



The 1,333 sq. ft. Fleetwood / Pacific Mountain Partners as it appeared near completion with an attached garage and front porch. The home was designed specifically for a Pacific Mountain subdivision development in Northern California.



Stainless steel appliances and cherry wood cabinets will fill out an attractive upgraded kitchens specified by the site builder.

From plant to builder's site:

## Fleetwood Takes Versatility to New Levels with a Custom HUD Model in a California Subdivision

By Chris J. Butler, Managing Editor

GRIDLEY, CA—Every business venture involves a process and a product. Interpretations about which is more important vary, but Fleetwood Enterprises has discovered a way to make both profitable in a recent unique partnership with Northern California site builder/developer Pacific Mountain Partners.

Pacific Mountain Partners, based near Oakland, CA in San Ramon, has been building and developing communities since 2000. In the last eight years they have confidently seen hundreds of satisfied home buyers through the journey of purchasing their dream homes.

As the market has recently proven more challenging than could have been anticipated, Pacific Mountain found itself asking the same question as the rest of the home building industry: "How can we streamline our costs without sacrificing quality?"

While mulling the problem over, George Putnam, director of forward planning and land acquisition for Pacific Moun-

tain, found himself visiting a friend at a mobile home park in Newport Beach, CA. Inside the home, Putnam noted the quality, space and style of craftsmanship and was impressed beyond his expectations.

Putnam decided to do a little research on the affordability and customization options of manufactured homes. His hope was to offer single-family homes that matched the quality and appearance of Pacific Mountain's current offerings, but at a fraction of the cost in order to increase sales.

After searching around, Putnam called Fleetwood Enterprises. His need was simple: Pacific Mountain had a community in staged development here consisting of 2,000+ sq. ft. single-family homes on large lots. If the company could place smaller 1,300 sq. ft. homes in the community that blended aesthetically with the others while being produced in a fraction of the time and at a significant reduction in sale cost, Pacific Mountain's bottom line would grow along with the community. In order to do this, the firm's architects drew up plans of a HUD-Code home with modifications. Could Fleetwood's production facility in nearby Woodland, CA make those blueprints into a prototype home?

Fleetwood rose to the challenge and beyond. Standing a beautiful 1,333 sq. ft., the finished HUD model is the result of disciplined investment on both sides.

"They came to us with some concepts," says Ryan Spaeth, account sales manager at Fleetwood Woodland. He adds, "We worked with Putnam and his team. Some of the plans needed to be modified to accommodate a manufactured production line but the whole system worked very well."

The partnership between Fleetwood and Pacific Mountain has allowed both companies to expand their possibilities. Fleetwood gains a new market for its homes in communities where site building was previously the exclusive builder source. Pacific Mountain is discovering that HUD-Code housing can help its bottom line and increase buyer interest. Both companies con-



Fleetwood designed the home according to the needs of Pacific Mountain's architects. A view of the home's finished living room shows the style and warmth that is drawing the attention of buyers.



Crews begin setting the HUD home as it arrives from the Fleetwood factory in Woodland, CA.



The double section HUD home is set on a Sure Safe EFS foundation for compliance with the new Federal Fannie Mae and FHA guidelines.

firm the need to work together to make this partnership profitable.

“From our first conversation with Putnam to shipping the final HUD home out the door we went through about a nine-month process,” observes Spaeth. He adds, “Pacific Mountain has a big operation so we met with their director of marketing, their person who would be on-site selling the homes and others. We brought them into our factory, gave tours and explained the building process. They invested faith and money in our process and we invested time and information in theirs. It’s been a two way street.”

“The beauty of this partnership,” says Putnam, “is that we can sell the home, have Fleetwood build it in the factory and have the home in place by the time escrow closes. Our risk of extra inventory is reduced to almost nothing and the buyer moves into his new home in a fraction of the time needed for a site-built model.”

Once on-site, a point of finishing concern was the crawlspace under the home. To meet Pacific Mountain’s needs, Fleetwood designed the home’s siding to be installed at extended lower lengths eliminating the need for skirting around the base. This was made possible by building a non-load-bearing pony wall all around the home’s foundation.

Also of maximum importance was the need to meet the new Federal Fannie Mae guidelines for permanent foundations in HUD-Code homes. Putnam and company found the answer by visiting Sure Safe EFS in Escondido, CA and seeing the soundness of the Sure Safe permanent foundation system, which was then used to set the HUD home here.

“We needed a system that was sound and could ensure that we met our financing obligations to our buyers,” notes Putnam. “Sure Safe was the obvious choice.”

Once set, the finished product speaks for itself. An interior decorator was brought in during production, resulting in a home loaded with style and gracious amenities. Upgraded stainless steel appliances in the kitchen are accompanied by cherry wood cabinets and granite countertops. Upgraded hardwood floors and 25 oz. carpets wind through the home below while crown molding accents the 9’ flat ceilings above. Welcoming guests past the front porch into the home is a 36” fiberglass entry door with glass inserts.

Recently offered for purchase, the Fleetwood model is drawing attention from current owners in the community as the kind of model they wish had been available when they made their original purchase.

Feedback from prospective buyers is confirming Fleetwood’s choice to proceed with this partnership. “This is the first time we went outside the box working with a site-built developer,” commented Spaeth. “It’s an arena we’d like to work in more in the future.”

And Pacific Mountain has not missed the value of working with this high-class manufacturer: “Fleetwood has been very good to us,” concludes Putnam, “and we hope to continue to develop new products with them.”

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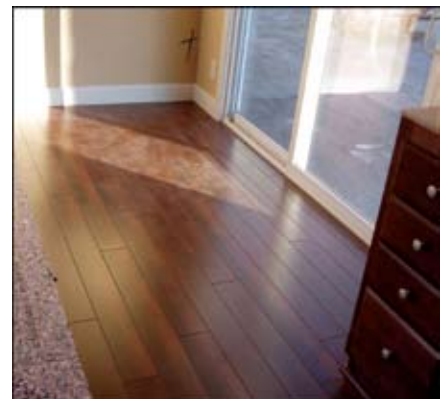
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A custom designed porch adds to the home’s curb appeal.



Crown molding runs throughout the home.



The hardwood laminate floor upgrade is another of the many enhanced features in the Fleetwood / Pacific Mountain HUD model.