

[DESIGN]



Irontown Homes fabricated the modules for this 3,600-square-foot home in Park City, Utah. The exterior is a mix of materials including stone and board-and-batten, vertical stained cedar.

9 reasons to go modular

1. Any architectural style is possible.
2. It's faster. Project completion time can be reduced by 25 to 50 percent.
3. It's greener. The need for waste removal on the building site is significantly reduced.
4. The amount of space needed on site for staging and stockpiling materials is greatly reduced.
5. Site work can be delayed to occur during the factory process, which limits the project's impact on the neighborhood.
6. Factory labor/material rates are lower due to the manufacturer's buying power—savings that are passed along to the builder.
7. Modular homes are much stronger than stick-built homes because the modules are over-engineered to withstand the rigors of travel.
8. Large-volume tract builders can adjust their production up or down in any given month based on sales, without added construction overhead or extra staff.
9. Modular companies can help smaller builders who typically service the on-your-lot buyer contain their soft costs and market their homes more competitively.



Stacked stone on the base of the kitchen island contrasts with the warm tones of the wood flooring and cabinetry.

the home while site work is under way, providing a 30 to 50 percent time savings," he says.

Even a hybridization of modular and site-built, while less efficient than a solely modular project, still provides the benefits of off-site or factory construction, Valgardson adds.

Bald Hill Builders considers the logistics and scheduling of each project before determining whether modular is the best choice. There are many advantages but also many challenges, such as transporting and setting the modules, Grosshandler says.

For instance, not all fabricators handle the setting of the modules as well as the manufacturing. If a jobsite is particularly difficult to reach, modular construction may be too expensive an option. Ultimately, Zangardi says, the availability and cost of labor in the job location determine whether the project can be built more economically with modules.

Karoleena's Goodjohn is betting there are successful home builders in North America who are tired of building on site. "With all of their knowledge, experience, and contacts, if they teamed up with us we could make a huge impact," he says. "Modular is a much better way of building."

"The factories are getting better and smarter," Grosshandler says. "Modular done well is the wave of the future." **PB**

PHOTOS: SPOTLIGHT HOME TOURS