

19 February 2007

America's educated and affluent 'opt for modular'

Large modular homes are increasingly being constructed in affluent and diverse locations, experts suggest.

According to the Orlando Sentinel, as industry representatives and homebuyers become more familiar with prefabricated housing development, construction is occurring within more diverse communities.

Indeed, between 1995 and 2005, the number of modular homes constructed rose by 9,000 units to 44,000, according to the National Association of Home Builders (NAHB).

"We're attracting very high-end people, very educated people," said Dave Wrocklage, director of sales and marketing for Epoch Homes, at a recent International Builder's Show in Orlando.

Modular homes are increasingly popular as a result of a number of factors, including lower construction costs and a reduction in overall production time.

Established in 1942, the NAHB has a membership base of 235,000 and operates to improve the business climate for America's housing and house building sectors.

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