A modular building is a manufactured building consisting of separate and assembled sections on a permanent foundation to save costs, time and labor on site.

The modules can be assembled into buildings floor by floor. Modules are increasingly used to build houses or multi-unit buildings. In general, consumer demand for manufactured housing is differentiated between affordable homes and high-end custom-built homes. While the demand for classic manufactured homes is stable, the demand for innovative products in this sector appears strong.

With its growing market, this sector is an important part of the residential construction industry. It offers the opportunity to provide more choices for buyers, answer environmental challenges, contribute to innovation in residential construction. In addition, after several climate disasters like storms and hurricanes, local people have no choice, they have to build highly resistant homes that can protect them against those kinds of threats.

On the environmental front, a growing concern among clients, manufactured buildings allow a more efficient assembly, prevent the adverse effects of climate changes and reduce the amount of waste produced. However, what makes manufactured housing so attractive is its affordability while maintaining superior quality. Several other key trends bode well for the future of the sector. Better designed, with options of a high quality and enhanced aesthetic standards, and approval by consumers of manufactured homes is on the rise. The production of high-end modular homes increases while people are abandoning the prefabricated "mobile" homes.
The concept of the modular building has evolved over time. The terms “starter” or “transient” homes were the first step for this type of construction. A manufactured home is defined as a modular building referring to several types of construction systems, or a home that is totally or partially constructed or assembled at the factory.

Sears, Roebuck and Co. were the first to introduce the concept of ready-to-assemble kit houses, sold by catalog between 1908 and 1940. Being very innovative for their time, they estimated their sales to 75,000 modular building kits during this period. The vast majority of their clientele consisted of the working and middle class, who moved out of the fast-growing cities, and wealthy families seeking holiday homes at low cost. The era of the modular building had not yet seen the dawn that the company had already sold nearly 100,000 homes.

Despite its avant-garde status, the years show that this kind of so-called “temporary” construction is still stronger than a standard home construction. After the Second World War, the British government found that modular buildings were the alternative for those areas devastated by bombings. At the time, the life expectancy for these homes was estimated at 10 years. Sixty-two years later, the British government has designated 21 of these houses on the Excalibur property as of "historic importance".

In the United States, the housing crisis spurred the same line of thought, but with more advanced techniques. In 1945, mass production was the most sensible choice for the situation. Each element of the construction process was systematized and refined to maximize economies of scale. It saved time and money in rebuilding everything that was destroyed by replacing it with a structure that was equally strong, if not stronger than before. More than 150 houses were installed every week, to quickly fill the void. The "mobile" home, built in a factory and transported to its permanent location, became the dominant modular buildings in the United States since that time. The economy of production time and purchase price made them attractive in the eyes of veterans returning from war. Between 1959 and 2007, more than 12 million modular homes have been built in the United States, representing nearly a quarter of a million units annually.
"In the early 1970s, manufactured homes already accounted for 15% of all house starts. Though the war has stimulated the construction industry, this sudden prosperity has also marred the image of prefabricated housing, an image of dwellings constructed in haste, having no other object than to temporarily provide shelter to people until they can afford a “real” house built on site.”

In 2003, Toyota Motor Corporation (name changed in 1982) adopted the “Housing Business 2010 Vision” as a starting point for reinforcing the housing business and established TOYOTA HOUSING CORPORATION, transferring its product planning, marketing planning, lot division, and construction support functions from the Housing Group to the new company. Toyota Housing began operations in January 2004 by selling manufactured homes.

Today, as technology evolved considerably, costs and production time are reduced, quality improved, and resistance to fire and weather increased. By saving time and maximizing the effectiveness of the joints between internal components, the strength of the structure exceeds the equivalent in traditional construction. In China, the company Broad Group assembled a prefabricated 30-storey building in two weeks. Built to withstand a major earthquake, it has a life of at least 100 years. In the same vein, from parts designed for high-rise buildings (IGH), a prefabricated 32-storey tower was built in New York. Recently, the company Broad Group has entered into a manufacturing agreement with the Government of Surinam.

