



OFF-SITE BUILT HOMES



ONLINE MEDIA ANALYSIS

PREPARED BY RISE | JULY 2020



WHY PREFAB?

Prefab homes (also called “modular homes”, “off-site built homes”, “volumetric built homes”, “factory-built homes”, or “industrialized construction”) are a simple concept: instead of building all aspects of a home on-site, parts of it are constructed in an off-site facility then shipped and assembled on-site.

The touted benefits of this way of building are many:

- Predictable and consistent construction
- A dramatic reduction in construction waste
- A dramatic reduction in emissions associated with transportation
- A higher-quality product that was protected from the elements during construction
- Faster build time (think weeks vs. months)

Prefab has a bit of a reputation problem tracing back to the 1970s when the focus was on fast and cheap. Nowadays, prefab is one of the fastest-growing trends in residential construction.



WHY DID WE CREATE THIS REPORT?

Off-site residential construction is more than a trend: prefab might just be the "new norm" for home building. Every conversation we have with our partners in the industry confirms this, and we've observed a 44% increase in online conversations about "prefab" and related topics.

Being the voice of the homeowner, we wanted to learn more about the consumer's perspective and pass that insight onto our friends in the industry.

Namely, we wanted to know: **what aspects of prefab homes appeal most to consumers? What are their main questions about prefab? How are they researching prefab homes?**

HOW DID WE CREATE THIS REPORT?

The team at Rise used a media monitoring and social listening platform to perform an analysis of aggregated online media conversations. The sample size is majority English-language 500K+ media mentions across the world and all major online media sources.

The date range on all data is July 10, 2019 - July 10, 2020 unless stated otherwise.

SUMMARY OF FINDINGS

What attributes of off-site home building appeal most to consumers? "Sustainability" (climate change, emissions, embodied energy) is neck-and-neck with "affordability". Home buyers are seeking homes that live lighter on the land and on their wallet. The allure of an affordable small square-footage prefab home is strong for Millennials and down-sizing Baby Boomers, especially.

How are they researching off-site built homes? The general public prefers the term "prefab" as the umbrella term, with questions related to "modular homes" dominating Google searches. There is clearly some misunderstanding (and curiosity) about what modular homes are and what they are not. This presents an education opportunity for consumers, and also for regulatory bodies looking to the off-site home building industry for housing solutions.

