



Construction Innovations: *Off-site Production & Production Partnerships*

Today's Presenters

Kahya Fox

Executive Director, La Crosse Area Habitat for Humanity

Rocky Welker

Executive Director, Habitat for Humanity of Greater Sioux Falls



Beyond the Blueprint

2025 Habitat for Humanity Midwest Regional Conference



Offsite Construction



Habitat for Humanity of Greater Sioux Falls

Our Issues

- How can we create a **better volunteer experience** during our beautiful South Dakota Winters?
- How can we **reduce downtime** for our construction team on bad weather days?
- What is the best way to **engage our local schools**?
- How do we **build in smaller rural communities** with a very limited volunteer base?



The Annex Addition

- Year-round construction
- Home construction and panelized wall options
- Efficiencies
- Volunteer satisfaction and other considerations
- Where we are at now



Habitat for Humanity

School Partnerships

- The importance of workforce development in South Dakota
- Currently working with two high schools and one college
- Home is built throughout the school-year
- Liability is transferred throughout the process
- Positive public relations
- Increased grant and fundraising success rates



Factory Built Homes

- Stick built homes that can be completed through any stage of the homebuilding process
- Quick turn-around times
- Comparable costs
- Completed foundation, garage, and stoop in-house
- Custom Touch Homes out of Madison, SD has shipped to SD, ND, MT, WY, IA, MN, KS, OK, and TX



Things I Would Consider

- Moving costs and available transportation companies
- Transportation lanes
- ROI on facility build-out
- Covenants and local building codes
- School instructor skillset
- Ordering process for school partnerships



Modular Housing:

Innovating Solutions



reading the room

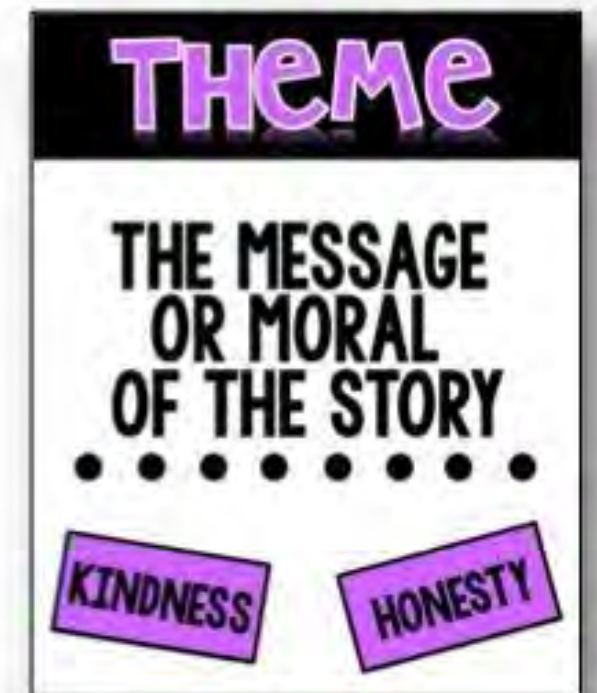
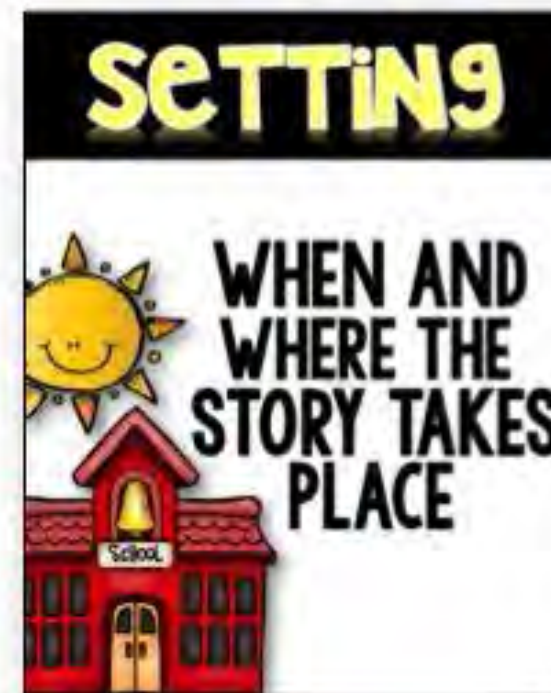
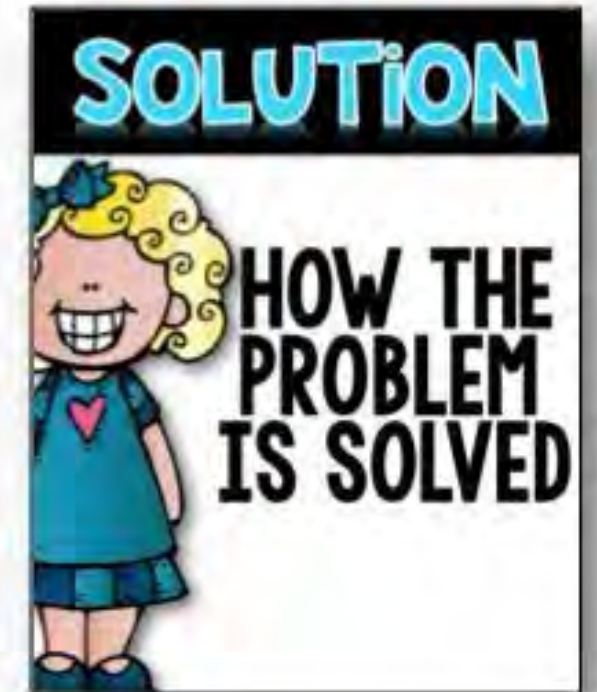
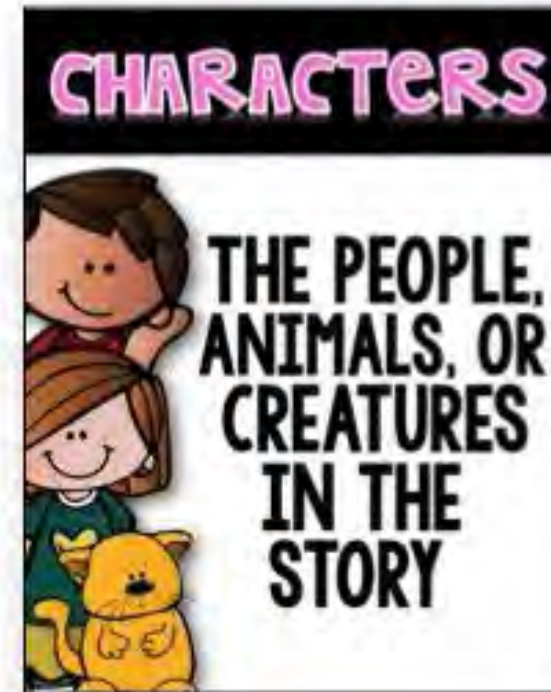


“Wow, read the room, Ted!”

who do we
have in the
room?

