

# Manufactured Housing Takes on a Whole New Look with Specialty Architectures for Specialty Markets—Yours

(NAPSA)—Prototype homes from the manufactured housing industry are turning heads in a number of residential housing markets after an industry leader recently debuted a series of specialty homes. The homes, designed especially for various local specialty markets, are quickly proving that factory-built homes can be just as distinctive as locally designed site-built homes in terms of their architectural flavor.

“By allowing individual markets and their architectural traditions to guide our home designs, we are taking action to meet the needs of more homebuyers all over the country,” said Phil Surles, chief operating officer for Champion Enterprises, the world’s largest homebuilder. “These homes have a lot of local appeal for home buyers who had not previously even considered a factory-built home.”

Examples of Champion’s new specialty homes include, the “Windsor,” built for Southern housing markets, the “Trading Post,” built for a rural, vacation home market and the “Santa Fe,” a home with a stucco exterior, very unique to the manufactured housing industry.

Built at Champion’s Lillington, North Carolina facility, Champion’s new Windsor model reproduces features important to the local architectural tradition, including hip dormers, a multi-gabled roof, arched shingles and a recessed center entry with glass panels on both sides of the front door.

The 1,822 square foot, three bedroom, two bath home is available to homebuyers through Champion Home Centers in North Carolina, South Carolina and Virginia.

“The Windsor model has increased customer traffic to home centers in North Carolina by as much as 50 percent since its introduction,” said Surles. Together with our prototypes in other mar-



**Champion recently introduced a number of new designs, including “The Santa Fe,” a Southwestern, stucco home.**

kets, it may very well be changing the way people see manufactured housing.”

Champion’s Santa Fe, a model from Chandler, Arizona, is a 1,200-1,600 sq. ft. home featuring a smooth Southwestern stucco exterior. The Trading Post, built for the Tennessee market, resembles a rustic log home and is built with a full-length porch—an important feature for local first- and second-time homebuyers.

The Santa Fe and the Trading Post are currently available through Champion Home Centers in Arizona and Tennessee, respectively, with base prices from \$60,000. “These are interesting and affordable homes that are making a statement to homebuyers who didn’t know that the term ‘factory-built’ can mean ‘innovative, attractive and high quality,’” said Surles.

Manufactured housing was once known for its presence almost exclusively in land-lease communities, but quality and design advances have brought factory-built homes into many traditional neighborhoods.

Installed on permanent foundations on private property, factory-built homes are financed no differently than site-built homes, with today’s low-rate mortgages, rather than with higher-rate personal loans, needed to purchase the homes without land.

Many manufacturers, like Champion, offer an assortment of financing programs through their retail outlets. The programs are designed to help buyers find the option that best fits their needs.