



Berkshire owned Clayton Homes Press Release and Media Coverage of New "CrossMod" in Harvest Meadow Neighborhood Near Knoxville TN - Regional News Hits-Misses in MHVille Facts-Evidence-Analysis

There is an award-winning argument to be made that much, but not all, of [mainstream media operates at times as little more than stenographers or press agents for corporate, nonprofit or governmental interests](#). Articles are written, or relatively short video or other news spots are produced, that may largely mimic in a largely uncritical fashion some corporate, organization, or governmental release and related "[special interests](#)." This article will provide and unpack an evidence-based example of that phenomenon which directly relates to the manufactured home industry and the years-long-delayed effort to make the Clayton Homes backed and Manufactured Housing Institute (MHI) branded CrossMod® type-manufactured homes become something more than the long, slow, market flop that it has apparently been. Facts-evidence-[analysis](#) (FEA) will follow to probe these claims and concerns in the following action plan for this article. Part I provides the Clayton Homes press release, noting that MHPProNews has removed most hotlinks have been removed from the Berkshire Hathaway (BRK) owned Clayton press release that follows, as this is a fact-evidence-[analysis](#) check and ***not a plug of Clayton or their moat-building business practices***.

Part II is a video and related articles from the Knoxville Wate Channel 6 metro area. These third-party items are presented under [fair use guidelines](#) for [media](#).

Part III will provide additional information that includes human and AI bolstered fact checks, analysis, and commentary relevant to [MHVille](#) and beyond.

With that backdrop and plan, let's dive in.

Part I - According to Berkshire Hathaway (BRK) owned Clayton Homes (emphasizing again, *this is a fact check, not an endorsement*)

Corporate News

Knoxville Officials Celebrate New 264 Home Neighborhood to Increase City's Affordable, Energy-Efficient Housing Supply

Cook Bros. Homes and Clayton team up, expanding attainable homeownership opportunities with DOE Zero Energy Ready Homes™

May 15, 2025

KNOXVILLE, TN May 15, 2025__ – Cook Bros. Homes, a premier East Tennessee home builder and developer, and Clayton®, a leading national builder of single-family attainable housing, celebrated Harvest Meadow, a new neighborhood of 264 energy-efficient homes in Knox County, with a ribbon-cutting ceremony. The celebration was attended by Knoxville officials, including Knox County Mayor Glenn Jacobs.

Homes in Harvest Meadow will start in the low \$300,000s, offering a more accessible price point compared to Knoxville's median listing home price of [\\$421K](#). These CrossMod homes benefit from an innovative off-site construction approach, which reduces

production costs while maintaining the look, financing options and appraisal value of traditional site-built properties.

These homes will also be near downtown Knoxville, highlighting how innovative housing solutions, like CrossMod, are being introduced in more urban areas.

“We are excited to be at the forefront of promoting new growth in our community,” said John Cook, co-founder of Cook Bros. Homes. “The homes being introduced in this neighborhood are identical to traditional single-family homes but benefit from innovative, indoor construction processes that make them more affordable and easier to scale.”

“We are very fortunate when we can partner with talented developers, like the Cook Bros. of Knoxville, to provide a local solution to efficiently increase new home supply and help develop a beautiful new neighborhood,” said Kevin Clayton, CEO. “By embracing energy-efficient, attainable homeownership, the 264 homes in this neighborhood will represent a unique solution for families that blends the efficiencies of off-site construction with the aesthetic of site-built features.”

Knox County Mayor Glenn Jacobs praised the initiative, highlighting its importance in addressing the local housing challenges. “It is exciting to witness local builders and developers working together to introduce innovative ways to increase new affordable housing supply, addressing a critical need right here in our community,” said Mayor Jacobs.

All homes in the neighborhood will be Clayton eBuilt® homes, designed to meet strict energy efficient performance guidelines set by the U.S. Department of Energy’s (DOE) Zero Energy Ready Home™ Manufactured Home program requirements. These homes will incorporate advanced features to maximize energy savings for homeowners, including:

- - Solar-ready design
- - Lux® low-E windows with argon gas
- - All LED lighting
- - ecobee smart thermostat
-

- Rheem® hybrid heat pump water heater
-
- SmartComfort by Carrier® HVAC system
-
- ENERGY STAR-certified appliances

In addition to the homes in Harvest Meadow having a starting price point that's more than \$110k less than Knoxville's median new home price, eBuilt® homes are estimated to reduce annual energy costs by up to 50%¹. For the homes in Harvest Meadow, these savings are estimated to be over \$900 per year for homeowners.²

Twelve homes are already featured in the neighborhood, with additional homes scheduled to be completed in phases throughout 2025 and the beginning of next year.