- Executive staff
- Construction staff
- Family services
- Development
- Fundraising
- Other

parts of a good story



Kaitlynn Albani

Moddy: The Little Home That Could



let me tell
you a
story . . .

CHARACTERS



who are our
main
characters?

future homeowners





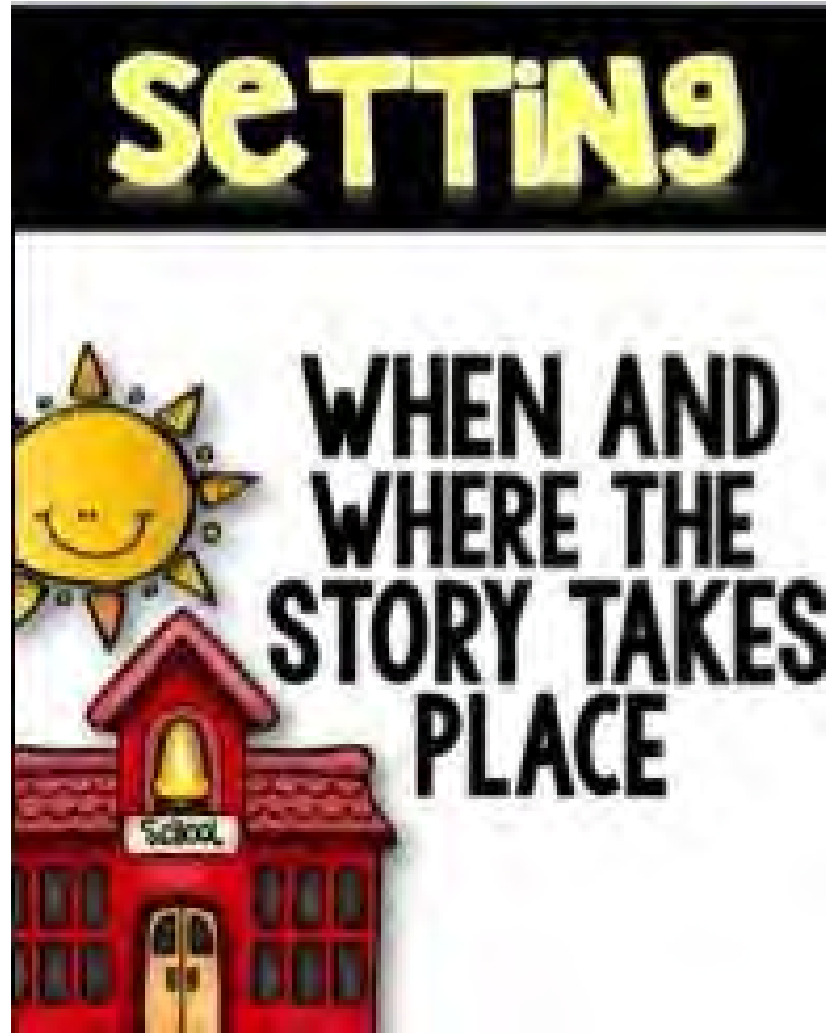
our heroes



Kahya Fox – Executive Director



Jeremy Reed – Construction Director



in a land far,
far away ...



AI generated image

**a long, long time
ago . . .**

**during a period of
great strife . . .**

2022

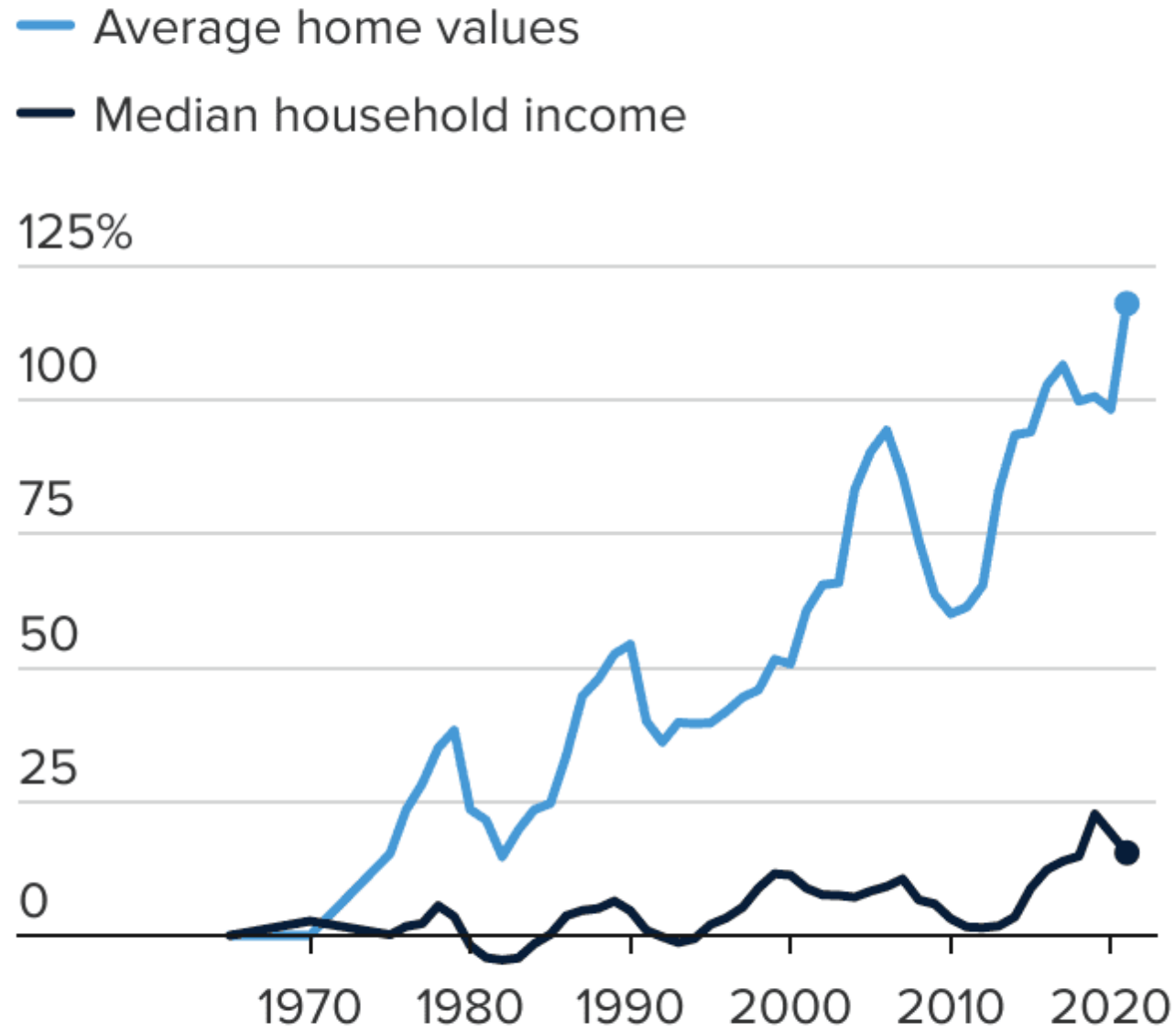
**in the middle of a strategic
planning process**