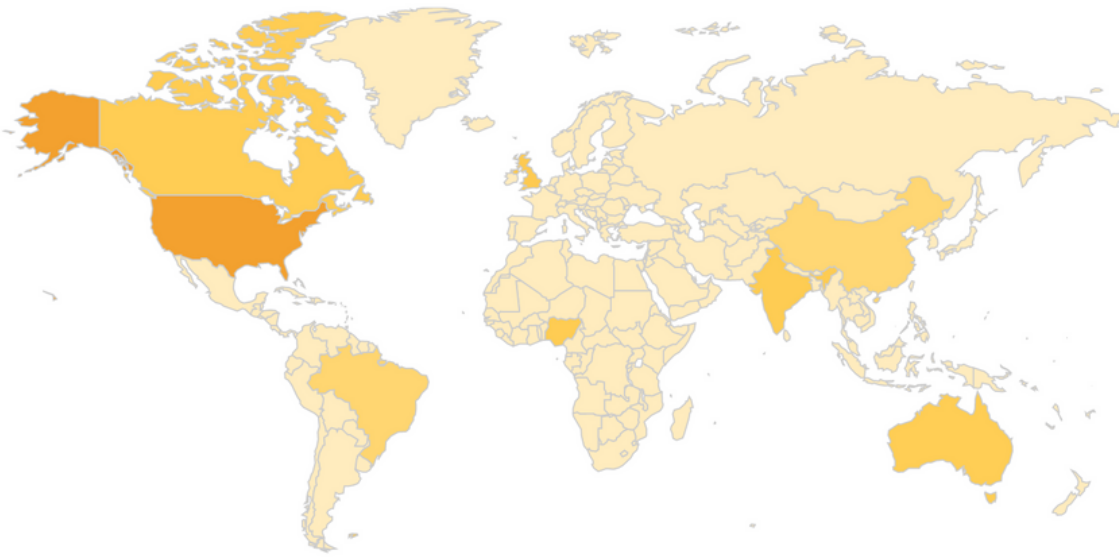
OFF-SITE RESIDENTIAL CONSTRUCTION

CONVERSATIONS ACROSS THE WEB

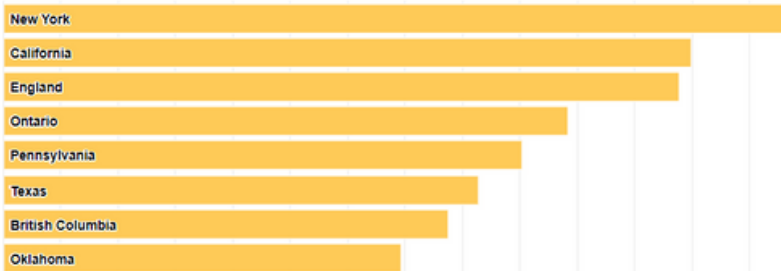


547K
MENTIONS

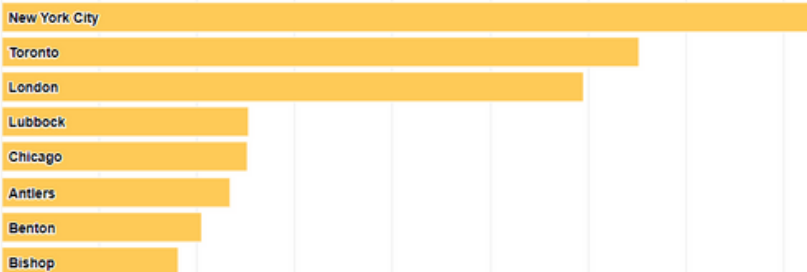
+52%
FROM PREVIOUS YEAR



TOP REGIONS



TOP CITIES



OFF-SITE RESIDENTIAL CONSTRUCTION

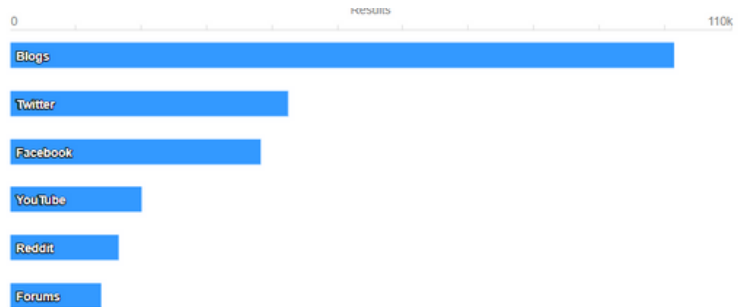
CONVERSATIONS ACROSS THE WEB



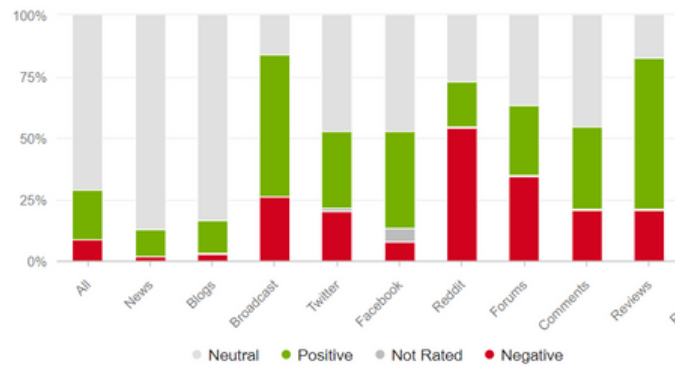
TOP KEYWORDS



TOP SOURCES



SENTIMENT



! The frequency of conversations related to prefab/modular/offsite has increased 52% from the previous year, the majority of which are happening on blogs and news publications.

OFF-SITE RESIDENTIAL CONSTRUCTION

POPULAR SOCIAL MEDIA STORIES



Deezen @deseen

Modular housing system by Arana & Suasnabar Architects allows you to add rooms to your home: at.deseen.com/30z3oWu

Designed by Peruvian studio Arana & Suasnabar Architects.

6:00 AM · Aug 24, 2019 · Great Social

36 Retweets and comments 126 Likes

Site @site

Prefab homes cost less than a traditionally built home and typically take 50 percent less time to construct. Here are our favorite sustainable prefab homes, so far, in 2019. <http://www.buildwithrise.com>

Our Top 5 Sustainable Prefabs in 2019

Prefab homes continue to rise in popularity, and it's easy to see why...

1.9K

100 Comments 435 Shares

Diane Miller @DianeM53736168

RT @DianeM53736168: Our old Sears and Roebuck prefab house from 1907... Sears sent representative on the train with the pre cut boards.....

