

Demand for factory-built homes spurs big business in Penticton

(Penticton BC – July 9, 2018) – Penticton is gaining recognition as a hub for modular housing sales and construction within British Columbia.

Increased demand is fuelling big business, which is resulting in strong employment growth and spurring the local economy. The modular home sector is booming in B.C., according to an article in [Business in Vancouver](#), which cites a number of Penticton companies.

The latest addition to Penticton is Jandel Homes, an Alberta-based modular home company that expanded here in June. "My projections are that within five years of being in the Okanagan Valley, we should be at the same volumes as Alberta. I see very large potential here," said Mark Huchulak, president and CEO of Jandel Homes.

Modular housing can be built faster, stronger and cheaper, while looking just as appealing as any house constructed on-site. "You shouldn't be able to tell the difference between something built stick by stick or one built in a factory. The difference is it will come together faster and more complete," said Joe Walters, CEO of Radek Group.

Modern designs are revolutionizing the market. Dvele designs high-end homes with state-of-the-art technology and award-winning designs. While the company is based in Penticton, it sells throughout North America. It started up 18 months ago and already has more than 100 employees.

"We picked Penticton as our home base because of its reliable workforce and central location within the province, so we can ship to Alberta. It's also a beautiful place to live, with great people, and we can service all markets," said Dvele co-founder Kurt Goodjohn.

Metric Modular is also facing substantial growth and is hiring at its Penticton plant. "Penticton has been the natural hub for the modular home industry for years, supporting the Okanagan Valley," said Stephen Branch, president of Metric Modular. "We now have teamed up with our sister company Triple M Housing to provide both commercial products and single-family homes from this hub. As modular construction gains popularity, people are recognizing the advantages that a faster method of construction offers to complete housing projects more efficiently, so they can better serve their client base."

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Designs have continually improved to meet demand, says Walter Fontinha, sales manager of Moduline. “The modular business is growing because the look of the homes have changed in the last 15 years. They look a lot more residential. Modular homes are being more accepted within city limits among site-built homes.”

Lakeridge Homes, a Penticton-based retailer for Moduline, sits down with buyers to walk them through personalization options, such as hardwood floors, barn doors or custom countertops. Buyers have included everyone from young families living on acreages to baby boomers with land, family adding on, and empty nesters who don’t want a mortgage payment. “They come from all over, but primarily the Lower Mainland and Alberta,” says Linda Newton, office manager of Lakeridge Homes.

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