housing in crisis



Growth in U.S. home values outpaces that of incomes



Source: Real Estate Witch analysis of U.S. Census Bureau data



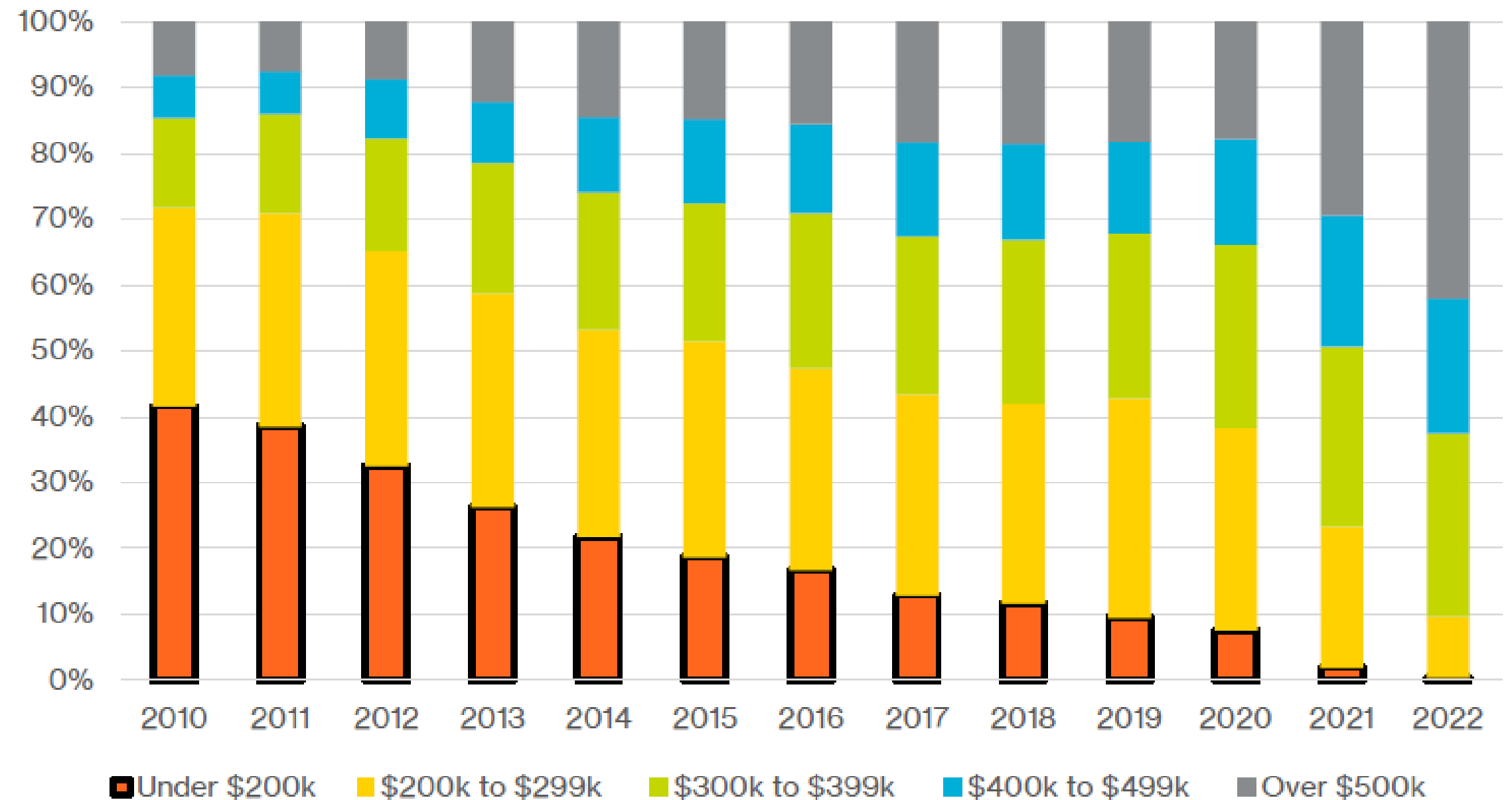
Affordability Gap Rapidly Rising

Cumulative Gap Between Entry-Level and High-End Home Prices – Home Price Index Level