---

1 Canadian Housing Observer, 2013

2 History of Toyota Housing Corporation
http://www.toyota-global.com/company/history_of_toyota/75years/data/business/housing/toyotahome.html

3 China is investing heavily in an industrial plant at Smalkalden in District Para that will produce prefab homes for the local, South American and Caribbean markets.
DEVIMOBILIA INC. designs, develops and distributes modular system homes and buildings for residential and commercial purposes. The Company also facilitates financing for resellers worldwide. Devimmobilia has offices in Canada, Australia and Asia.

The company is currently developing mainly American, European, Asian and Oceanian markets through its network of independent promoters and developers. The flexibility of the company and its modern and environmentally friendly products ensure the realization of many building types: from single-storey houses to multi-storey buildings adapted to the climate of all parts of the globe. With its unique assembly process, it is easy to build high quality buildings at reasonable cost. Our products can be assembled, installed and occupied in just a few weeks because it does not require any other type of finish on the point of delivery. They are build above the standards against hurricanes, fire, different regional disasters, as well as extreme heat or cold. Installation is simple, fast and precise, and requires low maintenance. Our products, like The Steel Block Habitat (SBH™), The Haus and others are available in several models, all trademarked.

Our products and manufacturing licenses are offered in the following areas:

- Contemporain”green” houses
- Vacation homes
- Apartments building, multiplex
- Hurricane and earthquake resistant shelters
- Student apartments and retirement residences
DEVIMMOBILIA’s General Manager, Jean-François Pelletier, has worked in real estate all life, his first as a representative in investment contracts, then as a developer and distributor for Habitec 2000, a residential housing business and introduced the hotel-apartment concept to the Canadian market. He expanded his horizons to Panama and Central America, took part in an economic mission to Bridgetown, Barbados and was a partner in supplying housing modules and camps for the Canadian mining industry before founding Devimmobilia in 2013.

He is joined by Sylvain Deschenaux, President of Construction Sorel, a major regional player in the Quebec construction industry that provides commercial, industrial and institutional buildings. Sorel specializes in concrete structures and formwork, as well as in the manufacture of concrete domes. Sylvain started out thirty years ago and has worked his way up through the ranks because of his outstanding work ethic and efficiency.

Alain Brouillard is working in concrete industry since 1981, when he founded Avac Beton. He did several projects of shielding panels along highways, railways or canals for stream bank protection. He is specialized in prefabricated concrete panels with fieldstone facing. His expertise enables Devimmobilia to provide very high added value to its customers.

Martin Vincent, a brilliant architect who worked on numerous landmark architectural projects for the firm Provencer, Roy and Associates Architects, such as the redesign of the Ritz-Carlton Hotel in Montreal. He also worked on the design and construction of the 1700 La Poste art center with Luc Laporte.

Our in-house expert in advertising, marketing and merchandising, Louis Dorion, is the President and CEO of Segment Marketing since 1996. He serves a diverse clientele and specializes in branding and brand awareness for companies like Goldwin USA, Carrera, Rossignol, Swiss Air, Cuba Tourism Office, Provigo, Astral Media, Cellular Concrete Technologie, Hakuba Tourism of Japan and Novotel.
Unique and designed by experienced architects, the contemporary design of Steel Block Habitat is renowned for its concrete & steel frame. Made of superior materials, from the quality-coated fittings to the pipework, it has a very upscale and has an unmatched finish in this area. Everything is offered at an extremely competitive price. And even more surprisingly, once the land and the foundation are ready, this dream home can be delivered and installed within 72 hours!