12:47 PM · Feb 9, 2020 · Tablet for Android

551 Retweets and comments 2.8K Likes

The Vault of the Atomic Space Age March 11 · 01

prefab modular fiberglass house Wolfgang Feuerbach Kunststoffhaus FG 1971

185

55 Comments 51 Shares

Dwell June 15, 2020 12:57 PM

These prefab ADUs are the perfect solution for those in need of a separate home office.

6 Prefab Companies Ready to Build Your New Backyard Office

These prefab ADUs are the perfect solution for those in need of a separate home...

689

19 Comments 148 Shares

TOUCH STORIES TO READ



Natural Homes and Log Cabins September 6, 2019

Texas Modular Home Will Run on Rainwater and Sunshine Alone

Texas Modular Home Will Run on Rainwater and Sunshine Alone

Can you believe that all you need for making everything in your home work is on...

780

30 Comments 554 Shares

Bauhu February 10

This prefabricated home is completely FLAT PACKED and delivered direct from the factory to your site. Instant homes, anywhere. Find out more: <https://bauhu.com/steel-frame-home-kit-gain-100.html> #flatpackhomes #flatpackhome #modularhomes #bauhuhomes #bauhu

5 Comments 3 Shares

ContainerHomes And Designs @ContainerHomeHQ

Do you know a shipping container can withstand .22lr bullet without insulation? Imagine its resistivity with proper insulation when deployed at warfront for military housing and IDP homes . This is a research work in progress and will change the face of modular home forever.

Fabulous prefabricated mountain modern home on Lake Tahoe onekindesign.com/2019/02/14/pre...

7:01 AM · Jun 3, 2020 · Hootsuite Inc.

12 Retweets 41 Likes

Business Insider @businessinsider

This startup can turn a one-story prefab home into a 3-story house by stacking more levels like Lego blocks as your family grows — Here's what it looks like

This startup can turn a one-story prefab home into a 3-story house by stacking ... Module is testing a system that would remove the roof to lift another module onto its homes, which range in price from \$220,000 to \$465,000. @businessinsider.com

5:27 PM · Jun 15, 2020 · Business Insider Login

Concrete Architecture @concretearchitecture

The ruins of Casa Sperimentale, an experimental concrete treehouse built by Giuseppe Perugini and Ugo de Pisanis, Italy.

Entirely modular, it was designed to be built and expanded upon at will. The house fell into disrepair after the architects' deaths.

Oliver Astrologo



PHOTO: DELTEC HOMES

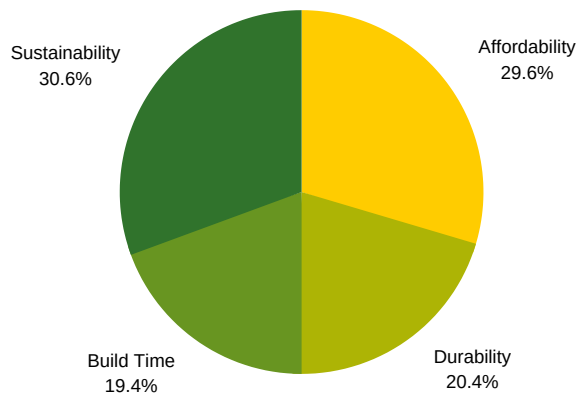
SHARE OF VOICE

This SOV analysis shows how much each attribute of off-site residential construction is owning the online conversation.

Durability (resiliency, high-performance) is neck and neck with **build time**, and **sustainability** (climate change, emissions, embodied energy) is neck and neck with **affordability**.

The domination of **sustainability** seems surprising at first, but it makes more sense when we understand that sustainability, as a general topic, has seen a massive 118% jump in the last year.

Affordability was a close second, with some homeowners believing that prefab is a more affordable option. It seems that this goes hand-in-hand with a preference for small square footage - bungalows, ADUs, and solutions for



affordable housing (at the macro level). There doesn't seem to be much "buzz" about medium-to-large prefab homes, perhaps because homeowners don't understand (or care about) the ubiquity and flexibility of this building method.