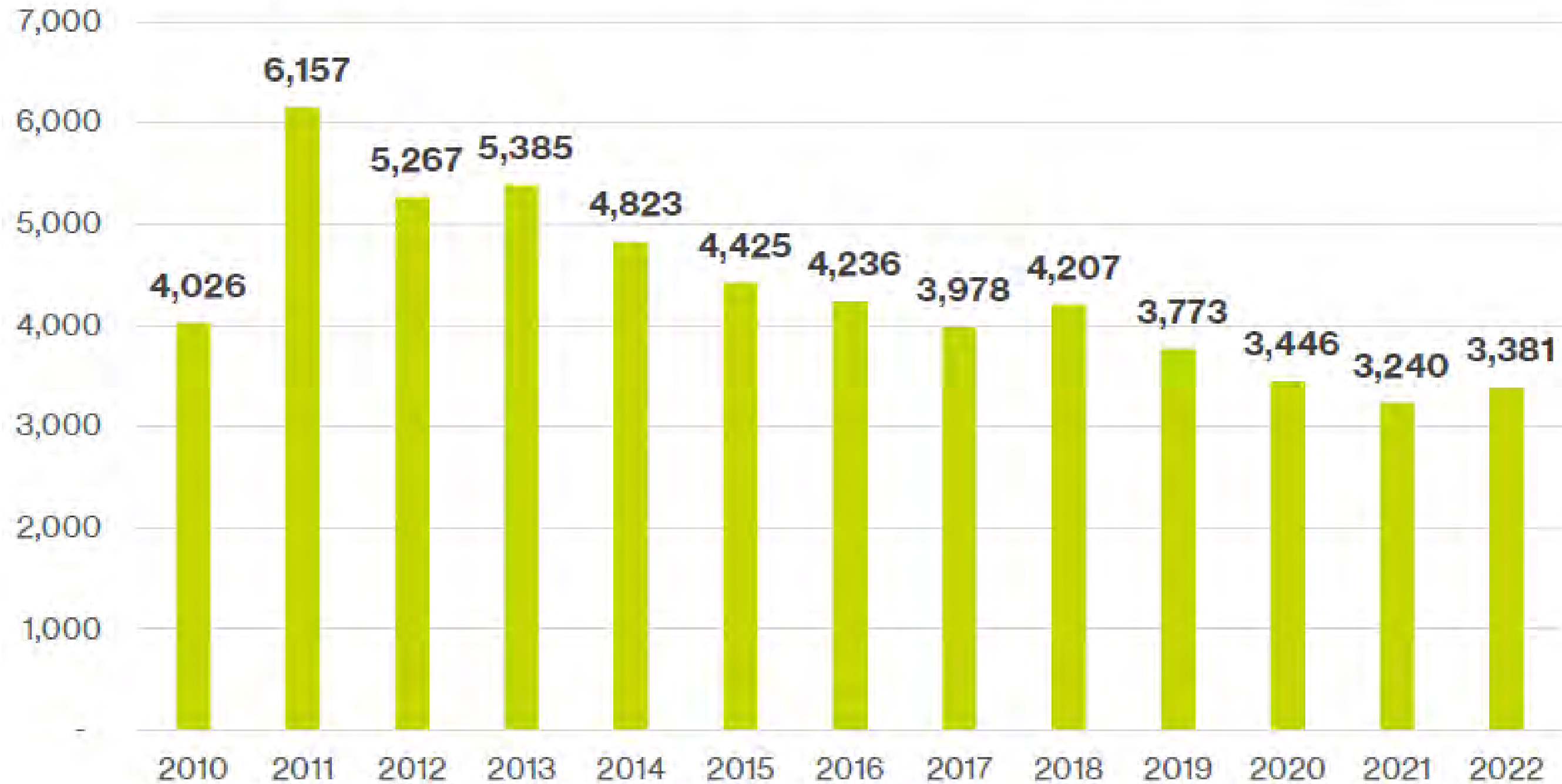


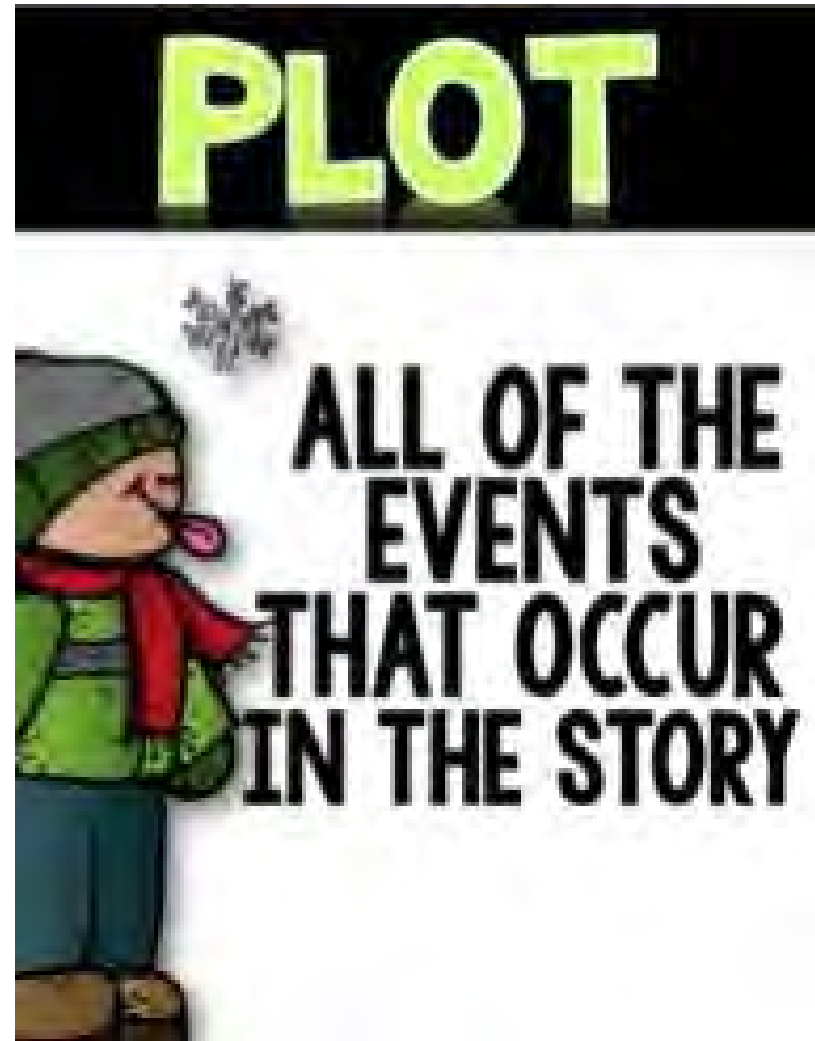
1,996
households are
priced out of the
home-buying
market for every
\$1,000
increase in the
median new
home price.

Share of New Homes Sold by Price (U.S.)¹



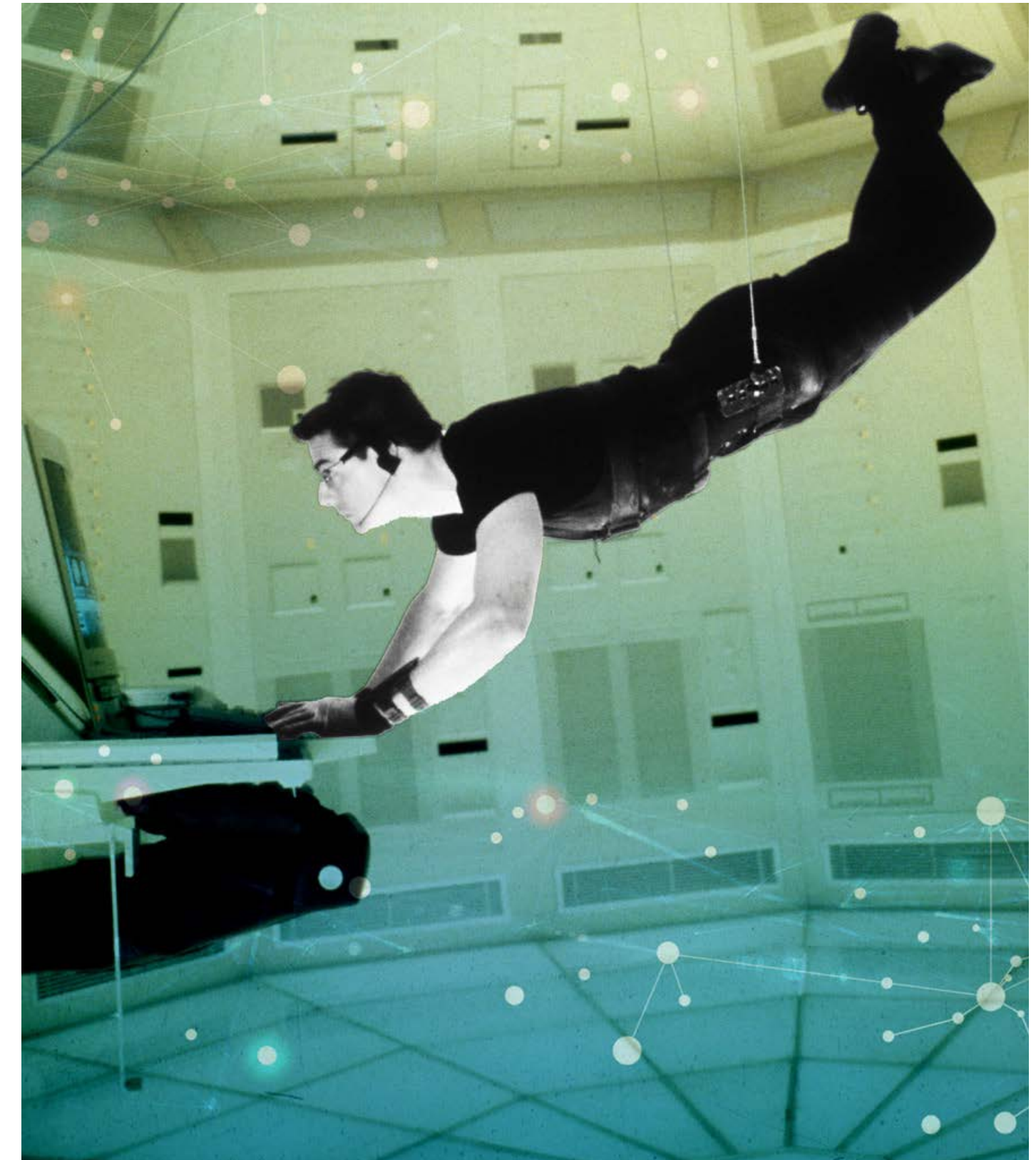
HFHI U.S. Affiliate Historical Production²