**Unique**

Greatly appreciated and sought after by customers, the full-wall windows offer a high quality and incomparable brightness. In winter or summer, feel contact with the outdoors. By its smart and practical design, the integrated garage gives the opportunity to keep a clean visual perspective. Unique in residential construction, the flat steel roof covered with elastomeric membranes provides outstanding load capacity to satisfy your needs, whatever they are. These additional spaces –non-existent in other housing types– add to the living space of your home, providing a larger area of privacy. Because of their heavy-duty robustness, these spaces offer the possibility of installing a patio, trees and perennials, a gazebo, a garden, a spa, a swimming pool or even a solarium!

The exterior composite coating, as well as the terraces of the Steel Block Habitat is designed with fibroplastics composite, a green, maintenance-free, and innovative material. Currently, the Steel Block Habitat would be the first home of its kind in Canada. Furthermore, due to its structural capacity, its innovative exterior finish coating, as well as the abundant fenestration with a high quality triple A aluminium framing, this home will guarantee low maintenance and a significantly superior sustainability as compared to traditional constructions.
Models
This modular concrete & steel house is offered in several versions. The differences depend on your environment, desired space occupation, and by the number of rooms needed. Find more information in our product catalogue to know in detail all aspects of our products. You can also contact us to customize a new product according to your needs.

Why choose a house with a concrete and steel structure?
A residential building with concrete and steel structure offers several incomparable advantages. Its strength and reliability keep you safe from natural disasters such as earth tremors and earthquakes. In fact, these timeless homes retain Canada’s high standards of quality concerning energy performance, where extreme weather conditions can vary from -40 to +40 Celsius (-40 to 100 Fahrenheit). In addition, this material provides extra protection against fire and is a permanent solution to problems related to pests (termites, carpenter ants, etc.). It’s resistant during transportation and exportation. Concrete and steel are also materials that require very little maintenance, especially since it is protected by a baked paint, applied in a vanguard workshop, offering an exceptional finish quality and a durability of at least 50 years. For all these reasons, you will save time and money for decades with our products!

Delivery and Installation
With a first manufacturing plant of high quality modular homes, Devimmobilia installs quickly and easily with a minimum of preparation on any habitable terrain worldwide. From our ultra-modern factory partner, and under the supervision of our team of Canadian and European experts, these houses are built to meet the highest quality standards and are assembled in the country where they are installed. Therefore, the structure and materials are already inspected and secured before delivery. Since everything is made in a factory controlled under favorable conditions, you will avoid any problem related to usual construction on external sites. You have the promise of a complete flawless finish, from flooring to the final painting touch.

“Green” House Adapted to the Environment
This type of construction is already pre-built in factory, minimizing effectively ressources to produce it. After assembling, you simply have to provide the land of your choice where it will be installed. This approach reduces the impact on your immediate environment and preserves your natural habitat.
Today, the world market is under the spell of manufactured homes. In Japan, you can buy a Toyota home manufactured on a robotic assembly line. In Seattle (USA), Ikea sell their own manufactured home, assembly drawing included.

In research conducted by the magazine "Protégez-Vous" (2009), Carl Jobin, manufactured houses specialist of the Quebec Energy Efficiency Agency, delivers his opinion: Today, if you compare similar new construction, a manufactured home is usually better than those built on site.

Clientele
The housing market continues its positive growth. From 2007 to 2012, the demand for family housing has increased by 9% per year for this market segment. According to the report from Euromonitor International¹, the clientele wishing to acquire a property is changing rapidly. The population is aging and independent seniors are looking for a convenient, affordable, comfortable, and reliable home. Additionally, new families and young professionals are turning to contemporary design to meet new aesthetic criteria, and because they prefer a greener home within reach of their budget.

Furthermore, the number of same-sex couples and those without children are increasing rapidly. These modern and unconventional families are seeking this kind of accommodation mostly because of the flexibility in land choice, the quick installation, and the versatility of this kind of construction. Furthermore, target customers with limited budgets may need to turn to other types of housing.

According to ceo.com: “[The] home building industry is stuck in a paradigm of on-site construction. The idea of ordering a home from a manufacturer simply does not occur to those in the market. In summary, this market caters to a discerning clientele for which quality and durability are significant factors.