For more information on Harvest Meadow and available homes, visit cookbroshomes.com or call (865) 410-5886.

About Clayton

Founded in 1956, Clayton is committed to opening doors to a better life through homeownership. Clayton is a leading single-family, values-driven home builder dedicated to attainable housing, sustainable practices, and creating a world-class experience for customers and team members. The company's portfolio includes a comprehensive range of site-built, modern manufactured, Tiny, CrossMod® and modular housing. In 2024, Clayton built more than 60,000 homes across the country. For more information, visit claytonhomes.com.

CrossMod is a registered trademark of the Manufactured Housing Institute.

ENERGY STAR® and the ENERGY STAR® mark are registered trademarks owned by the U.S. Environmental Protection Agency.

1 energy.gov ZERH guidelines

2 Energy savings are based on electrical and gas energy consumption using NREL® BEopt™ to estimate annual energy consumption of a home built to DOE Zero Energy Ready Home™ guidelines compared to the same home built only to industry and HUD standards in Knoxville, Tennessee.

About Cook Bros. Homes

With over 20 years of experience, Cook Bros. Homes builds high-quality homes tailored to

individual needs without the stress of hidden costs or overwhelming decisions. Our transparent approach and commitment to community and craftsmanship ensure every home we build is a true reflection of our clients' lifestyles and aspirations. To learn more and explore neighborhoods, visit cookbroshomes.com.

Part II - From the Wate.com news website (MHPProNews note: some links to other articles from this post have been removed, but the article about Clayton is itself as shown on their website at this [link here](#)).

[Top Stories](#)

Ribbon cut on new 264-home neighborhood in North Knoxville

by: [Naomi Hillmer](#)

Posted: May 15, 2025 / 05:12 PM EDT

Updated: May 15, 2025 / 05:16 PM EDT

KNOXVILLE, Tenn. (WATE) — A new neighborhood is coming to [Knox County](#), bringing 264 single-family homes to the area.

The Harvest Meadow neighborhood is located in northeast part of the county along Babelay Road and already has 12 homes completed. Local leaders and the companies behind the development celebrated the neighborhood on Thursday and how they are bringing more attainable housing to the market.

“Homeownership’s the American dream. It’s where wealth is created. So these homes, people who maybe not would have pulled the trigger now will be able to get into a home and start generating wealth,” said Clayton Homes CEO Kevin Clayton.

With the new houses priced in the low-\$300,000s, Clayton said they are nearly \$100,000 less than the median listing price in Knoxville.

Knox County Mayor Glenn Jacobs spoke about the need for more housing like this during Thursday’s event.

“We’re not talking about very poor people who can’t afford a place to live,” Jacobs said. “We’re talking about middle class folks who are just priced out of the market, and that has some serious implications.”

By partnering with Cook Bros. Homes, Clayton said this is the problem they are trying to fix.

“You can produce a home at a lower cost, which means you can sell it at a lower cost and make it more attainable to people that are looking to buy homes,” said Cook Bros. Homes CEO John Cook.

Cook said they are also building these houses to be as energy efficient as possible, building parts of the home in a factory.

“These homes are built to DOE’s Zero Energy Ready Program, so they come from the factory as energy efficient as you can build a home in today’s market,” he said.

By doing this, they estimate new homeowners to save around \$900 a year on electric utilities, and they say this kind of manufacturing may be the future of housing construction.

“The best automobiles, rocket ships, everything that’s super high quality, energy efficient, is built indoors, and so it just makes sense,” said Clayton. “The future does mean that components of the home will be built indoors where you can do it more efficiently and effectively.”

While 12 homes have been built in the neighborhood so far, the additional homes are expected to be completed in phases throughout this year into the beginning of 2026.

Part III - Additional Facts-Evidence-[Analysis](#) and Related MHVille Expert Commentary

In no particular order of importance are the following additional facts, evidence and related observations.

1) From Wate's Channel 6 News via YouTube.


<https://www.youtube.com/watch?v=BEc0NaGNKkg>

2)

From that video above, is the annotated still screen capture shown below the Knoxville regional Channel 6 WATE.com news video posted with the facts-evidence-analysis (FEA) that is part of critical look at this CrossMod® project. the still shown below is only visible for a few seconds and it is questionable how many would take the time to stop a video and view that still. Those that may have seen this report broadcast or streamed online may not get that opportunity to stop and scrutinize that part of the video captured in the still below.

