

# Affinity News

## Starting Over

### What happened in 2016

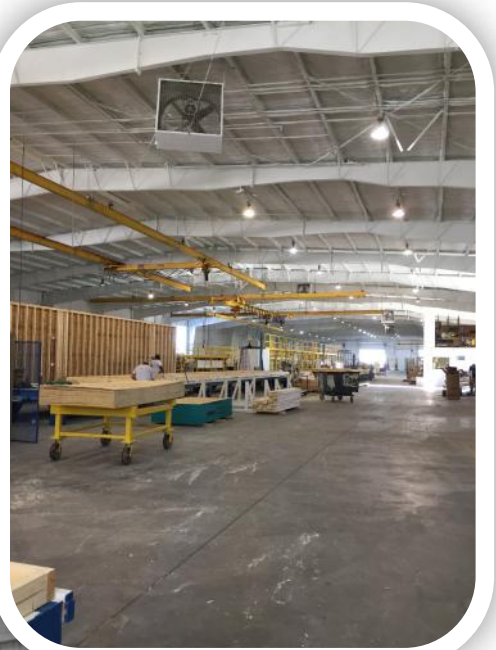
Great year that ended on an unusual note.

2016 was a year of great achievements for all of us at Affinity Building Systems. Our production was enhanced by adding Production Manager, Matt Henkener. Business picked up as the economy continued to recover and our sales team brought in new business. Each month we achieved more and then right at the end.... Whoops!

We had a fire in the plant on November 2<sup>nd</sup>.

We learned firsthand what it means to have a great insurance company by your side! As a result, our building was gutted, cleaned from top to bottom, sealed, insulation removed and replaced, and the entire factory was painted including all jigs and fixtures. Once everything was put back in service it was like walking into a new building. This was one of those things that you wouldn't wish for, but since it did, we made strategic changes to the facility to improve our production flow and facilitate increased production for what we expect to be a busy 2017. You, our builders were patient, helpful, accommodating, and understanding and for that we are so thankful! It was an interesting way to end the year but we are better for it.

All materials were removed and sold for salvage by the insurance company. When all work was complete, everything had to be re-ordered and brought back in so that we could resume production. We are ready for 2017!



quotes.andy1e.com  
Starting all over again  
may not be easy,  
but isn't it a great thing  
that starting all over again  
is always possible?

- Mary-Frances Winters

## First Tennessee Approval

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We were in the process of getting our first building approved for Tennessee when the fire occurred. We look forward to entering this new market with both residential and light commercial products.

To serve these areas, we have added a couple of industry veterans to the Affinity team. We welcome John Fields and Craig Blanton.

John resides just south of Atlanta and represents our interests in Tennessee as well as other markets in the southern states including Georgia.

Craig hangs his hat in North Carolina and is working to put Affinity on the map in his home state as well as South Carolina. We are pleased to have both on our team.

### Didjano?

**Didjano** that Affinity uses a stud mount range receptacle and that the recept is flush with the wall?

**Didjano** that all floor framing at Affinity for both Freedom and Capstone are now 16" O.C.?

**Didjano** any Merillat Classic Cabinet design that has a 24" deep over refrigerator cabinet will automatically have a refrigerator end panel on any side not secured by a wall? This gives your kitchen a more custom look.

**Didjano** that all cut surfaces of pressure treated lumber must be treated with a soluble copper based formula per code? Affinity treats all PT cut lumber during production.

**Didjano** that we run sheathing under the drywall on mate lines ? AND we run it horizontally which minimizes drywall stress cracks.