**your
mission...**

**find innovative housing
solutions to help more families**



Chapter 1: Existing Housing Rehabilitation



Chapter 2: Panelized Housing



Chapter 3: Modular Housing

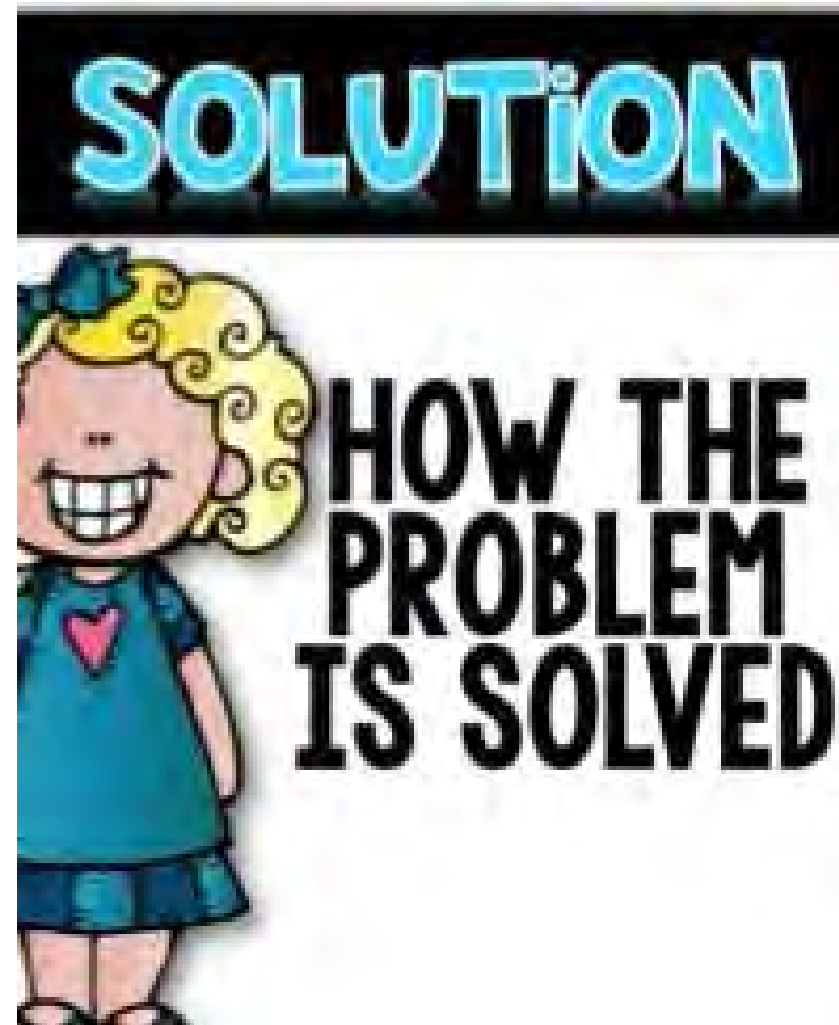


Aside – *when a fictional character breaks away from the events of the story to talk directly to the audience*



VS





denouement:
matters are
explained and
resolved

modular housing





introducing some new characters!

sidekicks – *provide support, guidance, and assistance to the heroes as they navigate the challenges and obstacles they face.*



Stacey Epperson



Amy Barnard

STEP 1:
become a
licensed
manufactured
home dealer

	State of Wisconsin Department of Safety and Professional Services	
	Manufactured Home Dealer License Certificate	
<small>The person, firm or corporation whose name appears on this license has complied with the requirements of Wisconsin statutes and is hereby licensed to engage in business as a manufactured home dealer.</small>		
<small>This license cannot be assigned or transferred.</small>		
Licensee		
HABITAT FOR HUMANITY LACROSSE AREA		
License Number	Makes	
MH-072203258	NEW	
Issued	Address	
07/14/2022	3181 BERLIN DR LA CROSSE WI 54601	
Expires		
07/14/2026		
SBD-10671D (R 11/12)		POST IN A CONSPICUOUS PLACE