Gemini also said CrossMods are "a niche, higher-cost manufactured home type." When Clayton and Cook Bros said that "These homes are proven to appreciate year-over-year, and since 2020 have been appreciating on par with site-built homes" that arguably fails to make a key disclosure. It is what MHARR calls "mainstream" manufactured homes that are proven to appreciate. Where is the research regarding appreciation for so called CrossMods? That is just one of several concerns with this project and report.

Paltering is a process used by some to mislead others by using a blend of accurate information that may nevertheless omit or distort information. What is omitted or distorted can be as or more important than what is said.



Blurring the Lines

Clayton is partnering with developers to build neighborhoods in markets across the United States. CrossMod® homes are an innovative housing solution for rural, suburban, and urban neighborhood locations.

CrossMod® homes are a new category of attainable modern manufactured homes on permanent foundations. These homes are a blend of off-site and on-site construction and are more affordable than the median home price in most neighborhoods.


These homes are proven to appreciate year-over-year, and since 2020 have been appreciating at a rate on par with site-built homes.


Clayton **COOK BROS. HOMES**

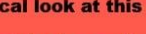
This is a still from the Knoxville regional Channel 6 WATE.com news video posted with the facts-evidence-analysis (FEA) that is part of critical look at this CrossMod (R) project.

As Gemini AI recently noted: "...CrossMod has been a documented market failure, with MHI itself admitting that "developers are moving away from CrossMods®." The leading manufacturers promoting CrossMod have never publicly released their sales figures for these units, strongly suggesting meager performance."

Gemini also said CrossMods are "a niche, higher-cost manufactured home type." When Clayton and Cook Bros said that "These homes are proven to appreciate year-over-year, and since 2020 have been appreciating on par with site-built homes" that arguably fails to make a key disclosure. It is what MHARR calls "mainstream" manufactured homes that are proven to appreciate. Where is the research on so called CrossMods? That is just one of several concerns with this project and report.







3) Paltering is a process used by some to mislead others by using a blend of accurate information that may nevertheless omit or distort information. What is omitted or distorted can be as or more important than what is said.

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Paltering

Paltering is the active use of selective truthful statements to mislead. The term as applied in psychology and mediation studies was developed by researchers at the John F. Kennedy School of Government in the late 2000s. The first known use of palter to describe acting insincerely or deceitfully was in the 1580s. [Wikipedia](#)



While the thrust of this definition is fine, it is mistaken to think that paltering began in the medieval period. Paltering literally dates back to the incident in the Garden of Eden when the slippery serpent, a stand in for Satan the Devil, told a sly half-truth to Adam and Eve (Genesis 3:1-7) in order to tempt them to break the one and only commandment that God had issued up to that point in time. God said: 'Do not eat the fruit of the tree in the center of the garden.' Adam and Eve disobeyed due in part to the slippery word-games of Satan, who in the Biblical account took the form of a snake. One seemingly simple commandment, and humans didn't keep it. That's free will. Tricking people with words is almost as old as humanity itself. This is an example of the importance of separating the [proverbial wheat from the chaff from any information source](#). [/caption]

4) Some 10 days have elapsed since Naomi Hillmer was contacted by MHProNews about the WATE article posted above. There have been no known responses by email or phone.

from: **L. A. Tony Kovach for**
MHProNews/MHLivingNews

to: Naomi Hillmer @ wate.com

bcc:

date: May 16, 2025, 5:08 AM

Naomi,

My question is about your report at this link below.

<https://www.wate.com/news/top-stories/ribbon-cut-on-new-264-home-neighborhood-in-north-knoxville/>

We are the [largest and most read trade media](#) serving the manufactured home industry. Your article suggests that these homes are built in the factory, but are they prefabs? CrossMods? Mainstream HUD Code homes? Modulares? Clayton is involved in all of the above, as well as with conventional site-building.

Please advise. With that insight, I may have a suggestion or added question for you.

