

NEW HOME

# Design

*Awards*



Coastal Cottage





Montebello



**Modular Production**  
**2200 SF or Less**  
**Modular One, LLC**  
**“Summer Place”**

owner has an option of upgrading the kitchen into a more formal gourmet layout, and has a wide array of additional upgrades, including solid wood cabinetry and crown molding.

The spacious master bedroom opens up into a private, secluded retreat and a wide-open master bathroom. The floor plan is split to provide for maximum privacy from the rest of the house.

The living room and family room are designed for entertaining, one opening into the courtyard and the other onto the large wraparound porch. Plenty of bedrooms, a home office, and a convenient guest suite all complete the large space needed for a growing family.



Summer Place

This lovely-looking home is an 1800-square-foot gable-end entry design featuring three bedrooms, two baths, complete with a spacious living room, dining room, and a uniquely designed kitchen and laundry room. This home was built with the Gulf Coast rebuilding efforts in mind, and is a perfect match for the residents throughout the region.

In keeping with the architecturally rich Gulf Coast heritage, the home was designed around features such as eighteen-inch rafter tail overhangs, column treatments on the front porch, square railing balusters spaced no more than four inches on center, and an eight-foot-deep porch. The 8/12 roof pitch with a hip roof over the porch and the Hardie siding allows this home to blend seamlessly into Gulf Coast neighborhoods. The transom windows allow plenty of



natural light into the home. The home is Energy Star-rated, and is built to withstand wind speeds of 140 mph.

**Modular Production**  
**Over 2200 SF**  
**Nationwide Custom Homes**  
**“The Captiva”**

This 4,568-square-foot home was unveiled at the International Builder Show in Orlando, Fla, and was designed specifically to meet the needs of the successful baby boomer. The home blends



Captiva



traditional craftsman styling with the latest technological conveniences and the high level of detailing and custom features available from premier suppliers.

The home is delivered in ten sections, and consists of five bedrooms, five baths, workspaces, and play spaces that include a billiards room, game room, and home office.

This home was designed for the active-yet-aging homebuyer, and features a seamless partnership of luxury and functionality. The kitchen was designed with quartz countertops with under-mounted sinks, single-handle faucets and an island bar. The hallways and doors



Grey's Crossing



are wider, and there is more clearance in the baths and kitchen, including lower-set microwaves and ovens.

The home is largely considered to be maintenance free, allowing the home-buyer to be less concerned about upkeep and more focused on enjoying other activities. Large walk-in showers, closets with custom shelving, higher toilets, and whirlpool baths are just a few of the features in this magnificent home.

**Modular Multifamily**  
**Guerdon Enterprises LLC**  
**"Grey's Crossing"**

This development broke ground in June of 2006, and on completion features 92 beautiful workforce-housing apartments.

With a mixture of two bedrooms and one bath, or three bedrooms and two bath apartments, each unit will be approximately 1200 square feet, with a style and warmth that surrounds you as you enter. Designed so that two stacked apartments will share a common enclosed entry, each unit will feel uniquely singular. Each apartment has its very own storage closet in the common vestibule. Each apartment also comes with its own deck, making it easier to enjoy the view in private comfort.

The kitchen, as well as master and guest baths on the lower units, are ADA-adaptable, with tile countertops and adaptable cabinets, while the upper level apartments have tile backsplashes and laminate tops with vibrant colors and styles.

On the outside, the fiber cement siding is rich in color and texture. Perfection shingles, lap siding, and boards and batten are used on every building.

There are no garages with this development of apartments, but beautiful landscapes and walkways will adorn the community.

**Manufactured Housing Institute BEST NEW HOME DESIGNS**

**Manufactured Single-Section Concept Home**  
**Fleetwood Enterprises**  
**"The Lakeshore"**

"The Lakeshore" is built to for those who love the beauty and recreational activities of the water. This approximately 1140-



Lakeshore



square-foot, three-bedroom, two-bath elevated home is ideal for the lake or ocean. The home is built to be surrounded by waterfront views and is distinguished by a curved-section roof and transom windows dotting the clerestory.

Integrated with a deck, the dining room connects directly to the outdoors, enabling memorable entertaining opportunities made possible against a lake or ocean backdrop.

To complete the picture, the master bedroom opens onto a large deck for an expansive water view, while each bedroom window reminds guest and homeowners of the boating, fishing, swimming, and kayaking adventures that await them.



"T"-House



**Manufactured Concept Home**  
**1800 SF or Less**  
**Fleetwood Enterprises**  
**"The 'T'-House"**

This 1800-square-foot, three-bedroom, two-bath home is perfect for a family retreat or empty-nesters' hideaway. The "T" House is built to encompass a secluded pool area for maximum solitude through its innovative T-shape, while providing a welcoming front porch for guests.

Ensuring total privacy, the master suite is distinctly placed apart from the

guest and children's quarters, while the convenient third bedroom may be converted to a large activity room.

Contiguous space links common areas and opens the kitchen, dining, and living rooms to stimulate family interaction and mingling with guests. A large, highly functional kitchen delivers plenty of modern amenities, while a generous amount of natural light invites exploration of outdoor surroundings.