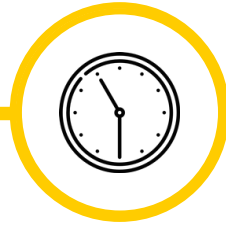
SHARE OF VOICE



DURABILITY



AFFORDABILITY



BUILD TIME



SUSTAINABILITY



forecast period
technology
cost market
solutions
report time
performance
platform systems
construction software
national instruments
development homes
products
home system world
design site
energy
customers
solution
growth industry space
demand business

company

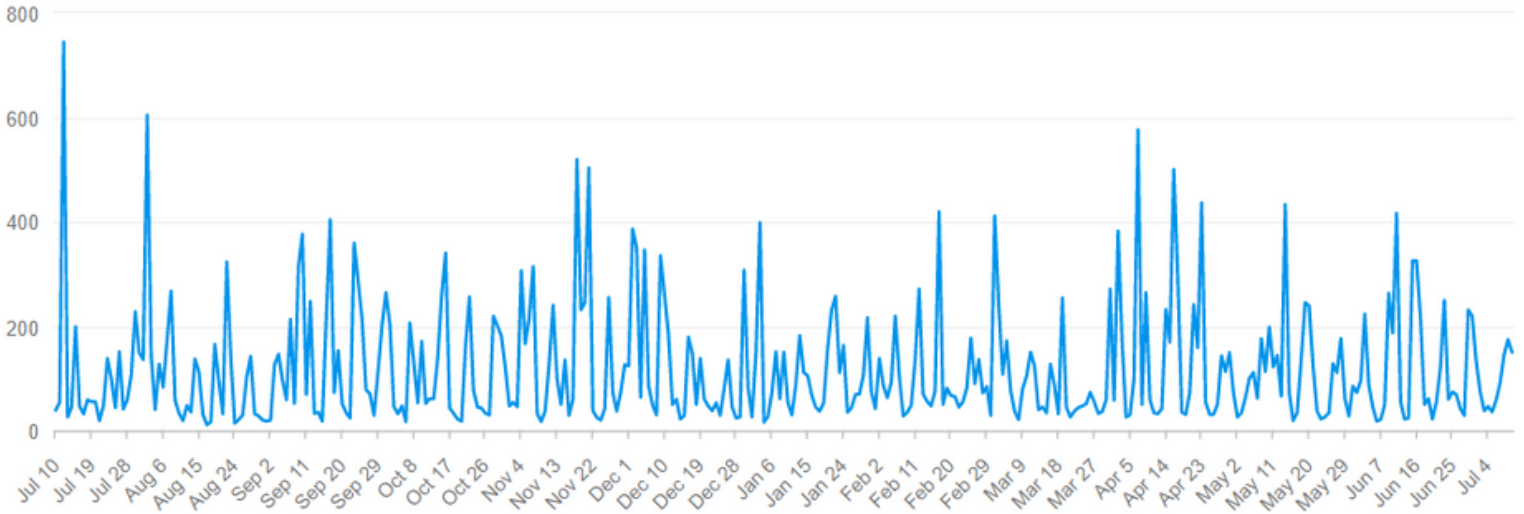
smart energy soluti... finished wall produ... electrical grid
buildings and emerg... entire eht embedded...
technology enertec modular wal...
cloud information customers buildings enertec
structural insulate... company time home
foam core inc. data market products
roof structure significantly more...
utilizing eht staff heavy glass panels
construction traditional solar p... local micro grid

modular homes building space
companies development housing
world city affordable housing
energy homes market industry
inc. cost home time services
products covid company people project
construction site house buildings
design technology customers

significantly more... entire eht embedded...
buildings and emerg... companies
forecast period products industry
solutions buildings technology
inc. company home
customers growth
information report market structure
siteworld project energyhomes
construction utilizing eht staff
exceptional thermal... enertec modular wal...
heavy glass panels structural insulate...

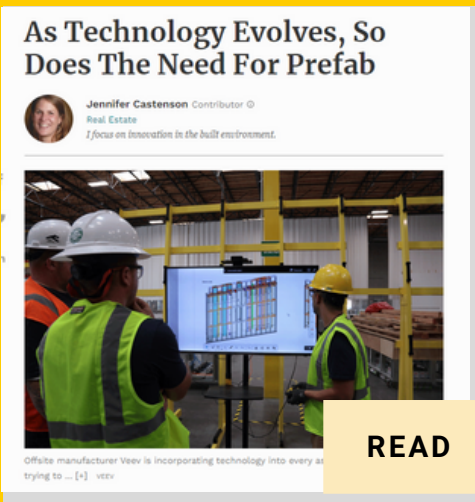
OFF-SITE RESIDENTIAL CONSTRUCTION & "DURABILITY"