² CEO Blog, March 2015 http://blog.ceo.ca/2013/03/15/prefab-homes/
Unlike most of its competitors, the total amount to pay will be the same from the time of signing the estimation, to the final installation of the dwelling. DEVIMMOBILIA, via its exclusive authorized dealers, guarantees that the price signed will be the same following the installation of the dwelling.

The manufactured modular home is often compared to mobile or prefabricated houses. Yet very different in terms of quality, design, choice of materials and its structure, the modular home must be better known to the public to stand out from other products.

Aside from manufactured or prefabricated homes, many types of homes are a conformist choice. Indirect competition is found mainly in the sector of traditional-type houses built directly on construction sites, or by customer interest in condominiums. More recently, there has been a new trend that comes from USA: the micro-apartments.

In New York, for several years, it has been hard to stay at a reasonable price. To improve the situation, the city supports a new type of construction. For example, Small and cheap, a building was built in only nine months. The 55 modules were pre-built and "assembled on site, like giant Legos". The concrete and steel structured house offered by Devimmobilia is already adapted to this type of urban construction. Once the bylaws are adjusted, multistage modular homes could emerge in downtowns.

\[5\] The apartment of New York City’s future..., January 2013

The Asia/Pacific region accounted for 85% of global demand for prefabricated housing in 2014, primarily due to the large markets in China and India. China was the largest national market for prefabricated housing that year, accounting for 32% of global demand, while India represented 29% of worldwide sales. The Asia/Pacific region has the largest population in the world, and opportunities for low cost housing will boost demand for prefabricated housing. Some of the large countries in the region, such as India, have a significantly underdeveloped housing market, and prefabricated housing can be used to address housing shortages.

Worldwide demand for manufactured and modular housing – the fastest-growing type segment – is expected to advance 5.3% per year through 2019. Rising demand for modular homes made from shipping containers in China, and expanding sales of manufactured housing in the US, will boost gains.

Table 3 | World Prefabricated Housing Demand by Region; 2009, 2014, 2019 ('000 units)

<table>
<thead>
<tr>
<th>Item</th>
<th>2009</th>
<th>2014</th>
<th>2019</th>
<th>CAGR 14/09</th>
<th>CAGR 19/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Prefabricated Housing Demand</td>
<td>2405</td>
<td>2956</td>
<td>3380</td>
<td>4.2%</td>
<td>2.7%</td>
</tr>
<tr>
<td>North America</td>
<td>124</td>
<td>134</td>
<td>187</td>
<td>1.6%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>74</td>
<td>55</td>
<td>67</td>
<td>-5.8%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Asia/Pacific</td>
<td>2013</td>
<td>2508</td>
<td>2795</td>
<td>4.5%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Other Regions</td>
<td>194</td>
<td>259</td>
<td>331</td>
<td>5.9%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>

Source: The Freedonia Group
"Green" Buildings
In U.S. housing market, we are adopting a green building strategy to meet consumers demand. Given the high energy costs and the growing interest in green building, the residential construction market now offers interesting opportunities for more environmentally friendly products.

Home construction manufacturers, as well as the owners, are better informed about the means available to them to go green. New homes consume half as much energy as thirty years ago, thanks to new technologies and insulation in construction, along with home improvement techniques.

Given the winter frigid temperatures and summer heat waves in several parts of the world, the search for energy saving is often the main reason motivating the construction of greener homes.

Demographic Projections
A study was completed and updated in 2013 by the Canadian Mortgage and Housing Corporation (CMHC), in collaboration with Statistics Canada. The projections cover five-year periods between 2011 and 2036. According to projections, the number of private households in Canada, estimated at 12.8 million in 2006, should be between 16.3 and 19.7 million in 2036. The Millenial generation (composed of the children of Baby Boomers and enriched by immigration) should be the one whose demographic weight will most affect the demand for new housing, supplanting the Baby Boom generation.

