



Modular Concept More Than 2200 SF  
Penn Lyons Homes  
"Ecohealth Homes Craftsman Bungalow"



# 2008 NATIONAL INDUSTRY AWARDS

The people and the companies honored with this year's National Industry Award represent the "best of the best" from all sectors of our industry—communities, retailers, suppliers, lenders, manufacturers, and developers.

These individuals and companies are industry leaders, highly regarded for their vision, their dedication, and their energy in enhancing and moving the manufactured and modular housing industries forward.

Conrad Hilton once said that successful leadership is connected with action. He was right. This year's award winners have actively demonstrated their passion for helping consumers across the country realize the American Dream of homeownership.

In today's challenging economy, our industry leaders are not only addressing issues that are afflicting housing overall, but continue to look toward the future to position manufactured and modular housing as strong, vibrant and healthy industries that are recognized as a significant source of housing for all Americans.

These prestigious National Industry Awards represent the highest achievement within the manufactured and modular housing industries and are a testament to the hard work and pride each winner has in our industry.

# BEST RETAIL SALES CENTERS

## **Retail Sales Center of the Year Northeast/Mid-Atlantic Region**

**Clayton Homes**  
Ridgeway, Virginia

This inviting Clayton Homes' sales center is enclosed with vinyl fencing and is located on a paved lot that is well landscaped. Rustic stepping stones provide a pathway to the model homes. Employees keep the model homes looking their best by walking the sales center to ensure the décor is fresh and clean. Their commitment to a positive family friendly home shopping experience is demonstrated by sandboxes filled with toys for the kids, as well as a putting green and basketball court for sports loving adults.

Great customer service is the focus of this Clayton Homes sales center and resulted in the center's team finishing 2007 with a 97% Customer Satisfaction Index. In hiring the sales team, center management looks for people that are fun, exciting, professional, trustworthy and intelligent. Thus, the customer feels as though they are working with a friend, not just a salesperson. The result is that the number one sales professional in the region has been from this award winning sales center for the past five years.

Local community involvement helps position the Clayton Homes sales center in the community and adds to the fulfillment of its employees. During the Christmas season the model home center is involved in Toys for Tots, Bikes for Tikes and Angel Tree. The team also works with local schools, making donations and allowing students to hold car washes and fundraisers at the model home center.

## **Retail Sales Center of the Year South Region**

**Home-Mart, Inc.**  
Tulsa, Oklahoma

Home-Mart, Inc., is an outstanding retail sales center, that is celebrating its twentieth anniversary this year. It has maintained a consistent sales rate during the past several years despite difficult industry conditions and the current national

housing slump. Home-Mart's owner, Doug Gorman, was chosen the Small Business Person of the Year by the local Chamber of Commerce and was recognized by the Better Business Bureau for excellent customer service by being named to the "Better Business Bureau's Honor Roll."

The retail sales center has embraced technology and attributes much of its success to its Web site and custom developed software for tracking prospects and the sales process.

At the sales center, customers find lighted, furnished, and decorated model homes and a customer friendly culture that centers around a nationally trademarked positioning statement. Strong recognition of the brand has been achieved as a result of a twenty-year marketing approach that has incorporated television, infomercials, radio display ads, billboards, yellow pages, special events, an interactive Web site and direct mail.

## **The Retail Sales Center of the Year Mid-West Region**

**Greenlawn Homes**  
Columbus, Ohio

Greenlawn Homes was founded in Columbus, Ohio in 1947. It is still family owned and operated and is one of the oldest manufactured home retailers in the United States. The center opened a new 11,000 square foot sales center and company headquarters July, 2005. It is highly visible from the Interstate, providing great no-cost advertising, resulting in many motorists becoming factory-built homeowners after visiting this modern, customer friendly sales center.

Marketing is accomplished primarily through a professionally designed Web site which offers views of new model homes as well as listings of previously owned homes in communities throughout Ohio. The sales staff uses a customer tracking software that ensures consistent follow-up on leads such as personal letters from the company president and phone calls reminding customers of their experience at the sales center.