### Open House at Affinity – 2<sup>nd</sup> Saturday of every month. Next one May 13<sup>th</sup>

*Remember, Affinity offers an open house the 2nd Saturday of the month with tours being given at 10:15 AM and again at 12:30 PM. Encourage your customers to come to the plant to see how our modular homes are built.*

*Builder Bob Golin, of Gulf Coast Modular recognizes the benefit of bringing customers to the factory, and has had great success with this. He recently brought 5 couples in on a Saturday. Since then, he has received his first drawing fee from one of the couples, and is expecting drawing fees from the rest of the group that attended. If you have a customer that is planning on attending, please let your sales person know or call the office to let us know how many will be attending.*

**Check out our new web site!**

<http://affinitybuildingsystems.com/>

*If you haven't seen our web site lately, please take a moment to look at the changes we've made. Each of the Affinity plans are unique and represent the wide variety of what we can build. While any manufacturer would prefer to always build their own plans just as they are published, we can make changes to these designs.*

*We have other plans, too numerous to publish, so please ask your sales person if you have something in mind. Each page can be converted to a printed brochure for your customer to take with them.*

## **Modular Construction is suited for many different applications**

**Recent Coffee Shop built for customer in Georgia**



## *Housing Predictions for 2017 by Zillow*

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Zillow, is an online real estate database company which generates revenue by selling advertising on its web site.

Zillow stated some 2017 housing predictions in an article recently reproduced in the modular home coach web site on December 19<sup>th</sup>, 2016.

One item on their list once points towards a shortage in the labor market for home builders. This has always been a strong point for manufacturers in that we can support a labor force. Trades people are attracted to a stable construction environment. A place that they can come to work every day, get in their 40 hours and not have to wonder if they will have work the next week or not.

Check out the list on line at

<http://>

[www.modularhomecoach.com](http://www.modularhomecoach.com)

[/2016/12/housing-predictions-](http://www.modularhomecoach.com/2016/12/housing-predictions-)

East Coast Builders  
Conference  
May 4-5 Cobb Galleria  
Atlanta GA

The second annual East Coast Builders Conference (ECBC) is a convenient meeting place for the residential construction industry on the East Coast.

This two-day trade event is excited to bring the event to address the needs and wants of the residential building industry! With builder activity at its highest point in six years and continued growth forecasted for the foreseeable future, ECBC will be the ideal meeting place for the East Coast's residential construction community.

Stop and see Affinity  
at Booth #515



## Photos of your homes

Often photos we share in our newsletter have been taken by our sales people when they visit the area. The photos are limited and reflect only the outside. Wouldn't it be great if we could take a walk through the house to see the inside? Since this isn't possible we are offering our customers incentive to share their photos.

Customers can send in their own photos of the interior and if selected, they will receive their preference of a \$50 gift certificate for dinner in their area, or a gift card from Lowes. The photos must be in a jpeg format. If you have someone that is interested in sharing their photos, send them to us along with their contact email and mailing address.

*30' Wide Coffee Bluff in Mississippi*



## The Piedmont

Our #1 requested ranch plan from our new web site. (Plan—top of page 5) This low country design is shown with a large "builder added" porch on the front that ties into a screen porch on the end. Options such as a Double French doors with sidelights, tall windows and shutters along with the large turn gable change the look from the sister plan, the Sapelo. 1,537 heated & cooled square feet.





**Piedmont**

**Sapelo**

Same plan  
2 different looks

Most of the floorplans on our web site are new. Although we have a limited number on the site, we have a large library of plans not displayed.

Many of the plans are versatile. You can give the plan a completely different look by changing the orientation of the plan on the customers lot. As you look at the plans, turn the plan 90° and move the location of the front door. It's amazing how flexible a plan can become.

As an example, Here we show the Piedmont and the Sapelo. Identical floor-plan, one fits on the lot as an end load plan and the other an East/West design.



Set photos from Key Largo Ocean Resort, OCEANVIEW 7—Home for their customer Mr. & Mrs. Garcia.



Perfect Weather, perfect set. Everything fits!



OCEANVIEW 7 has been working with Affinity for a few years now. We look forward to many more homes for this fine group and this premier resort area in Key Largo. They just received another set of approved plans for OV7 and they should be ready to schedule their next home very soon. Congratulations to the OV7, our great builder in Key Largo, FL We look forward to posting more photos on this project very soon.