The spacious and well-equipped utility room increases the functionality of this very practical and charming home. Several fireplaces provide warmth and serenity throughout this secluded home.

**Manufactured Concept Home  
Over 1800 SF**  
**Silvercrest Western Homes**  
"Manor Estate Concept Home"

This home features 3589-square-feet of high-volume living area with formal living and dining rooms, along with spacious informal living areas.

An abundance of clerestory and dormer windows throughout the home

give this design an open, airy feeling of spaciousness. This state-of-the-art home features many eye-catching architectural features that compliment the 4-bedroom, 3-1/2 bath layout, including high-volume 10' ceilings in most rooms.

A separate "flex" room area offers many options to fit a variety of life styles and can also be configured as a fifth bedroom.

The Ledgestone fireplace can be viewed from the kitchen, family room and breakfast area.

The gourmet island kitchen features an abundance of cabinetry, including a walk-in pantry, appliance storage area, and a spacious planning center. The kitchen accesses the dining room through a butler's pantry with a serving counter, wet bar sink, and wine rack.

The huge master suite includes a large retreat area, his & her walk-in wardrobes, and a spacious and luxurious master bath.

The curb appeal is enhanced by a hinged high-pitch roofline, dormer windows, front porch, and 3-car garage.



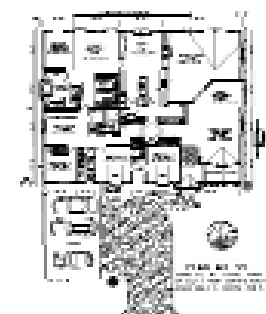
Rock Harbor



person looking for an outdoor retreat, either for a hunting cabin in the woods or a family get-away on the lake. The high countertop bar off the kitchen and living room make it perfect for a family on the go, and the home is also complete with a spacious living and dining area, with a well-placed utility area off the kitchen. A fireplace and swinging patio door can also be optioned at time of purchase.



Manor Estate Concept Home



**Manufactured Single-Section  
Production Home**  
**Giles Industries**  
"Rock Harbor"

This 960-square-foot, two-bedroom, one-bath home is well designed for a

**Manufactured Production Home  
1800 SF or Less**  
**Palm Harbor Homes**  
"The Morningstar"

The Morningstar was developed for an active adult community, with a long and narrow lot. The approximately 1000-square-foot, two-bedroom, two-bath home, not including site-built garage, provides the opportunities for more private rear-living, while also keeping the front open in order to engage the community. In the Morningstar, owners can sit in the dining room and feel part of the large community or they can retire to the great room to enjoy a more intimate, but open environment, within close proximity to kitchen, bedroom, and an outdoor porch.



Morningstar



The Morningstar incorporates a high-roof pitch and a number of different elevations from which to choose. The special truss systems allows for a 6/12 roof pitch extending over 36 feet. The home also features 9' ceilings, tall passage doors and large panels of glass.

several factors, including competing with site-built homes in today's fast-growing home market. This home's exterior view will rival any site-built construction with its open courtyard entry, providing instant curb appeal.

The Pacifica comes either as a four-



Pacifica



bedroom, two-bath, or four-bedroom, three-bath with guest suite, home. The gourmet kitchen transforms your entire lifestyle to compliment your personality. The variety of amenities that include a dishwasher, wine rack, wall oven, and downdraft cook top and walk-in pantry makes this kitchen a hub of the home.

With options of coffered ceilings, raised sidewalls, and even deluxe rubbed-oil lighting fixtures, this look will seamlessly coordinate every space in every room to compliment your personal style.

The versatility of optional rooms in this home is key to any family. The optional game room makes this home a feature attraction for entertaining. ■

**Manufactured Production Home Over 1800 SF**  
**Clayton Homes**  
 "Pacifica"

The Pacifica can range from 2116 to 2400 square feet, depending on options, and was developed to meet

**OPPORTUNITIES**

continued from page 21

will result in homes selling faster and for more money, and will give buyers the protection they need. It further professionalizes and stabilizes the market and adds home value.

It also provides an opportunity for industry professionals. Since fewer people would sell their own home, but instead use a professional to appropriately price and market their home for a reasonable fee, the result would be more professional brokers with better profit margins. Since the market and home values would be better understood and stable, loans would carry less risk, which would lower rates, bring in more lenders, and spur more sales of both new and pre-owned homes.

**It Isn't Easy...But It's Worth It**

The three steps outlined in this article are not easy to accomplish, but together, they would form the basis of a stable, healthy industry and the foundation for satisfied customers. By making it easy for homeowners to sell their home, closing the loop by providing complete information, and streamlining the responsibility for installation warranties, we can revolutionize the manufactured home industry.

We would have to overcome some touchy political concerns and make the investments to realize the returns, but by making the hard decisions now, we could ensure a healthier future. ■

*Dick Ernst is the president of FIN-MARK. Ernst has been providing services to the manufactured housing industry for 35 years and specializes in creating products that increase the value proposition for financial institutions, manufacturers, retailers and homeowners. You can reach him at (972) 503-3201 or rdehome@aol.com.*