

Skyline Top Manufactured Home Builder in Consumer Survey

By **Patrick Revere** - January 25, 2021



Photo courtesy of Skyline Champion Corporation.

Skyline Homes and other Skyline Champion Corporation brands topped the list of America's most trusted manufactured home builders, according to recent consumer research from Lifestory Research.

The **2021 America's Most Trusted® Manufactured Home Builder Brand Study** surveys consumers actively in the market for a new manufactured home. Factory-built home buyers selected Skyline as the brand that earned the highest confidence. The report also shows that Skyline Champion's brands – Skyline Homes, Genesis Homes, and Champion Homes – captured the top 3 spots in the national trust rankings.

"At Skyline, we don't just stop at creating premier living spaces — we always aim higher," said **Mark Yost**, President and CEO of Skyline Champion Corporation. "We're incredibly honored by both the faith our valued customers have placed in our Skyline brand and this recognition. We look forward to many more years of delivering the very best homes and home-buying experiences."

The study ranked the market's top home builders by surveying 24,377 people looking for manufactured homes during 2020. It was conducted in 35 leading manufactured housing markets in the United States.

Lifestory Net Quotient Score is an **independent ranking of the brands** that most successfully put their customers first and gain trust, the company states. Skyline earned a Net Trust Quotient Score of 103.5 and the 5 Star Trust Rating among survey respondents, placing it at the top of the list.

Skyline Champion credits its innovative team of designers and engineers, skilled homebuilders, and committed service technicians who take care of the customer for the continued legacy of trust in the manufactured home marketplace.

