



Contact: All Seasons Communications
Phone: 586.752.6381 (not for publication)
Gretchen A. Monette, gmonette@allseasonscommunications.com

Manufactured and modular homes offer buyers the latest trends

OKEMOS, Mich., March 2021—Today’s home buyers are looking for the newest home features and trends, quality construction and a great value ... no matter if the home is a manufactured, modular or a “traditional” home built on site.

“To our residents, and to us, they are simply homes,” said Bruce Thelen, Sun Communities, senior vice president Sun Home Services, Southfield, Mich. “Manufactured is just a description of the construction method.” Manufactured homes offer the same design trends and elements as a site-built home, but at a considerably lower price as a result of money-saving construction practices.

“Our customers expect the features they see on HGTV, Houzz and other popular media outlets, and the home manufacturers continue to meet and exceed their dreams,” said Thelen. “Manufactured homes provide a look that’s as good, or better than traditional site-built homes at a more affordable price.”

Thelen is noticing new homes feature upgraded kitchens with large work islands, open floor plans with multiple décor styles in a modern color palette. The master bath continues to receive extra attention from manufacturers with walk in showers, stunning quartz counters, statement showers—think unique and vibrant shower enclosures—as well as spectacular stand-alone bathtubs.

“Home buyers, especially first-time homeowners, are looking for attractive, well-constructed homes that reflect their style and wish list,” said Darren Ing, director of the Michigan Manufactured Housing Association. “With their ability to be customized to each individual, manufactured home manufacturers are able to offer consumers exactly what they need and want for their families.”

Manufactured and modular homes are the choice for many first-time buyers because they are built with the same high-quality materials as site-built homes for a fraction of the cost. The average price of a new, site-built home with averages \$114 per square foot, whereas a manufactured home averages \$55 per square foot ... that’s a savings of up to 50 percent! The majority of the savings comes from volume pricing on construction materials, exterior features and appliances. Weather delays, vandalism and theft are just a few costly issues that are eliminated when homes are built in a climate-controlled and secure factory. All of these savings are passed on to the homeowner.

Quality of workmanship is not sacrificed in manufactured and modular homes. Throughout the building process, which takes place predominantly inside, construction is continually inspected to ensure the home meets the proper standards. Each home is engineered and inspected to meet wind safety standards and energy efficiency requirements.

For information about manufactured and modular housing, and to learn how it can be an affordable housing choice for you, visit www.michhome.org.

The Michigan Manufactured Housing Association (MMHA) is a nonprofit trade association representing the manufactured and modular housing industry in Michigan. MMHA works to improve the image of manufactured housing by educating consumers, media and government about the quality, affordability, design and beauty of the

homes. It also works to protect the interests of the industry and the owners of manufactured homes. For more information about manufactured housing, visit www.michhome.org, or contact MMHA, 2222 Association Drive, Okemos, MI 48864-5978; 517.349.3300.

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