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Westchester Modular Homes builds modular home/showroom on Route 1

May 05, 2011 - Owners Developers & Managers

It has been a busy few days along Rte. 1 (northbound), as a new modular home and showroom has been built, literally overnight, at 1288-1294 Broadway, under the direction of the North Shore construction company Westchester Modular Homes of Greater Boston (WMHGB).

Drivers along the heavily-traveled Rte. 1 (northbound) saw only a foundation on the 1-acre vacant lot on the morning of March 30th. Those who traveled that same route in the afternoon saw a 2,900 s/f Colonial home standing on the same site.

WMHGB will now spend the next 8 weeks completing the interior work on this new showroom and office center. The building was manufactured in a Wingdale, NY factory and shipped to the site. Passers-by may have seen a large crane lifting and moving modules, or individual pre-constructed packets, into place.

This construction is very different from the "stick build" or traditional variety. Scott Jones, president/CEO of WMHGB, notes that the entire structure was tight to the weather in about 36 hours. "This entire building was never exposed to one storm during construction," he said, noting that the pre-construction in the factory was under ideal climate conditions and that their assembly days were storm-free also.

This showroom was custom- designed by WMHGB CEO Scott Jones and his team in collaboration with Westchester Modular Homes in Wingdale, NY, and it represents several "firsts." Not only will this serve as a new office for WHMGB, but this is a new prototype model that parent company Westchester Modular Homes, will market throughout its 9-state area.

"The Bostonian" is a 2900 square foot Colonial and an original design that marries the elegance of colonial style with the convenience of modular home construction.

"The Bostonian" will be the new home for WMHGB, which currently maintains offices in Lynnfield. Plans call for the model to be complete and ready to open in June.

"The Bostonian" will be Energy-Star certified, providing heating efficiency, viewed as a critical component for New England winters. Additionally, it will have vinyl shingle siding that gives it the authentic, traditional, New England look.

The land acquisition and construction together represent an investment far in excess of \$1 million. Having an actual modular home as a showroom and storefront location positions WMHGB as one of the few modular companies in Massachusetts who actually "walks the talk" and have a model for visitors to tour. "We know that seeing is believing," Jones said. "This is a very different experience than looking through a catalog. People will be able to walk through an actual modular home and see the superior construction, and make an informed choice."

The model will be open 7 days a week once it is completed, and WHMGB plans to have weekend Open Houses as well as seminars to educate the public about modular construction. Plans call for a

Grand Opening to be held later this year.

Jones is well-experienced in construction. He is the CEO of James V. Caggiano & Son, Inc., a Lynnfield company that builds high-end residences via "stick build" or traditional construction. He formed WMHGB as a separate company last year to specialize in modular construction. He has built modular residences for more than 30 years but has seen a dramatic increase in demand over the last few years and is focusing his efforts in this direction. He is joined in this new venture by his son, Scott Jones Jr., who heads the marketing and sales efforts, as well as additional team members.

WMHGB works exclusively with the Wingdale, NY manufacturer Westchester Modular Homes for custom manufacturing of their homes. The new modular construction is energy-efficient, uses more structural lumber than traditional stick-built, and offers opportunities that traditional building does not. Customers have the opportunity to have CAD-designed, customized homes that are constructed at the Wingdale, NY factory and shipped directly to the construction site. These homes are then completed by the WMHGB team, who handle all aspects, from permits to final landscaping. The many advantages to modular construction include cost savings and compressed timeframe for construction. In addition to homes, WMHGB builds modular additions and commercial buildings.

WMHGB maintains offices at 210 Broadway, Lynnfield, MA. For additional information, please call 781-598-2111 or visit www.greaterbostonmodulars.com.

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