

Affinity News

What's new at Affinity

2017 Introducing the Retreat, a great small house.

What are tiny houses? The tiny house movement? Tiny living?

Simply put, it is a social movement where people are choosing to downsize the space they live in. The typical American home is around 2,600 square feet, whereas the typical small or tiny house is between 100 and 400 square feet. Tiny houses come in all shapes, sizes, and forms, but they enable simpler living in a smaller, more efficient space.

While there are many companies jumping into this craze, the majority, if not all, are building them as RV's or Park Models. The tiny house is built on a trailer and either built to the ANSI code, or no code at all, and certainly not the IRC code. In reality, not everyone that wants to live in a small house wants to move their homestead from place to place. Many are looking to find a piece of land, and stay put.

Think about the other uses for small homes. Many people would love to have a small cottage on a lake, A place to stay in at their favorite fishing pond or river, a place for guests or relatives that visit, a hunting cabin, etc. The Retreat is perfect for any of these. Built to the existing building code, for the area where they are placed, they are set on a foundation just like any other modular home. Here is a recent article that reinforces the need for identifying what exactly is it that you want out of your tiny house. (copy & Paste into browser)

<http://www.modularhomecoach.com/2017/10/a-house-from-amazon-good-or-bad-idea.html>

"It is better to fail in originality than to succeed in imitation."



FIREFLY
480 Sq. Ft. Heated/Cooled
570 Sq. Ft. Under Roof



Matt Henkener—Production Manager

Matt recently elected to the Hall of Fame in two sports—Football and Baseball at Black Hills State University in Spearfish, South Dakota. In 1981 Matt led the league with a batting average of .559. Matt did an awesome job for this baseball team and does the same for Affinity Building Systems today. Congratulations Matt!

CAPSTONE DISCONTINUED: We have removed the **Capstone** series from our offering. When you request a price now it will be with the **Freedom** standards. Many of the Capstone standard specs carried over to the Freedom, however the rest of the offerings in the Capstone are now available as options. We found that customers preferred to pick and choose what was important to them and not pay for things that weren't.

At the same time, many in northern areas that we service are placing homes on basements and didn't need all the standards included in the Capstone or Freedom. The **Liberty** series, introduced this summer, comes with 2x4 sidewalls and NO HVAC. At the same time made several changes to our standard specs which. These combined changes make our price point for the Liberty very competitive. The Liberty was designed for 140MPH wind zone, Exposure C and below. As before many options are available with the Liberty including the 2x6 sidewalls. Most of the models on the web site are available as a Liberty. Ask your sales person for a copy of the standard specifications on both the Freedom and Liberty so that you can compare the features.

Didjano?

Didjano that Affinity uses brass plumbing fittings instead of plastic? And that these are 4 times as expensive as plastic! Brass is highly durable. When a plumbing system needs a long service life, brass fittings are an excellent choice as they remain in great condition for years without cracking or disintegrating. It also provides the best possible performance in hot water supply lines.

Didjano that we build our own trusses, which are engineered specifically for your wind speed up to 180MPH? This allows us to be very flexible in our design ability.

Didjano Affinity offers Cemplank cement siding in place of Vinyl, which is less expensive than Hardie? You can still get the James Hardie brand if desired.

Didjano Installing 6¼" cement siding with a 5" reveal allows for blind nailing in a 180MPH wind speed application? No more need to caulk siding nails as they are now not visible.

Replacing storm ravaged homes with Modular

From Houston to Miami, millions of residents are returning to homes and businesses that were flooded by the storms that battered the region. Homeowners or renters hit hard by Hurricane Harvey or Hurricane Irma may be able to get financial help from the federal government for temporary housing and home repair. Some homeowners may even be able to get low-cost loans to replace their homes. Although many lessons were learned following Hurricane Andrew and Katrina, it is still never easy starting over.

Affinity has several homes that are already approved for the state of Florida that could be placed into production in a short period of time. Displaced homeowners will find it comforting to know they can get back into a home faster with modular construction. Ask your sales person to send you the plans to share with your customers as needed.

Coming to our web site soon

<http://affinitybuildingsystems.com/>

The Retreat series is being added to our website with plans and renderings for each. In addition to the Retreat, we are adding a BLOG to provide up-to-date information to you on our homes, ideas, and changes.

Did you know that social media marketing has a 100% higher lead-to-close rate than outbound marketing? No matter what you sell and who you sell it to, using social media as a marketing tool can help you grow your brand.