A sales volume of nearly 200 homes per year from an urban location in a state which produced only 1,300 new home sales in 2007 is a tribute to the knowledgeable sales staff and financing personnel.

# BEST COMMUNITIES

Greenlawn Homes has demonstrated that success can be had when a company is dedicated to its community and its customers. This award is due to a winning philosophy and the leadership of a family that has made manufactured housing its passion for three generations.

## **Retail Sales Center of the Year** **West Region**

### **Clayton Homes Retail Center** Evans, Colorado

The main office of this Clayton Homes Retail Center is located between two beautiful display models, creating a focal point as customers pull into the model home center. The office is ground set, handicap accessible and has a crisp, clean exterior with landscaping. Inside a combination of colors, textures décor and furnishings give the office a warm inviting atmosphere. Model homes are decorated in a rustic Colorado style which fits in well in their area and helps customers envision what it would be like to live in a beautiful, new factory built home.

A straight forward marketing approach successfully generates interest in the sales center and builds interest and credibility with members of the local community. Classified line ads throughout the trade area helped increase new home sales by 50% in 2007. Additionally, simple Saturday cookouts always draw a crowd.

Lead by solid team leaders the center developed its mission statement: "Help good people place good homes on good sites." This simple statement provides direction for the team. Advertising in Spanish and having sales people that can reach out to the Hispanic market provide additional outreach to help customers achieve the "American Dream" of homeownership. ■

## **Land-Lease Community of the Year** **Northeast/Mid-Atlantic Region**

### **Leisurewoods Rockland** Rockland, Massachusetts

Leisurewoods Rockland is an age restricted 55 and older community. It has experienced 100% occupancy since its completion in 1992. Perfectly located on 88 scenic acres, the community is 22 miles south of Boston, 50 miles north of Providence and 39 miles west of Cape Cod. This gated community provides evening security patrols, and 24-hour emergency service provided by professional onsite management and maintenance personnel.

A 3,600 square foot clubhouse includes a library, billiard room, kitchen and social room with a dance floor. Outdoor facilities include a heated 60 ft. swimming pool, sundeck, barbeque and picnic areas. The community is convenient to bus and rail mass transit, shopping, restaurants, parks, social activities and medical services. A complimentary van shuttle service is available to all residents Monday through Friday for any of their transportation needs within the local area.

## **Land-Lease Community of the Year** **South Region**

### **Parrish Manor** Raleigh, North Carolina

Parrish Manor is a unique, family developed, owned and managed land-lease community that serves an all-age affordable housing market comprised of mainly working families. It has a highly diverse population of 856 residents, 300 of which are children under the age of 18. Approximately 9% of the households participate in the HUD Section 8 housing assistance program or another local housing program.

During the industry downturn, this award winner, experienced difficulty obtaining financing for homes to be placed in the community and for resales. As a result, the Parrishes began purchasing homes and transformed its business model to one that includes leasing both the home and the land to residents. Today the community owns 195 homes. While this business

model is more management intensive, it has succeeded in creating a community where anyone living or visiting the community cannot distinguish between who owns and who rents.

Community outreach programs include an annual Easter egg hunt, Community Health and Safety Fair, a fitness and nutrition program called “Fit 4 Life,” and annual Halloween and Christmas parties. The community offers free registration for children in the community ages 5 through 18 to participate in the Boys & Girls Club summer camp.

### **Land-Lease Community of the Year Mid-West Region**

#### **Hometown WestBrook**

Macomb, Michigan

This community, Hometown WestBrook, is located on 79 acres featuring beautifully wooded sites, pond views and quaint cul-de-sacs. It was built in four phases beginning in 1996 and completed in 2001. Comprised of 388 home sites, this community was one of the first in the area to provide upscale homes with 5/12 roof pitches, garages, decks and covered porches. Every new home is completely landscaped with trees, shrubs, perennials and even an underground sprinkler system with the control box inside the home. Brick type perimeter enclosures, shutters on all windows and gables over the front entries complete the residential look.

