



Media Contact
Audrey Saunders
media@claytonhomes.com
865-380-3000 ext. 5422

FOR IMMEDIATE RELEASE

Clayton Releases Educational Video Series for Homebuyers

Manufactured homebuilder aims to streamline homebuying process for consumers

MARYVILLE, Tenn., Dec. 2, 2015—[Clayton](#), a Berkshire Hathaway company, recently completed a [series of educational videos](#) designed to guide consumers through the sometimes confusing process of purchasing a new home. The cartoon series takes consumers on a step-by-step journey beginning at ClaytonHomes.com and continues to guide potential new homebuyers through the homebuying process, concluding with the buyers selection of a lender in the financing stage. First-time homebuyers in particular may benefit from the video series which simplifies the stages of the homebuying process with helpful tips and step-by-step guidance.

“We know families shopping for a home want to feel empowered,” Kevin Clayton, CEO of Clayton, said. “They want to do their own research before ever stepping foot onto a home center. These videos are an entertaining way to help homebuyers learn what to expect ahead of time.”

The video series provides helpful information including:

- Introduction to Clayton
- Website navigation tutorial
- Explanation on how Clayton builds homes
- The customer experience when visiting a home center
- What to expect from a local home consultant
- Tips to prepare for home financing

“Purchasing a new home is one of the most exciting times in a person’s life,” noted Clayton. “We want to help homebuyers feel educated, confident and prepared throughout the entire process so they can shift their focus to choosing the perfect dream home.”

About Clayton

Clayton has built homes since 1956, winning multiple awards for design and construction. Through its affiliates and family of brands, Clayton builds, sells, finances, leases, and insures Clayton Built™ manufactured and modular homes, as well as commercial and educational buildings. Clayton is a vertically integrated Berkshire Hathaway company whose purpose is *opening doors to a better life, one home at a time*. For more information, visit claytonhomes.com.

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