

# BUSINESS PROFILE

## Modular Homes Factory Direct: Build Your Home without Breaking the Bank and Save Thousands!

By Michael Vandenberg

Although you may not know what a modular home is, you've definitely seen them before. While "stick-built" homes are constructed on the location they'll permanently reside, a modular home is one that is built in a factory and then delivered in sections to the site. Building your home the modular way is not only quicker than the old-fashioned method, but it'll save you thousands of dollars. How? Modular Homes Factory Direct owner Janice Pfefferkorn and marketing director Dennis met me at their office to talk about the modular home phenomenon.

Janice's experience with home building goes back to the eighties, when she was a regular builder constructing standard houses and selling them to the public. Through six years of work, she became familiar with modular

homes and became an expert at seeing them through to completion. Back then, however, was when they were often labeled "cookie cutter houses" because of their uniform features. Janice recalls when "we had six models. You picked one and we built it."

But after how far the modular home industry soon advanced, "we had to break the myth because when people saw them coming down the road on a

flatbed, they'd think, 'Oh, that's a trailer.'" However, they always built a quality product and as time passed and technology improved, modular homes became large and highly customizable even more so than a stick-built house. Nowadays, it's not that uncommon for an 8,000 square foot modular home to get put up.

At a certain point, Janice noticed that 80 percent of the work was being done at the factory, giving the builder at the site not much to

built home, but you're in charge of the project and can customize the home from its inception.

Janice explained that factory manufacturing and delivery erection as a rule of thumb will cost \$65 to \$68 per square foot. The next step is finishing, which includes the basement, pilings, and electrical and plumbing connections. That typically runs \$40 per square foot. So as a general rule of thumb, building a modular home with Janice will cost about \$108 per square foot. By comparison, a stick-built home from a builder will cost a minimum of \$175-\$225 per square foot! When you think about those numbers for the whole house, Modular Homes Factory Direct will easily save you thousands of dollars.

But how exactly is a modular home built at the factory? It's a tried and true method that's been practiced hundreds of times in the indoor, weatherproof facility. The house moves section by section in the factory like an assembly line, but at a patient, deliberate pace. To ensure quality, "we always use name-brand products," said Janice. The houses are built from the inside-out rather than outside-in. The advantage to that is nothing is wasted and everything can be controlled exactly to specifications.

One advantage on the electrical side, for example, is that, "we can actually seal all the outlets while we're building it, for energy efficiency. There are many times when you're in an expensive stick-built home and you feel cold air coming out of an outlet. Well



do. It was then that she decided to start Modular Homes Factory Direct, where *you* become the builder while Janice walks you through the process every step of the way. By cutting out the middle man, Janice sells the modular homes from the factory directly to you. So that 25-35 percent profit margin for the builder goes in your pocket. Not only do you save roughly \$60 to \$100 per square foot opposed to a stick-

that's because they don't have the opportunity to seal it like we do." Modular home building is essentially how you build any other product. "When you close the doors to a car, it's vacuum-sealed," because everything is pre-assembled in a factory and put together exactly as designed. You don't make the unibody of a car and then try to make the seats inside of it, so why build a house that way?

Have you ever been sitting in the living room, trying to watch TV, but you can't hear because your kids are running around upstairs? The reason why it can be so loud is because the second level floor is also the first floor ceiling. A modular home instead "has 1'9" of space between the sections because it's separate components. So you never hear the person upstairs," she explained.

There are many advantages to building a modular home, which made them particularly convenient for people who unfortunately needed to rebuild after

Hurricane Sandy. Helping the victims was bittersweet for Janice. On the one hand, "I had one man come in with an X-Box box with all his stuff inside who said, 'In here is my life.'" They were feeling lost with the rebuilding process and "couldn't wrap their heads around all the paperwork". But with the modular home system, there was less red tape and someone to guide them through the rebuilding process. "The best part of my day was when I was setting their house, being there and watching them standing there and crying, because they couldn't believe they were getting their home back. It was very rewarding."

No matter the circumstances, Modular Homes Factory Direct is ready to stand with you and guide you in building your very own home that meets and exceeds all building codes. Ready to learn more? Give them a call at 732-255-4160 or visit their website at [FDMH.com](http://FDMH.com) and get your new modular home set!

