Champion Homes. "Additionally, the efficiencies and quality of factory craftsmanship make it possible for people to get more house for their money."

Continually raising the bar for the industry, Champion, established in 1953, has been responsible for pioneering many significant changes. It built the first mobile home to feature drywall in 1974, establishing a standard for the entire industry. The company was also the first to qualify a plant for the U.S. Environmental Protection Agency's ENERGY STAR program and is widely reputed for



**Built indoors and shipped to their final destination, these homes challenge those who think they can tell the difference between factory- and site-built houses.**

both its commitment to continuous improvement and for its use of advanced housing technologies that result in stronger, more durable, energy-efficient homes.

Champion follows homeownership trends through research and through reports from its Retailer Council. Today's homebuyers want to participate in designing homes that fit their lifestyles. Champion has responded by creating the industry's first floor plan customization program, the Customer Design Series. This series of homes allows buyers to design their own floor plans, similar to the way they would if they were site-building. The process is simple and intuitive using computer programs and magnetic boards that allow homebuyers to see the results of their decisions immediately.

It is this kind of attention to consumer demand that has resulted in such a grand evolution for this industry, no longer even remotely reminiscent of its four-wheeled past.

With the availability of numerous financing options, an industry-wide commitment to a great retail experience and design excellence comparable to traditionally built residences, factory-built housing is an exciting and viable alternative that, as an industry, only gets better with age.