

THE DUNES

Demonstrating the Ease and Potential of CrossMod® Homebuilding



In Brawley, California, Roben Homes is proving that CrossMod® homes can deliver the quality buyers want while dramatically simplifying the homebuilding process. At The Dunes, a 580-lot master-planned community in Imperial Valley, CrossMod homes are being installed on permanent foundations and integrated seamlessly into a traditional neighborhood setting.

For Roben Homes President Ray Roben, the decision to embrace CrossMod housing stemmed from a growing affordability challenge. Many local workers earning good wages could no longer afford new site-built homes, while developers faced rising construction costs and lengthy building timelines. After exploring alternatives, Roben Homes concluded that factory-built CrossMod homes offered a better path forward.



“We were looking for a better way to deliver quality homes that working families could actually afford. CrossMod construction gave us that solution. By combining factory-built efficiency with the design and appearance buyers expect in a traditional neighborhood, we're able to build faster, control costs, and bring homeownership within reach for more people. That's why we're investing in this model at scale.”

Ray Roben
President, Roben Homes

BUILT SMARTER. DELIVERED FASTER.

The ease of building with CrossMod homes has become one of the project's greatest advantages. Traditional site-built homes can take months to construct, while factory production significantly shortens timelines, reduces weather delays, and helps minimize development risk. Roben believes the speed, efficiency, and consistency of factory construction make it a natural evolution for the housing industry.

THE DUNES IS ALREADY DEMONSTRATING UNPRECEDENTED MARKET VELOCITY



20

Sales in First
2 Months



100+

Homes Projected
in Year One



2X

Historic Housing
Output

The Dunes is already demonstrating unprecedented market velocity, rapidly outpacing Brawley's historical average of roughly 50 new home builds per year. After securing 20 sales in its first two months alone, the community is on track to sell over 100 homes in its first year—a milestone that would single-handedly double the city's annual new housing output. To meet this accelerating demand, the installation pipeline is moving at a highly coordinated pace: the first five homes were successfully craned onto their permanent foundations last month, seven additional units are slated for delivery in the coming weeks, and another twelve are scheduled to arrive shortly after, proving the speed and scalability of the CrossMod model in real time.

Designed For Today's Buyers

Consumer response has been especially encouraging. Buyers entering the homes are often surprised to find features such as nine-foot ceilings, quartz countertops, subway tile backsplashes, farm sinks, and modern floor plans. Roben notes that many visitors are astonished by the quality and value, challenging outdated perceptions of factory-built housing.

Building a Better Future

As Roben Homes expands The Dunes and pursues additional developments throughout the region, Roben sees CrossMod homes as more than a successful product—they represent a scalable solution to the nation's housing shortage. By combining the efficiency of factory construction with the appearance and performance of traditional site-built homes, The Dunes is demonstrating how CrossMod housing can help deliver attractive, attainable homeownership at scale.