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Saturday, May 23, 2009

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## A smarter way to build a new home

### Cline Builders credits success to customer service and stress-free home buying

For a while, passersby on Anderson Road were probably wondering what kind of project was in the works along the busy thoroughfare.

Now that all those painters, carpenters, and bricklayers are gone, it's clear: Cline Builders has expanded its business and is showing off its new Super Center, boasting 10 model homes and some of the area's biggest selection of floor plans.

Cline Builders, with three locations in the Carolinas, has chosen Rock Hill as its location for its brand new Super Center. At 958 N. Anderson Road, there are 10 off frame modular homes to tour. That makes it the largest off frame modular sales center in South Carolina.

David and Rachel Cline, owners of Cline Builders, have been in the business 23 years. They have been running modular sales centers in Gastonia and Shelby for several years. They also have had a small sales center in Rock Hill for just over a year.

Fortunately, those centers were doing great and it was time to expand.

It didn't take the Clines long to decide. When a prime location came open in Rock Hill just a few hundred yards from their initial site they jumped on it.

The lot was much bigger and allowed space and exposure that they had been

seeking. In what has seemed like a whirlwind of workers, the new sales center is ready for customers.

Homes ranging from just under 1,000 square feet to homes over 5,000 square feet are being showcased. These homes are the latest and most modern modular homes ever.

According to Kirk Wells, sales manager at Cline, the newer models are 30% greener than previous modular or site-built homes. "Better construction, more insulation, and a maintenance-free exterior, along with a 30% lower price tag are making customers sit up and pay attention to the new modular homes," he added. "We are now able to give customers everything they are looking for."

Are you seeking a basement? How about a garage or wrap-around porch?

No problem, as Cline can do it.

"We can provide them

anything a site builder can. We can grade the lot and put in the well and septic," said Wells, who is also assisted at the Super Center by Dustin Bridges.

"Customers like being able to let us do the whole project or we can just set up the home and let the customer finish up."

Homes range from \$80,000 to over \$380,000, and in size from three bedrooms to six

bedroom plans. First-time homebuyers can take advantage of the government's \$8,000 tax incentive. For other homebuyers, financing is as low as 4.5% for a 30-year fixed loan.

"People are enjoying the low rates and even lower pricing on homes than a year ago," noted Wells. "They want a great house and great quality, and we carry that."

They credit their success to a focus on service and stress-free home buying. It's an approach that has clearly paid off.

Cline Builders has won top builder awards from 2003 through 2008.

Those awards were based on recognizing builders that make customer satisfaction a high priority.

Consumer response has been great so far.

According to Wells, "Even in tough times our business has been good...rates have never been lower and customers can buy more house for the money than ever before."

Weather you have land and are ready to build or have just sold a home and are looking for land to build your next home, you're encouraged to tour one of the new homes at the Super Center.



  
**CLINE**  
BUILDERS &  
1006 North Anderson Rd.  
Rock Hill, SC 29730  
[www.clinebuilders.com](http://www.clinebuilders.com)  
803-328-3070