TOP MEDIA



AS TECHNOLOGY EVOLVES, SO DOES A NEED FOR PREFAB

FORBES.COM 101M
JUNE 23 2020 REACH



READ

REBUILDING AUSTRALIA'S MASONRY INDUSTRY

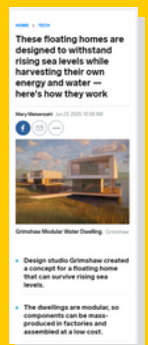
MEDIUM.COM 94.7M
JAN 7 2020 REACH



READ

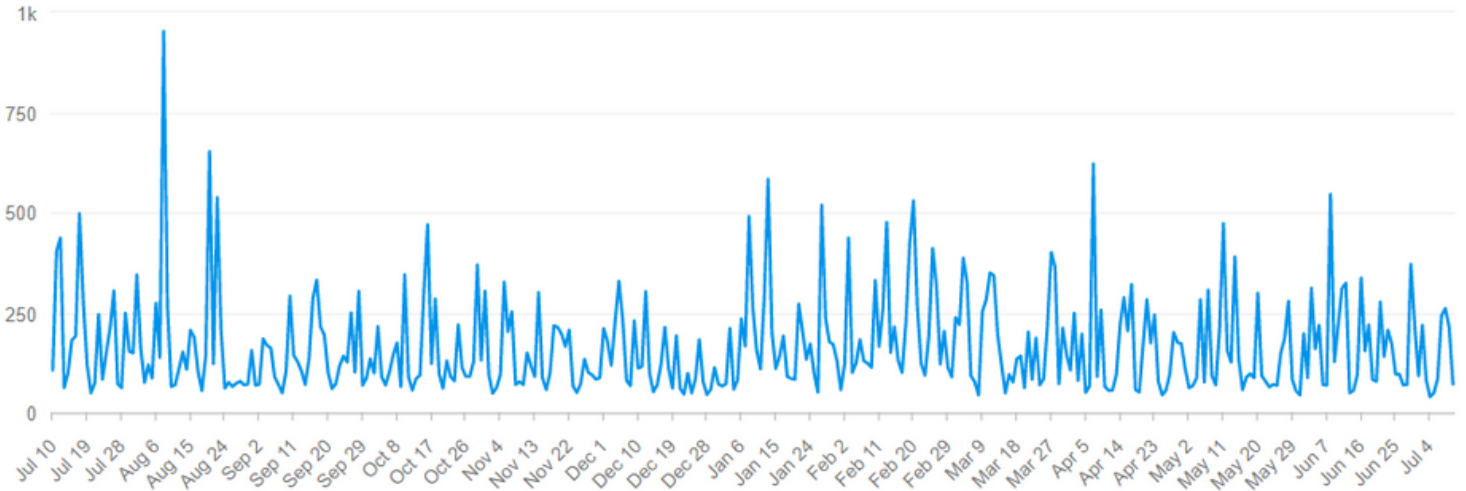
FLOATING HOMES DESIGNED TO WITHSTAND RISING SEA LEVELS

BUSINESSINSIDER.COM 93.9M
JUNE 23, 2020 REACH



READ

OFF-SITE RESIDENTIAL CONSTRUCTION & "AFFORDABILITY" TOP MEDIA



BACKYARD BUNGALOWS ARE BECOMING BIG BUSINESS

MSN.COM 167M
OCT 21 2019 REACH

Backyard bungalows are becoming big business for homeowners and builders

Diana Olick, CNBC Business

They're not just she-sheds or he-sheds or granny pods or tiny homes. The latest housing trend in the backyard is now front and center for a new breed of homebuilder and landlord.

Second homes, formally called auxiliary dwelling units (ADUs), and side yards across America, acting as either rental units or a parents and still-nested adult children.

READ

THE DREAM TO BUY A HOUSE HAS TURNED INTO A NIGHTMARE

MEDIUM.COM 133M
AUG 16 2019 REACH

READ

The dream to buy a house has turned into a nightmare.

Why has it gone wrong? and what are we going to do about it?

