

newsworthy trends

High-Quality Homes In Half The Time

(NAPSA)—The popularity of factory-built housing in America is on the rise. In fact, according to the Manufactured Housing Institute, there are 22.5 million people living in 10 million factory-built homes across the country today.

But what exactly does factory-built mean? A factory-built home is quite simply a home that is built indoors and then transported to the homeowner's lot. These homes are precision built with the same or higher quality materials as in traditional "site built" homes. And because the homes are built in a controlled environment, unforeseen weather delays and weather damage are eliminated. The result is a high-quality home constructed in half the time.

Aside from these benefits, one of the main reasons factory-built housing has become so popular is the wide variety of floor plans, square footage and professionally designed interiors available. Plus, today's factory-built homes include features you might expect to find only in luxury site-built homes, such as spacious bathrooms, built-in entertainment centers and large great rooms. Many factory-built homes now also boast spacious, ultramodern kitchens. Champion, a leader in the factory-built housing industry, offers the "Ultimate Kitchen," which includes the latest in high-tech stainless steel appliances, custom cabinetry, ceramic accents and other amenities.

Another reason more homebuyers are turning to factory-built housing is, in part, high-visibility projects such as Country Living magazine's "2005 Home of the Year." The magazine editor's choice of a factory-built home by Genesis, a Champion homebuilder, provides



Large kitchens with stainless steel appliances, custom cabinetry and other high-end amenities are available in today's factory-built homes.

a credible and objective endorsement for its overall quality and craftsmanship, design potential and quick build-time.

"In the early days of factory-built housing, the industry specialized in small, low-cost transportable housing, but many changes have taken place since," said Grover Tarlton, vice president of marketing, Champion Enterprises. "Our involvement in the Country Living Home of the Year proves how far the industry has come—today's technology advancements make it virtually impossible to tell the difference between a factory-built and a site-built home."

Chances are you've been in a factory-built home or building without even realizing it. Manufacturers can build most any style of home from a simple ranch to a highly customized two-story colonial. Whether you're a first-time homebuyer, an empty nester looking to downsize or a senior considering a retirement home, factory-built housing, with its nearly endless design possibilities, could be the answer.