One-person households will increase mainly because of the aging population and changing attitudes, which will cause the formation of families to be perceived differently. Households headed by seniors should double by 2036; they will account for approximately 34% of all households. Compared to other types of housing, apartments occupied by the owner should register relatively high earnings, growth rates exceeding that of other kinds of housing for homeowners.

People Living Alone to Become the Most Common Type of Household
Although all categories of households are expected to see slow growth during the period covered by the projections, non-family households, most of which are composed of one person, is likely to experience a greater increase than others. Increased longevity in both sexes, where women should continue to live longer than men, thereby contributes to the increase in the number of one-person households during the projection period. This increase will also be promoted by the tendency to live alone observed among non-elderly adults, which should persist.

---

Detached Houses Continue to be the Most Common Type of Housing
The trend will continue with homeowner occupied houses. This assumption is based on demographic data on the rate of homeowners, medium-growth households, and the new type of residence sought.

New Standard for "Green" Energy Efficient Houses
There is also the influence of the emphasis in the international scene to climate change. Therefore, municipal and state building codes are likely to be modified in order to accelerate the construction of energy efficient buildings. There are quite a number of incentives to encourage the construction of green buildings. The best known is the LEED (Leadership in Energy and Environmental Design) program.

The concepts learned in the construction of new housing types include:

Location and Linkages (LL)
The location of houses in a socially and environmentally sustainable context.

Sustainable Sites (AES)
Land use that minimizes the impact on the site and directs rainwater.

Energy and Atmosphere (EA)
The high energy performance of the building envelope and equipment.

Materials and Resources (MR)
The efficient use of materials, selection of environmentally-friendly materials, and waste reduction.
The manufactured building is constantly evolving. New markets are developing rapidly. This segment in the construction industry now enjoys a positive image among emerging clientele. Our products offers all the advantages of the dwelling built in the factory, in ideal conditions, in addition to unparalleled quality for this type of building.

With the recent economic recovery in the United States, the housing market is in turmoil. There are many opportunities, especially for the proposal of a new product adapted to current living conditions and with the current tastes. Urbanism is reviewing its accommodation needs. From Chicago to Austin, media such as Fox News⁹ and Reporting Texas¹⁰ mention the millennial generation (20-30 years) and baby boomers as customers ripe for smaller, comfortable and quality dwellings. Whether in New York or other major US cities, town-planners put pressure on city halls to change their regulations in favor of pre-manufactured thoughtful housing units.

On the other side of the globe, Asian countries somehow manage their demographic explosion. New customers - more educated and richer - emerge in China and neighboring countries, looking for a quality product with a Western style, but adapted to their needs. They represent an exceptional clientele drawn by the attractiveness of the Steel Block Habitat concept.

A little further South, the Oceania countries must now consider climate change in their development equation. Weather resistant, energy efficient, quick in its delivery, SBHT™ is the ideal home for protection from disasters or to quickly give shelter to victims of the pranks of nature.

Across the world, the pressure on the real estate market is becoming increasingly urgent for this new type of construction. Significant changes in lifestyle and in the family structure of the last century shall ensure that a modern, flexible, strong and well thought home, offers all the benefits sought by the buyer of today and tomorrow. In the land of the exuberance, Americans are turning to microapartments. In the Land of the Rising Sun, Tokyo already requires some neighborhoods to build with prefabricated homes. And in the Middle Kingdom, Beijing changed its urban zoning in favor of industrialized housing.

With all these changes, it is only a matter of time before all the great cities of the world follow suit and adapt to the new millennium.

---

⁹ [...] micro-apartments on the rise. [...] A changing population, and changing economy are driving this. http://www.fox4news.com/story/19005908/the-talker-micro-apartments-on-the-rise

¹⁰ [...] “The city is becoming more appealing to millennials” – people in their 20s and early 30s – “as well as retirees such as baby boomers who are looking to downsize. http://reportingtexas.com/could-micro-apartments-help-ease-austins-housing-crunch/