START-UP MAKING TOURISM MORE SUSTAINABLE IN ITALY

FORBES.COM 101M
JUNE 18 2020 REACH

READ

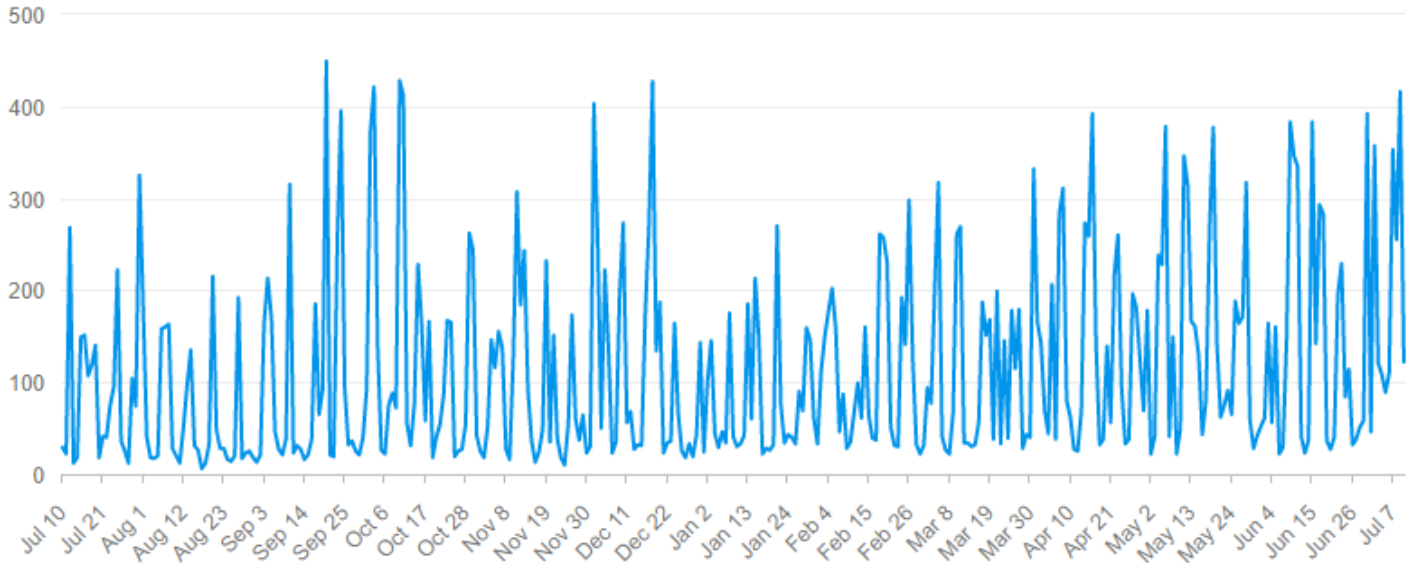
This Start-Up Is Making Tourism More Sustainable in Italy

As our world becomes increasingly uncertain and we're driven to find new ways of living, are prefabricated homes in our future? Fabio Vigorelli and Francesco Turcato, two architects from Turin, think so.

The founders of Make Yourself A Home, a start-up that provides innovative construction systems, Fabio and Francesco believe prefabricated wooden structures can serve as a quick source to build a better future. These affordable, linear structures are easy to assemble, designed to be flexible and made with non-sustainable materials, making them an appealing investment for 21st century

OFF-SITE RESIDENTIAL CONSTRUCTION & "BUILD TIME"

TOP MEDIA



KANYE'S DOME HOMES COULD GET THE WRECKING BALL

CURBED/MEDIUM 195M
AUG 8 2019 REACH

Kanye West's Star Wars-inspired dome home prototypes could get the wrecking ball

Last year, Kanye West took to Twitter to announce the launch of *Yezy Home*, the architecture and real development arm of the hip-hop artist's burgeoning design empire.

© Shutterstock. Dome homes in the abandoned sets for filming *Star Wars* in Tunisia.

West, ever the visionary, made good on that promise last month prototype for his prefab home designed to house the low-income residents. Now the famed design, which was inspired by the

READ

MODULAR & SELF-BUILT HOMES TO THRIVE POST COVID-19

MEDIUM.COM 116M
JUNE 22 2020 REACH

Modular and self-built homes to thrive post COVID-19

The use of modular and self-built homes continues to rise as we go through 2020. The COVID-19 pandemic could spark a further increase in these modern methods of construction.

The trend could be set to continue as we enter the new normal.

Project Origin, known for its innovative and eco-friendly developments, has recently announced the acquisition of Urban Homes, a self-build specialist firm based in the UK.

A partnership was formed between the two companies in 2019 under the 'E-Builder' banner, but the acquisition has now taken place meaning Project

READ

CONTECH 2020 REPORT: WHERE IS CONSTRUCTION HEADING?

