

# The Story of the Modern Manufactured Home

Presented by

**Clayton**  
homes

\$725<sup>00</sup> and Our **FREE BUILDING PLANS**  
WILL BUILD, PAINT AND COMPLETE, READY FOR OCCUPANCY,  
THIS INVITING \$1,000.00 SIX-ROOM COTTAGE.



Prefabricated Home No. 115  
With Wood Foundation. Not Excavated.

The famous Sears™ catalog offers first prefabricated houses\*\*.

**Early 1900's**



"Mobile homes" gain in popularity as flexible and affordable options for the country's post-war population swell.

**1950s-60s**



HUD Code put in place to regulate strength, durability and efficiency of homes.

**1976**

**1997**



ENERGY STAR® offers regional certification to manufactured homes for energy efficiency and sustainability.

**2003**

Clayton Homes is acquired by Warren Buffett's Berkshire-Hathaway company.

**2000s-2010**



Manufactured homes continue to become more modern and innovative, while maintaining their affordable prices.

**2014**

The Gen Now Concept Home introduced as a tech-savvy, energy-efficient design that can be controlled by smart devices.



**2012**

27% of all mobile home households (owner-occupied) also own a recreational item\*.

\*Foremost® Insurance Group 2012 Mobile Home Market Facts. <http://www.foremost.com/mobile-home-market-facts/>  
Foremost is a registered trademark of FCOA, LLC and is not affiliated with Clayton Homes.

\*\*Sears is a registered trademark of Sears Brands, LLC and is not affiliated with Clayton Homes.