Community amenities include a recreational membership at a “sister” community next door. For a minimal fee, residents enjoy an indoor pool and hot tub, full size gymnasium and fitness center, all open year round. During the summer months, residents can relax at the outdoor pool and enjoy other outdoor recreational opportunities. There is even an on-site day-care center for working families.

In addition, professional on-site management, friendly neighbors, and organized activities contribute to the enjoyable living experience.

### **Land-Lease Community of the Year Western Region**

#### **Casa del Sol Resort East**

#### **Equity Lifestyle Properties**

Glendale, Arizona

Casa del Sol Resort East, owned by Equity Lifestyle Properties, is a gated community with meticulously manicured grounds featuring many amenities for residents. Facilities include two

9-hole pitching and putting greens, two heated swimming pools, whirlpool and spa, two spectacular clubhouses, fully equipped gym, library, billiard and game rooms. Residents can participate in a wide variety of on-site activities, clubs and fitness programs.

The community offers beautiful new Energy Star qualified homes that save residents money on heating, cooling and water heating. The homes feature natural Arizona landscaping and brick-paved walkways that lead friends and neighbors to the front porch entrances. These stylish, colorful homes provide open and spacious floorplans and offer lots of options to homebuyers. Homes start at \$50,000 with an average monthly rent of \$589.

Cae del Sol is located near championship golf courses, excellent shopping, professional sporting events and spectacular lake Pleasant, for fishing and boating.

### **Best New Subdivision in the United States Valley Grove Estates**

#### **Franklin Homes**

Tuscumbia, Alabama

Valley Grove Estates, located in the southern U.S. is zoned and designed to accept HUD-code, modular and site-built homes. The covenants are thoughtfully written to maintain the integrity of the development by requiring homes of at least 1,800 square feet with garages, concrete driveways and specific requirements for mailboxes. The covenants provide for a future homeowners association to assist with the integrity of the subdivision as time continues.

Currently there are six factory built homes in the development with a total of 62 lots available in Phase I of the development. An additional 40 sites will be developed in Phase II. Homes begin at just under \$200,000. The subdivision has provided all underground services, including power, water, gas, phone and cable.

A beautiful subdivision entrance with grand roads and wide sidewalks throughout the community welcomes residents home and attract many new homebuyers to this unique and beautiful neighborhood. ■



Manufactured Single Section Concept Home  
Fleetwood Enterprises  
"Cabin Fever"

# BEST NEW HOME DESIGNS

## **Manufactured Single Section Concept Home Fleetwood Enterprises "Cabin Fever"**

This vacation living concept home, created by Fleetwood Enterprises, features country living space that promotes outdoor activities and family gatherings. With a flexible design plan that allows for one bedroom or two, this home is the perfect get away for individuals looking for a solitary experience or those looking to spend time with friends and family.

Inside, the open space design allows for large entertainment gatherings. There is also ample storage to safely guard seasonal gear and games for family and guests.

The exterior log cabin features and the outdoor living space of a covered porch between rooms appeals to nature lovers.

## **Manufactured Concept Home 1800 S.F. or Less Fleetwood Enterprises "Prairie House"**

The "Prairie House" concept allows you to become one with nature and get lost in the openness of the modern expansive floor plan. The twelve foot ceilings with floor to ceiling windows throughout the living area create serenity and wash the home in natural light. The vast family room opens to the kitchen creating a perfect space to entertain family and friends. The functional working kitchen with abundant cabinets and countertops creates a perfect space for meal preparation and family activities.

With three bedrooms, this house is perfect for entertaining. Residents unwind outside under the built in front porch that



Manufactured Concept Home, 1800 S.F. or Less  
**Fleetwood Enterprises**  
 "Prairie House"

provides natural serenity and shelter from the elements. Additionally, the two side porches provide outdoor relaxation and a buffer into the entry vestibule.

**Manufactured Concept Home Over 1800 S.F.**  
**Fleetwood Enterprises**  
**"Valencia"**

Fleetwood created this Mediterranean oasis getaway where the entry glass tile water fountain sets the mood in this relaxing home. It is perfect for an active young family with children due to the spaciousness of the indoor living areas and the enclosed outdoor spaces.

