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## **Realty Dev. opens second showroom in SE Mass.**

June 10, 2009 - Spotlights

Realty Development Associates, one of the area's leading builders of custom designed modular homes throughout southeastern Massachusetts, has opened a second showroom/sales center.

The new location, at 312 Taunton Ave. (Rte. 140) opened in May, which also coincides with the 20th anniversary of the Sagamore- based company.

The company operates from a 6,600 s/f model/sales office in Sagamore, where the company hosts ongoing open houses and seminars on the values of modular or factory construction. Continued growth in modular construction has led to the company's decision to expand with this second location, according to Don Shulman, president of Realty Development Associates.

The firm is the only company in the region that handles all aspects of modular or factory construction, from permitting the site through the final finishing touches. "There has been considerable interest in modular construction even in a tight real estate market," said Shulman, who added, "The advantages of a quicker turnaround and superior product are bringing many people to our showroom for a closer look at this unique type of construction."

Realty Development Associates is reporting an increase in sales at a time when the housing market and building has been declining. This trend is very appealing on the South Shore and Cape Cod where valuable land is often difficult to find. The tear down-rebuild is popular with the newly retired age group who are converting vacation cottages into year-round residences as well as first time home builders. It is this heightened growth and interest in modular construction that has led the firm to open its second location.

"We are very optimistic about what 2009 and 2010 holds in store here in Massachusetts for the housing market," said Shulman, adding, "Modular construction is a very appealing option for homeowners, whether it is for a teardown/rebuild, an addition, or new construction on a vacant lot. Pricing is very competitive with traditional or stick-built properties, and the advantages beyond that include a much quicker turnaround time, better materials used in construction, and the ability to have a completely turnkey transaction."

The new Norton location was modular construction, just as the Sagamore location is. The 3,000 s/f building will serve as a model home. Realty Development Associates will also offer a series of seminars, The Modular Advantage, from the new location.

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