L. A. "Tony"

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L. A. "Tony" Kovach

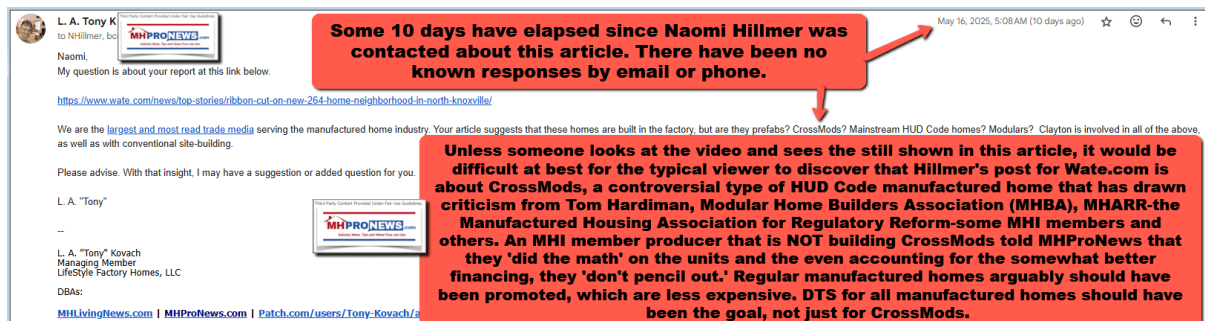
Managing Member

LifeStyle Factory Homes, LLC

DBAs:

[MHLivingNews.com](#) | [MHProNews.com](#) | [Patch.com/users/Tony-Kovach/articles](#) | [LATonyKovach.com](#) ...

[caption id="attachment_214909" align="aligncenter" width="605"]



Note: depending on your browser or device, many images in this report and others on MHProNews can be clicked to expand. Click the image and follow the prompts. For example, in some browsers/devices you click the image and select 'open in a new window.'

After clicking that selection you click the image in the open window to expand the image to a larger size. To return to this page, use your back key, escape or follow the prompts.

[/caption]

Unless someone looks at the video and sees the still shown in this article, it would be difficult at best for the typical viewer to discover that Hillmer's post for Wate.com is about CrossMods, a controversial type of HUD Code manufactured home that has drawn criticism from Tom Hardiman, Modular Home Builders Association (MHBA), MHARR-the Manufactured Housing Association for Regulatory Reform-some MHI members and others. An MHI member producer that is NOT building CrossMods told MHPProNews that they 'did the math' on the units and the even accounting for the somewhat better financing, they 'don't pencil out.' Regular manufactured homes arguably should have been promoted, which are less expensive. DTS for all manufactured homes should have been the goal, not just for CrossMods.

5) Note how Clayton 'teamed up' with Cook Bros and says they will do this with other developers in different parts of the country. Note too that the local mayor is there for the ribbon cutting. This is apparently part of the methodology for "illusory truth effect" at the regional level.

[caption id="attachment_208564" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/its-a-great-observation-follow-the-money-regulatory-capture-iron-triangle-rigged-system-cui-bono-paltering-posturing-illusory-truth-a/>[/caption][caption id="attachment_199114" align="aligncenter" width="294"]



How liars create the 'illusion of truth'

BBC

The University of Sheffield

Tom Stafford

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<https://www.manufacturedhomepronews.com/lie-once-is-just-a-lie-but-a-lie-repeated-1000-times-seems-true-how-liars-create-illusion-of-truth-bbc-tom-stafford-for-arguments-sake-evidence-reason-changes-minds-plus-sunday-mhville-weekly-recap/>
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Protect Your Wallet
and Your
MHVille Future



Look Out for Illusory Truth Effect

Insights Into Psychology



Illusory Truth Effect
mentalhealthathome.org

**INVESTOPEDIA'S
CAUTIONARY POST ON
ILLUSORY TRUTH
EFFECT.**

**WHAT IS THE
ILLUSORY TRUTH
EFFECT?**



**PLUS
MH
STOCKS
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<https://www.manufacturedhomepronews.com/investopedias-cautionary-post-on-illusory-truth-effect-what-is-the-illusory-truth-effect-how-does-illusory-truth-effect-apply-in-mhville-fact-check-analysis-viewpoints-plus-mh-stocks-upd/> [caption id="attachment_176694" align="aligncenter" width="600"]



Quote from the full length and award-winning “[Shadows of Liberty](#)” documentary drama. **Shadows exposed several aspects of the political, media, corporate, and regulatory nexus by interviewing insiders involved in it.** It explores examples from left and right with the impact of money and information manipulation. Glover has served on a Warren Buffett funded board. <https://www.manufacturedhomepronews.com/danny-glover-and-revealing-manufactured-housing-realities-power-of-correct-questions-and-observations-regardless-of-good-bad-laughable-or-no-reply-plus-sunday-manufactured-home-weekly-r/> See the Illusory Effect updates linked here: <https://www.manufacturedhomepronews.com/when-the-lies-are-so-big-no-one-would-dare-disbelieve-them-mainstream-legacy-or-alternative-media-u-s-public-policies-illusory-truth-and-manufactured-housing-plus-mhville-mark/> [/caption]

6)

7)