STEP 2:
become a
licensed
manufactured
home
salesperson

STEP 3:
become a
licensed set
contractor





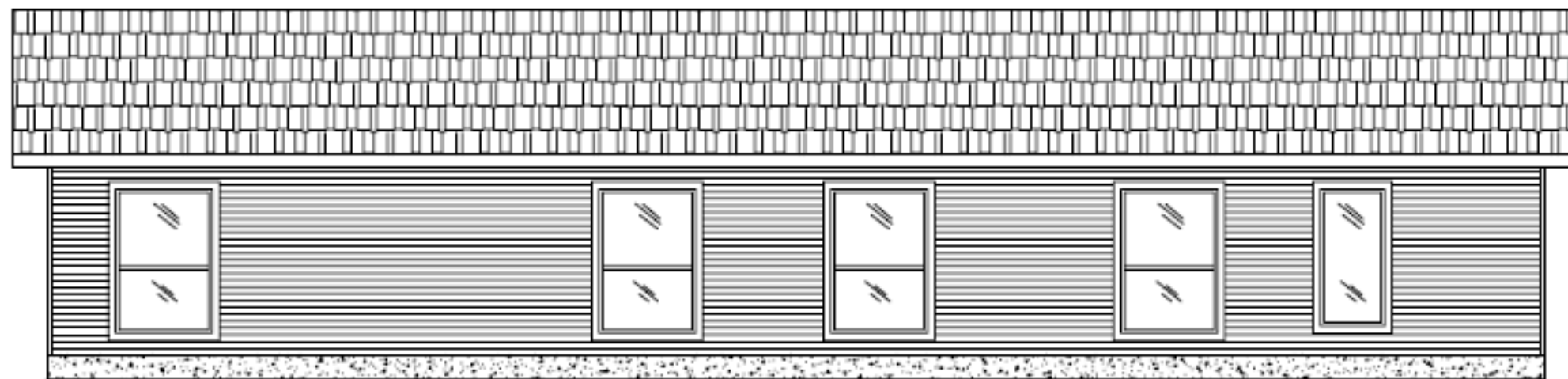
STEP 4:
begin working
with factories



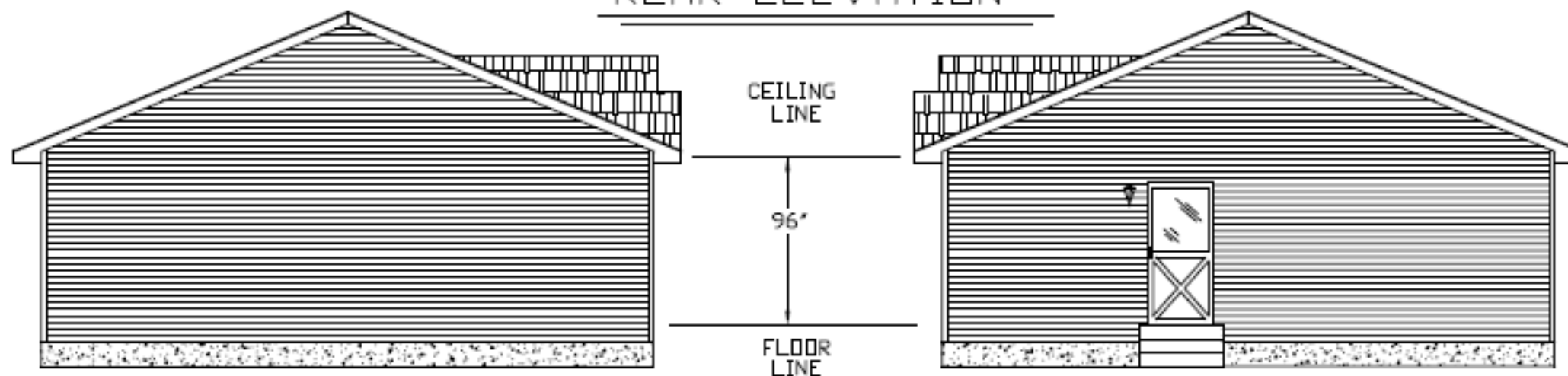
STEP 5:
extend to other
affiliates



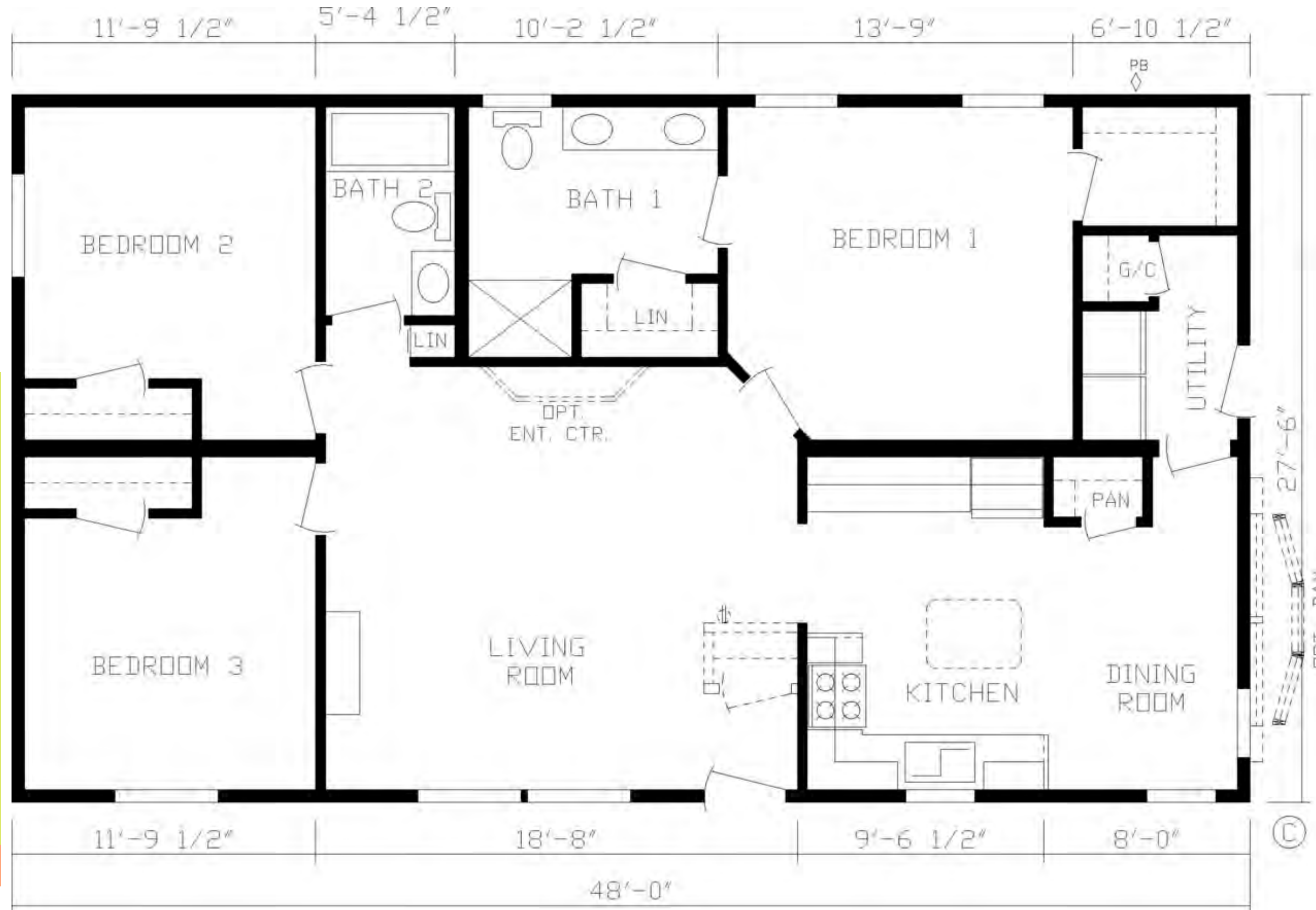
FRONT ELEVATION



REAR ELEVATION

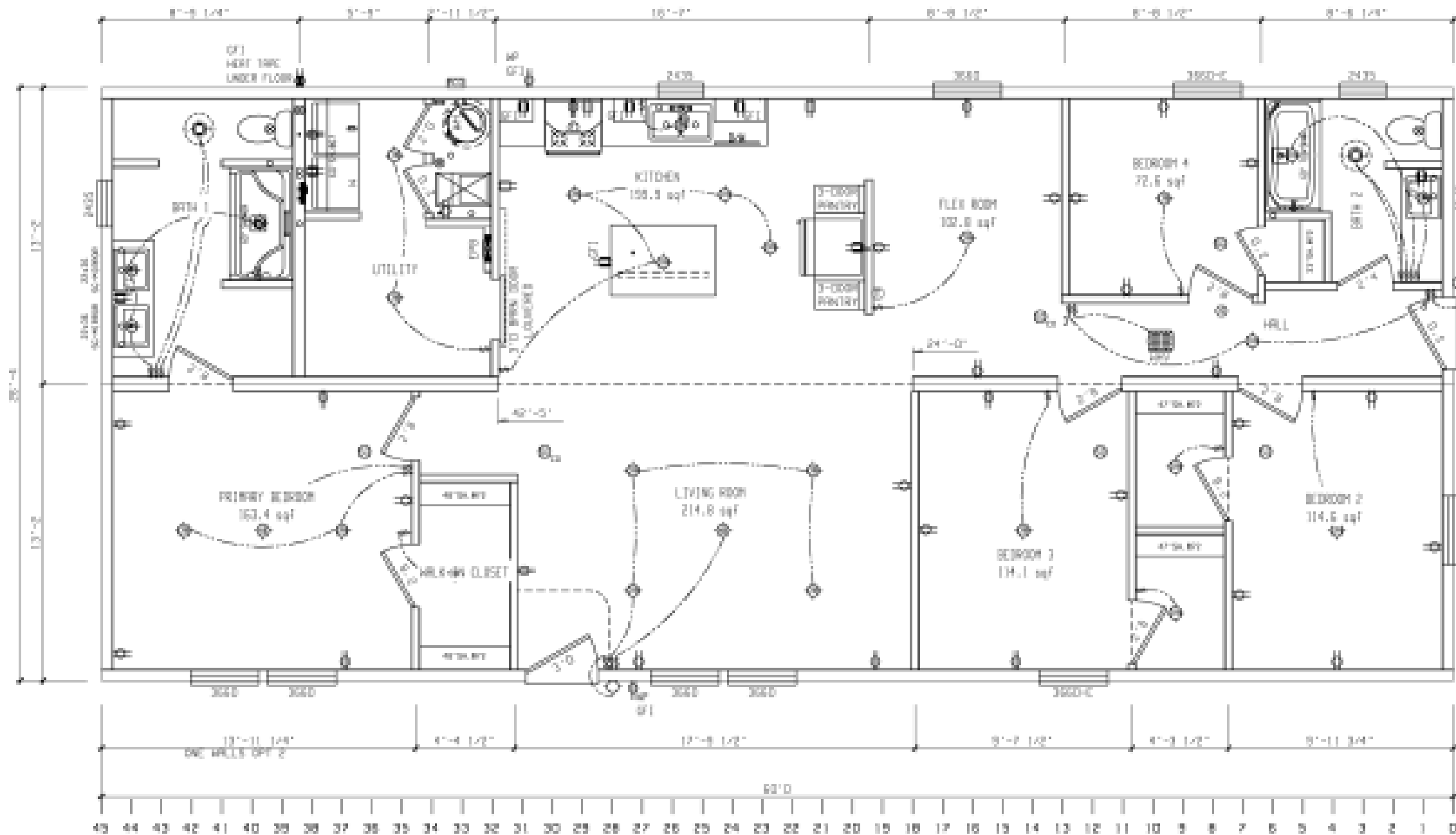


let's
look at
some
homes



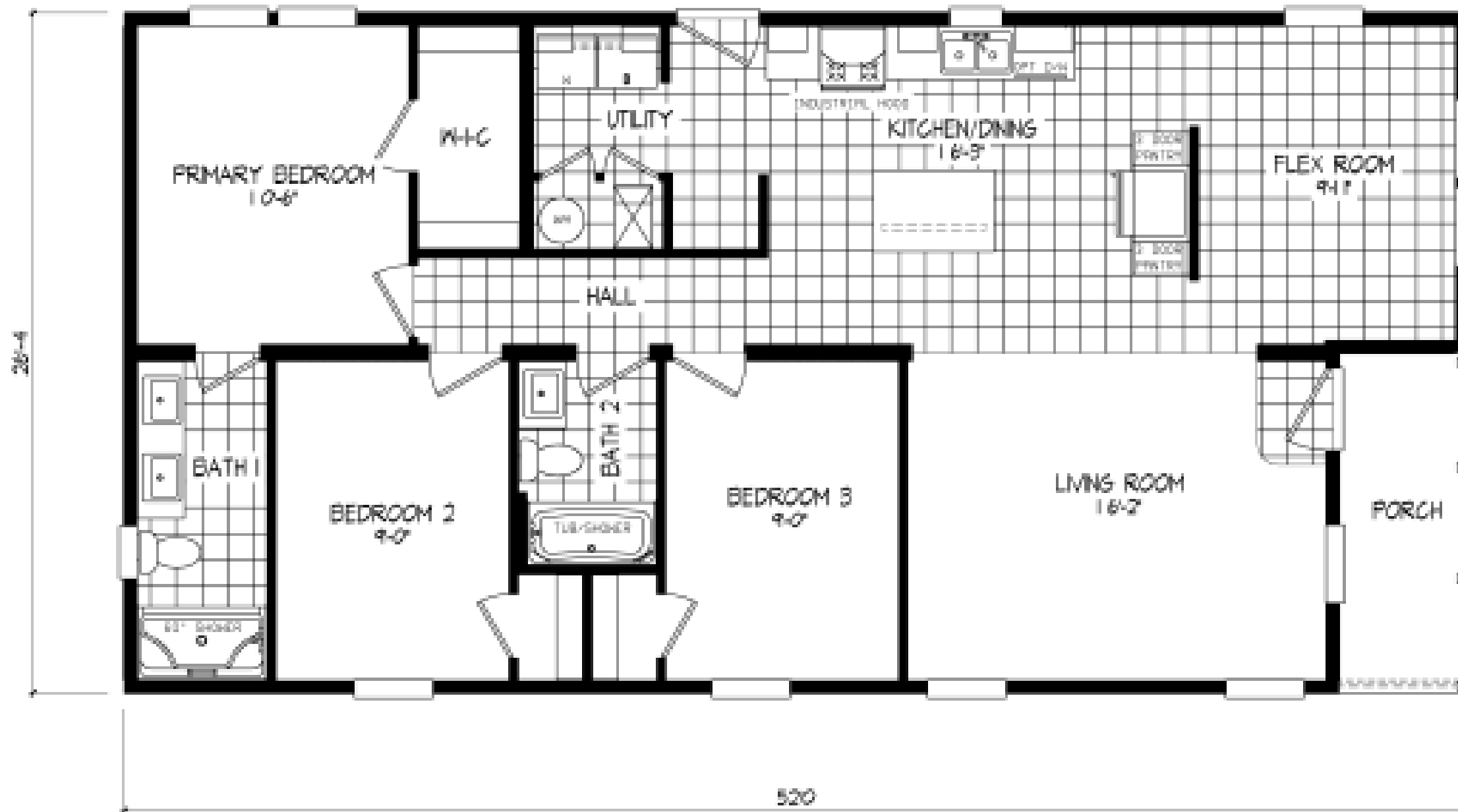
the cleveland

- 1320 square feet
- 3 bedroom
- 2 bath
- Base price \$94,000



brown eyed girl

- 1620 square feet
- 4 bedroom
- 2 bath
- Base price \$108,000



johnny b goode

- 1404 square feet
- 3 bedroom
- 2 bath
- Base price \$102,000

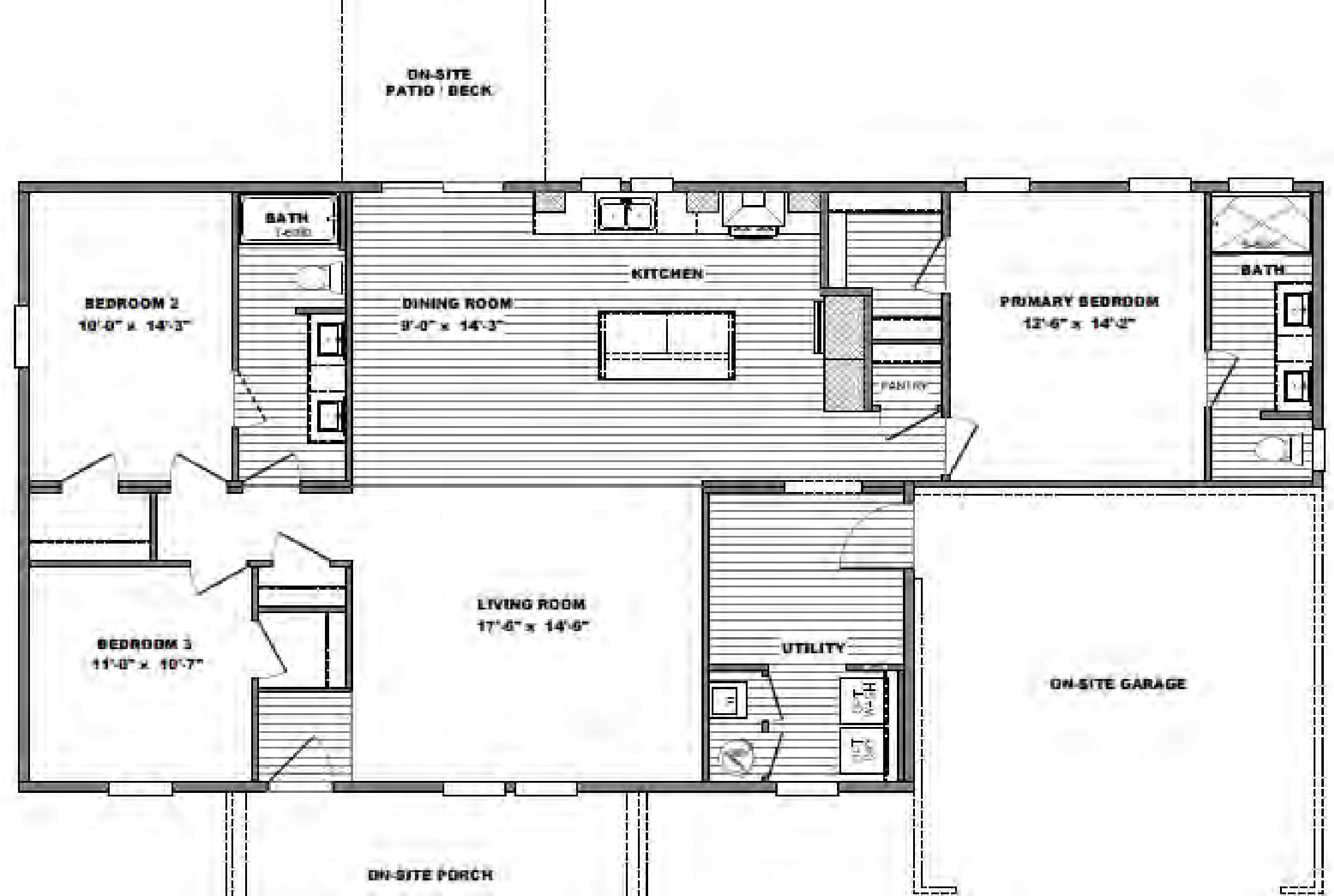
Hillsboro CrossMod

- Chassis but with permanent foundation