MEDIUM.COM 116M
MAY 11 2020 REACH

ConTech 2020 Report - Where is Construction Industry heading?

Where have we been? Where are we heading? While the first half of 2020 has been a roller coaster in the industry, the latter half has seen the industry heading in a new direction.

Industry of construction projects go through the following RIBA stages:

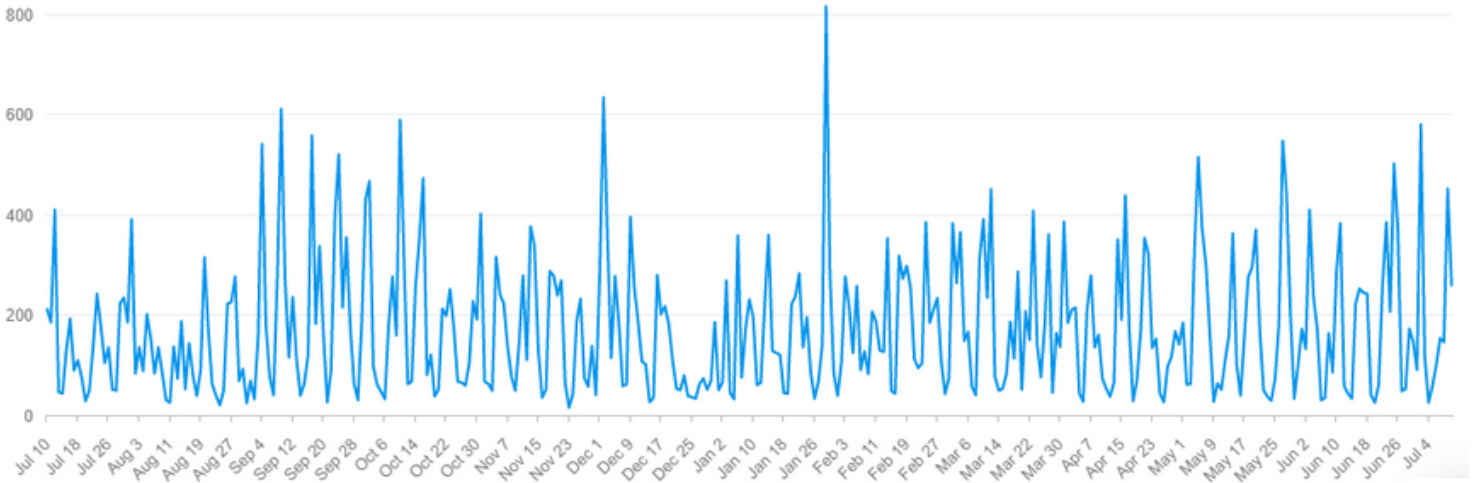
- 1 - Strategic Definition
- 2 - Preparation and Brief
- 3 - Concept Design
- 4 - Spatial Coordination
- 5 - Technical Design
- 6 - Manufacturing and Construction
- 7 - Handover
- 8 - Use

While the industry plans to improve with all this, we can only see which stages are most focused on the design and the actual construction.

ConTech focuses mainly on RIBA stages 2-5

READ

OFF-SITE RESIDENTIAL CONSTRUCTION & "SUSTAINABILITY" TOP MEDIA



BUILDERS ARE USING HEMP INSTEAD OF CONCRETE

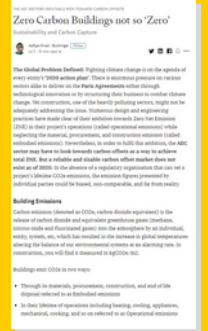
CURBED **195M**
AUG 8 2019 **REACH**



READ

ZERO CARBON BUILDINGS NOT SO "ZERO"

