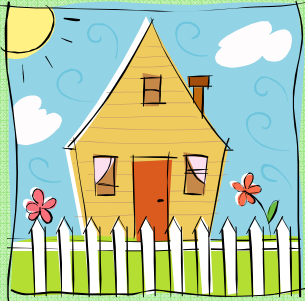


Spring Newsletter



Hartland Home Builders

What's up with the new name?

The new owners decided they needed a 'new' name. But the new owners aren't that new and the old name is well established so we just tweaked it a bit.

As of January 1, 2006, Shari Davis-Hein and Jeff Hartman purchased Hartland Homes from Bob Davis, the owner of 13 years, and changed the name to Hartland Home Builders. Now please don't make the mistake of thinking that Bob has retired - he turns red at the mention of that word!

Bob still has two subdivision developments and is always looking for new projects but now he has just a bit more free time for golfing, traveling with his lovely wife and helping out with family projects. Anyone who knows Bob at all knows he can't slow-down so you can still often find him puttering around the office or developments.

Shari and Jeff have each been with the company for 5 years. Shari handles the sales and

administrative end of things while Jeff manages the field operations. Both are excited and optimistic about the future. The focus of the company remains the same - to provide South Central Michigan with the highest quality, most affordable off-site built housing with the area's highest rate of customer satisfaction - but Shari and Jeff believe quality, productivity and profitability can increase by tweaking the existing framework of the business.

The old & the new

Walking through the door of Hartland Home Builders, our look hasn't changed much. We're still open seven days a week. We still have ten model homes, ranging from a 1390 sq. ft. ranch home to a 2300 sq. ft. two-story home. We're one of the few area builders that post prices in the model homes; and we still feature Crest, Four Seasons and Schult off-site built homes.

The advantages of off-site built housing haven't changed either. If anything, the advantages have increased with improved technologies and a wider range of

options. Small, basic homes start at \$60/sq.ft. and usually top out where site builders start - \$100/sq.ft. These cost savings result from materials bought directly from suppliers, less material waste due to climate-controlled storage and a construction process using machine jigs. A shorter construction period also results in lower financing fees. The machining and multiple inspections throughout the construction process results in a high level of quality also. No more rain-soaked drywall and weather-warped studs.

New advantages include Crest's ability to build custom floor plans and the addition of options such as cherry cabinets and trim and high pressure laminate flooring. Crest is also leading the industry with new innovative floor plans.

In the Four Seasons Housing arena, a new division was created in 2006 - Admiration Builders. This company will build ranch, Cape Cod and 2 story floor plans, bringing Four Seasons' special consumer-oriented flair to the high-end modular home business.



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By appointment

We're on the Web!

See us at:
www.hartlandhomebuilders.com

Who's who @ Hartland Home Builders

Along with the ownership change in 2006, we have also had a few personnel changes since our last newsletter. Here's the staff at Hartland Home Builders:

Shari Davis-Hein, President, manages office and sales

Jeff Hartman, Vice-

President, manages field operations

Heather Soat, CPA, all-around financial and computer guru

Diane Masquelier, New Home Consultant

Robin Loos, New Home Consultant

Ray Williams, Finish and

Service and head jack-of-all-trades

Kevin Cobb, Field Assistant and general jack-of-all-trades

Everyone at Hartland Home Builders is committed to building you your affordable, high quality dream home so please let us know how we can help you.

2005 Parade of Homes featured home – 2417 N. Burgett Lane



Is it manufactured or modular?

Manufactured and **modular** – two of the most confusing terms in the industry. Not because the words have complex definitions but because everyone uses the terms differently – and often incorrectly! While both types of homes are 'manufactured', they fall in the factory-built housing industry.

A **manufactured** home is built to the federal HUD code for **manufactured** homes. It is built on a steel frame and comes with the furnace and water heater.

Commonly found in community settings,

Hartland Home Builders typically builds their **manufactured** HUD homes on private property on crawlspaces or basements. Gone are the days of vinyl-wrapped wall board with batten strips between the boards. Four Seasons builds one of the highest quality HUD homes available with full finished drywall, rounded corners and a wide range of trim options.

Modular homes, on the other hand, are built to the state building code, the same code used by site builders. Therefore, **modular** state code homes are 'stick-built'; the new and upcoming

term in the industry is 'off-site built housing'.

To confuse things even more, **modular** homes are most commonly referred to as 'BOCA' homes (Building Officials and Code Administrators International). While **modular** homes are now built under a new code (International Residential Code), the 'BOCA' term has become synonymous with state code modular.

Along with code and construction differences between **manufactured** and **modular** homes, there are financing differences also. **Manufactured** homes do appreciate when set on

permanent foundations on property, contrary to a commonly held belief. When appraised, however, they are compared to other **manufactured** HUD homes while **modular** homes are compared with other **modulars** and site-built homes.

'So which is better?' customers often ask. Hartland Home Builders stand behind every home they build. Modular homes are built to the traditional code but **manufactured** homes tend to be more affordable. The choice of home is an individual decision dependent on budget and needs.