The design incorporates areas where one can be alone and have their own space, as well as open area for entertaining and family gatherings. To further support this oasis of calmness, clutter is avoided with ample storage space.

**Manufactured Single Section Production Home**  
**Fleetwood Enterprises**  
**"Mini Pod"**

The "Mini Pod" by Fleetwood Enterprises is a smartly designed home with creative uses of space and options that make it perfect for many lifestyles. There are countless floor plan options in this single section home that make it highly customizable for a home with such size limitations.

The various options are made to enhance the exterior residential look and the interior feel. For those needing more space, a home option is to add an expansion pod. This optional pod creates an entry vestibule, increasing the remaining livable space. There is also an option to add an angled expansion pod in the bedroom that adds a sitting area and brings in additional natural light. A perfect spot for a back yard barbecue and family gatherings can be created with the optional back porch.

The standards in the home include an enormous kitchen, a beautiful master bath, walk-in closets, and an angled drop in tub with separate shower and toilet.

**Manufactured Production Home 1800 S.F. or Less**  
**Laurel Creek Homes**  
**"Signature Elevation"**

The Laurel Creek Homes' "Dutch" is a hip style home, with softened peaks and optional dormers removing the 'boxy' look often associated with manufactured homes.

This four bedroom, two bath home, features a comfortable floor plan with a huge Master Bedroom walk-in closet, and a spacious kitchen with two pantries making it ideal for family functionality. The manufacturer is able to offer changes to everything built, including a simple conversion on this model to an optional den, recessed entry, or spa bath in the Master Bedroom.

This new look shows a dramatic move to develop a more residential exterior appeal.

**Manufactured Production Home Over 1800 S. F.**  
**Cavco Industries, Durango Division**  
**"Santa Fe"**

This Cavco Industries' model has 2,921 square feet under one roof, with over 2,100 square feet of livable interior space. The exterior was designed to give multiple dimensions to the look



Manufactured Concept Home Over 1800 S.F.  
Fleetwood Enterprises  
"Valencia"

of the home, and add extra curb appeal. The factory applied synthetic stucco allows it to blend seamlessly into the Southwestern aesthetic. The roofline has staggered parapet heights around all four sides, and the 12" thick wood beams protrude out the front and rear of the home at the roofline.

The interior design is equally impressive. The expansive living room affords flexibility in furniture placement and layout options. The use of large and plentiful windows allows natural lighting to stream throughout. The kitchen, master bedroom and bath are all beautifully designed and appointed.

## **National Modular Housing Council Best New Home Designs**

### **Modular Concept 2200 S.F. or Less Palm Harbor Homes "Palmeco"**

The Palm Harbor "Palmeco" is a modular home with a practical solution for providing recreational or retirement housing that meets the needs of the Baby Boomer generation. The steel structure design makes it easy to fold up into a convenient shipping package and unfold into an almost fully assembled home which can go anywhere. As the home unfolds, very few parts are needed to finish and complete the home, perfect for the active lifestyles of many of today's consumers.

Not only are baby boomers looking for recreational properties, they are also very attune to today's concepts of green building and green living. The home incorporates large windows without compromising the integrity of the home. The windows can also lighten and darken depending on the changing light. Many other sustainable and green features are also included in this cutting edge concept design.

### **Modular Concept More Than 2200 S.F. Penn Lyons Homes "Ecohealth Homes Craftsman Bungalow"**

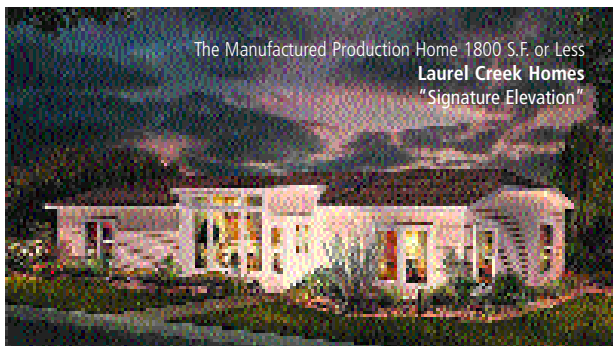
Healthy living is a critical part of being green, as we all know. While many green buildings still make allowances for plastics and other materials in the construction, Penn Lyons Homes' "Ecohealth Homes Craftsman Bungalow" uses innovative products and systems to ensure a higher level of indoor air quality for the homeowner.

