

Modular Home Construction A Rising Star In Real Estate Market

Design Options Plus Green Credentials Boost Appeal of an Industry Coming of Age In an Uncertain Housing Market.

San Joaquin Valley, CA ([PRWEB](#)) June 24, 2010 -- The website [ModularSource.com](#) seems to have perfectly timed its emergence as a leading resource in the home construction industry -- a place where traditional methods of building are being rethought in a heightened competition for fewer new housing starts.

And among builders and buyers, [modular shell](#) construction strategies -- the innovative fusion of the best off-site and on-site craftsmanship -- have won enthusiastic followings.

Modular homes or additions are assembled in factories per the unique specifications selected by each buyer. Because the modular construction process is more closely controlled there is less waste, less construction site disruption and pollution, lower construction cost (typically 5-10 percent) and a project completion timeline that can be up to 30% shorter.

Many parts of a home are already pre-assembled in module form including window units, pre-hung door assemblies and stairways.

"The modular shell approach continues that trend by adding to the local contractor's arsenal of products aimed at improving cost efficiency and overall performance, and is steadily gaining market share as a result," says Curtis Fletcher, president of ModularSource.com's parent Curtcher Building Systems.

"We have seen online interest double in recent months, and expect this to continue as the economy recovers. Exterior and interior home feature options abound, and by using modular shells builders are able to bring in local craftsmen to achieve exactly the finishes they seek -- directly benefitting the local economy."

Consumers meanwhile are paying ever more attention to environmental issues involved in the home construction process, while states and municipalities continue to pass new laws and regulations that force the homebuilding industry to continually revise practices.

The result has been a "perfect storm" scenario, in which modular home construction providers have an inherent advantage.

"From the modular shell starting point which we've pioneered, homeowners and builders can garner both the power of modular plus access to all the most popular custom finishes," adds Fletcher. "Our website's [home plan catalog](#) includes thousands of exterior and interior design choices, and even existing plans can be converted to include greener and more cost efficient modular components."

For more information visit the [ModularSource.com](#) website or phone Modular Source at 800-351-1936.

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