MEDIUM.COM **116M**
JULY 3 2020 **REACH**



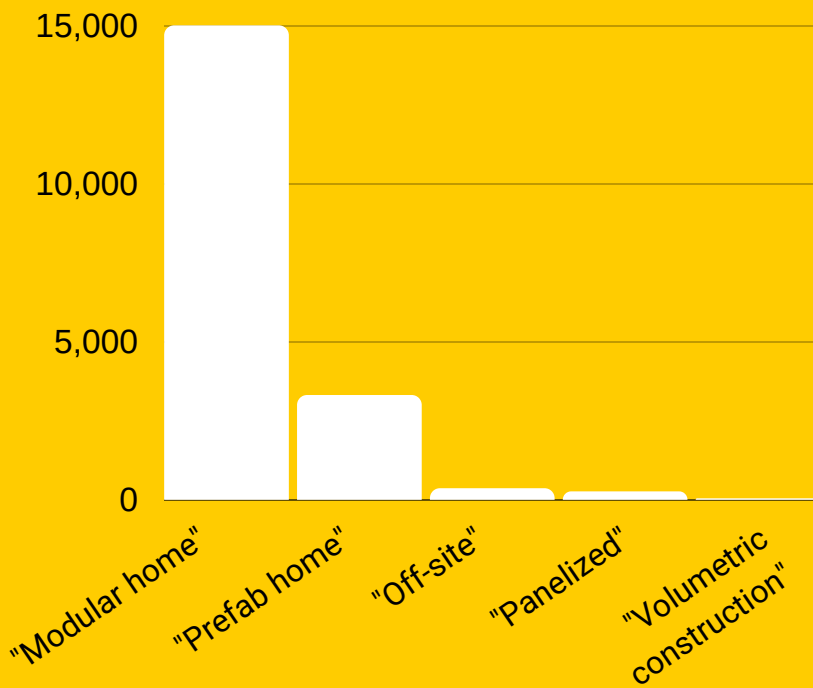
READ

18 EXAMPLES OF SUSTAINABLE ARCHITECTURE

CNN.COM **160M**
APRIL 24 2020 **REACH**



READ



HOW ARE HOMEOWNERS SEARCHING FOR OFF-SITE BUILT HOMES?

GOOGLE SEARCH VOLUME IN ONE WEEK

TOP QUESTIONS MODULAR

- What is a modular home?
- What is the best modular home to buy?
- What is the difference between a modular home and a manufactured home?
- How much does it cost to build a foundation for a modular home?
- How much does a modular home cost?

RELATED KEYWORDS MODULAR

- Modular home prices
- Modular home floor plans
- What is a modular home

TOP QUESTIONS PREFAB

- How much does a prefab home cost?
- What is a prefab home?
- How much is a prefab home?
- How to buy a prefab home?
- How to build a prefab home?

RELATED KEYWORDS PREFAB

- Prefab home kits
- Prefab barn home kits
- Prefab home prices



As the off-site residential construction industry grapples with choosing a label for themselves, it's clear that "modular home" is the choice term among consumers with "prefab home" following behind. That's a tough pill to swallow for those who know the terms are not interchangeable, and "prefab" is arguably a more accurate umbrella term.



PHOTO: FABCAB

PREFAB FANS ON RISE

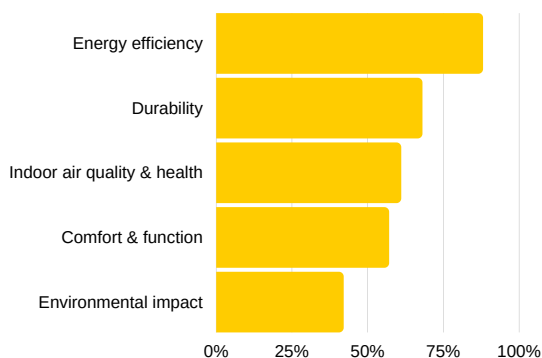
Part of our initial urge to create this report came from the fact that "all things prefab" are the most popular topics in our article database.

Of our 600+ articles, 8 of the top 10 are about some sort of prefab home topic. In [The 7 Most Affordable & Sustainable Prefab Homes](#), we discuss the sustainable features inherent in prefab construction and then list models that are light on the planet and on the wallet.

In [Pros & Cons of Prefab Homes](#) we give an unbiased perspective on prefab homes as an option for the average homeowner.

The most popular articles attract visitors because they answer the market's most burning questions in an easy-to-understand way. **With a growing industry like off-site construction, education is key in order to offer homeowners a house that fits their values.**

WHAT SUSTAINABLE FEATURES ARE MOST IMPORTANT IN YOUR HOME?



Rise users have an above-average preference for sustainable homes, and they value energy efficiency most of all. Energy efficiency is a two-pronged attribute that benefits the homeowner's wallet and the planet.

Prefab sits in the intersection between sustainability, affordability and convenience that is sparking massive interest in home-buyers. **Prefab manufacturers and designers have an opportunity to meet homeowners while they're still in the research phase of this very significant investment.**

**"SIMPLICITY IS
THE ULTIMATE
SOPHISTICATION"**
Leonardo da Vinci
@BUILDWITHRISE | HELLO@BUILDWITHRISE.COM