Do you have a website and a Facebook page? Is your website linked to our web page?

Where can I find my pieces and parts to finish this house?

The purpose of the ship loose list



Photos of ship loose materials

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Every house has an extensive list of materials needed to finish the home after the set. The list is included in the shipping packet and given to the transport company. We break the list down by sections & the location of the item and initials of the person that loaded it are listed beside the entry. To locate the material, modules are labeled on your submittal plans by letters. In addition to the list, we take photos of the material for a permanent record. Be sure to review the ship loose list as soon as possible in case you have any questions.

**Time is more value than money.
You can get more money, but you
cannot get more time.**

Jim Rohn

BrainyQuote

Wind Speed in Modular Construction

Our standard specifications have changed regarding wind speed. Instead of listing the wind speed at 140 MPH (which was Affinity's minimum building wind speed) it will now read "Wind Speed will be engineered per your building location". The wind speed and exposure will be on your plans and specifications, based on the information you provide us from your building department.

24" Fluorescent closet light or LED Can light

As you know, not all closets are created equal! Some are deep and some are shallow. But they could all use more light. Walk in closets come with a standard ceiling light, But for those not large enough for this, consider an optional LED Can light (\$40) Or better yet, a 24" fluorescent light (\$38) located over the door.

Hurricane before & after

Our customers in the Keys came through the storm in great shape! A customer offered this comment in an email to us:

"I hope you are well. Just heard that my house is fine. Just a few broken pipes under the house. You guys built a beast. Ocean front on the dirty side of a Category 4 hurricane. Nice job. Thank you so much."

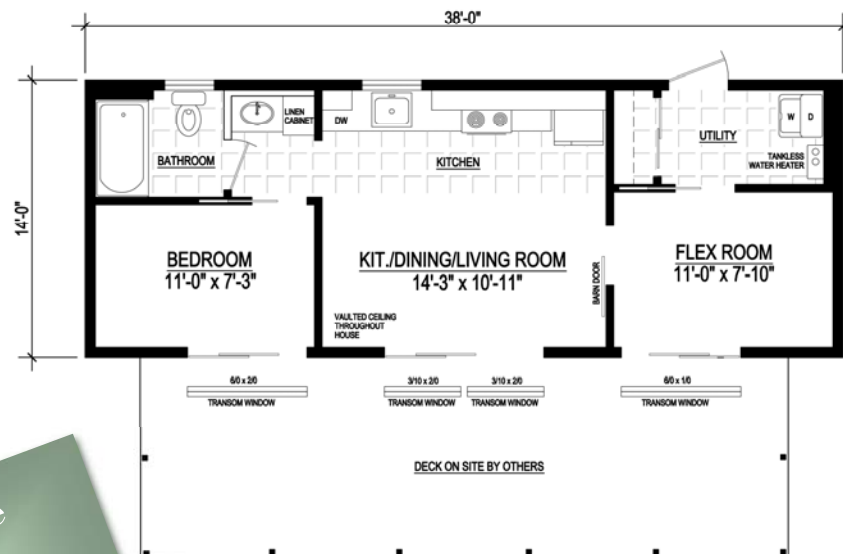
We appreciate the feed back, and our homes do hold up well in storm conditions, as they are designed and constructed to the wind zone for the area where they are going to be placed. As you know many of the homes that suffered the greatest loss in the Keys were older mobile homes. One of our employees just happened to have captured photos that show just how devastating it was for those residents. He had taken a photo a year or so ago which clearly shows the "before" and then upon a recent visit he had the opportunity to take a photo of the same area.



It will take a long time to recover from the devastation. Many homes will be needed and Modular homes can be a solution to the time, labor and material shortages experienced in the Keys.



Another RETREAT design



**Flexible
Space
1 or 2 BR**

FOXTAIL

532 Sq. Ft. Heated/Cooled
532 Sq. Ft. Under Roof



Larry Walsh, owner of Ideal Homes LLC of Freeport FL placed two (2) spec homes in Santa Rosa Beach at the same time. The homes were set one day apart. With his own outstanding design, we know the finished homes will be ready for occupancy in no time. We can't wait to see them when they are completed.



After the storm

A picture is worth a thousand words... Mr. Guillermo Torres, our builder, set the house shown below 3 lots from the ocean, on the dirty side of the Hurricane. Some shingles blew off, but the home is in good shape.