- Porch and attached garage
- Energy efficiency upgrades
- Site-built appraisals
- Base price \$108,000



10 new homes

- 3 Habitat for Humanity homes (60% AMI)
- 3 First-time Homeowners (80% AMI)
- 4 Market-rate homes (120% AMI)



FLOOR PLAN EXAMPLE



INTERIOR DESIGN



INTERIOR DESIGN



Bedroom and bath



CrossMod™

Crossover + Modern



BENEFITS

Fits into community
Increased property values
Increased tax-base

Addresses growing housing needs
Provides housing access to range of incomes
Workforce housing opportunities



**the
belmont**



the aspen



**the
kenneland**



**the
hawthorne**

Benefits of Modular Construction



It's Faster



It's More Cost Effective



It's Greener

THEME

**THE MESSAGE
OR MORAL
OF THE STORY**
• • • • •

KINDNESS

HONESTY

how to
implement
modular
housing at your
affiliate

your story



- Get board members on board
- Work with your municipalities (check zoning)
- Educate your appraisers

for
executives

- Know your site
- Work with your volunteers
- Understand discounted/donated materials and labor

for
construction

- What needs do your families have?
- Sweat equity requirements
- Non-Habitat loans (USDA)

**for family
selection**

- Great for infill lots!
- Work with planning and zoning

for
development

- Not everyone should be a dealer
- Built partners and coalitions
- Consider moving to manufactured

for
everyone



The End

**Any
questions?**

Kahya Fox

Executive Director

kahya@habitatlacrose.org

(608)797-8086

Thank you!

Kahya Fox

kahya@habitatlacrosse.org

Rocky Welker

rocky.welker@siouxfallshabitat.org