The features in this home usually include low-pitch roof lines on a gabled or hipped roof; deeply overhanging eaves; exposed rafters or decorative brackets under the eaves; and a front porch beneath an extension of the main roof.

However, in addition to traditional styles, the home also includes innovative techniques such as structural insulated panels, mold resistant gypsum, horizontal axis washer and dryer, combined heat and power systems for residential use, high performance window glazing, and a tankless water heater.



Manufactured Single Section Production Home  
**Fleetwood Enterprises**  
 "Mini Pod"



The Manufactured Production Home 1800 S.F. or Less  
**Laurel Creek Homes**  
 "Signature Elevation"



Manufactured Production Home Over 1800 S. F.  
**Cavco Industries**  
 Durango Division  
 "Santa Fe"

**Modular Production 2200 S.F. or Less**  
**Champion Enterprises**  
**"Bunbury"**

The "Champion Enterprise, Bunbury," is a lovely home comprised of two stacked modules, with a combined living area of approximately 1,900 square feet. There is also a small tag module on the first floor that can serve as either a foyer or computer area. The layout was designed to be open and flexible. The master bedroom can be arranged either on the first or second floors, and the all purpose area on the second floor can be used as either an office or den. On the outside, the roofline can be constructed using typical A frame or a shallow roof surrounded by a parapet. The front elevation accentuates the vertical axes with a set of three windows on each floor. The windows on the first floor are arranged with a 24" deep boxout with a heavy trim and capped with decorative

steel iron railing, and finished on top with copper.

The home was specifically designed for infill applications. The overall width of the structure is 20 feet, making it a perfect fit for narrow lots. Also, the home itself easily lends itself to either single family construction or duplex construction.

**Modular Production Over 2200 S.F.**  
**Modular One**  
**"The Davis"**

With the New Orleans Lakeview Neighborhood's loss of its unique architectural heritage after the destruction of Hurricane Katrina, this 2,640 square foot home was designed by Modular One. Named, "The Davis," it features the Acadian-Creole style found throughout the region.

It was built to withstand 140 mph hurricane force winds and features Hardie panel siding coordinated to blend in with



Modular Concept 2200 SF or Less  
**Palm Harbor Homes**  
"Palmeco"



Modular Production 2200 SF or Less  
**Champion Enterprises**  
"Bunbury"

the area. Due to the high water table and extreme moisture content that inhabits this region, the flooring was constructed with treated 2x10 floor joist and plywood subfloor. In keeping with the New Orleans/French flavor, deep porches with traditional gas lighting were used as an integral part of the house on both levels.

Upon entering the home, customers will find stunning features such as 10 foot ceilings, 6 inch crown molding, 6 inch baseboard, traditional hand laid hardwood flooring, solid maple cabinetry with granite countertops and ceramic tile floors in all baths including custom ceramic showers. The home is also energy star rated featuring energy star appliances and windows.

### **The Modular Multifamily Award**

#### **R-Anell Homes**

#### **“Lexington Station”**

This modular R-Anell Homes’ “Lexington Station” is a multi-family and commercial mixed use application in Asheville, North Carolina was designed to incorporate the green building practices and requirements of the Western North Carolina Region Green Building Council with multi-family construction.





The Modular Multifamily Award  
R-Anell Homes  
"Lexington Station"

Comprised of three multi-floor buildings, these homes aesthetically integrate 70 residential condos and 25,000 square feet of commercial space for offices and retail, a restaurant, and 100 underground parking spaces around beautiful outdoor plazas and courtyards.

Stylish fixtures, eclectic mixes of artful colors, modern fascia and recurrent stucco finishes present residents and commercial owners with exceptional style. Residential spaces include pressure treated external covered wooden decks with rails and glass panels. ■

## INDIVIDUAL & COMPANY AWARDS

Found on page 30.