



AUGUST NEWSLETTER



Let's talk about small. Not "scared to grow up" small, but strategic, intentional, shake-up-the-industry kind of small.

At least to start.

At ModMod, we're big believers in the power of starting *small and smart*—and no, that's not just an excuse to avoid massive investor decks or wearing suits to pitch meetings. It's allowed us to take the bull by the horns and learn by doing.

🚧 Why Our Factory is “Cozy” to Start

When we launched ModMod, we didn't lease a football field of warehouse space, raise a zillion dollars, and promise the world an instant housing revolution. Nope.

We started with a lean, mean, micro-factory machine (aka factory) that gave us something far more valuable than square footage: *flexibility*.

This approach has let us prototype faster, tweak smarter, and pivot with purpose. It's like test-driving your dream car you commit to putting it in mass production. And let's be real—some of these other prefab startups get stuck building the same model over and over because they raised so much capital upfront, their investors get allergic to change.

We call it the —amazing marketing, but not so great when you want to actually EVOLVE.

In fact, the industry as a whole is moving towards micro-factories, so we are ahead of the curve if you think about it!



Why Smaller Units Are a Big Deal

On the production side, we're obsessed with making modular units that are easier to build, ship, and install. Not kits that you have to put together and spend a ton of time with site work once they arrive, but as turnkey as we can possibly make them.

Smaller modules mean fewer logistical headaches, less time on-site, and lower costs across the board. They also fit better in urban infill lots, workforce housing developments, and remote resort builds where access is tight and space is gold.

Smaller units also give future residents what they want: spaces designed for real life.

Efficient layouts. Smarter storage. Minimalist vibes that don't require you to become a monk or give up your dog.

And let's not forget—smaller homes are more sustainable. Less material waste. Lower utility bills. A lighter footprint for our planet (and your wallet).

Small = Nimble = Future-Proof

Starting small has given us room to explore, refine, and improve—without pressure to “go big or go home.” It's given us the space to test systems and build better ones. To find the sweet spot between scalability and sanity.

And most importantly, it has let us focus on our real mission: delivering quality modular homes at a speed and price point that makes sense .

We're building smarter. Living leaner. And solving big problems by starting small.

Want to see what “small but mighty” really looks like? Stay tuned—we always have new designs, ideas and projects to share!

Until then, thanks for being part of the ModMod movement. We're glad you're here!

Cheers!

Darren & Becca, founders of ModMod

AVAILABLE NOW!



FLEX 400

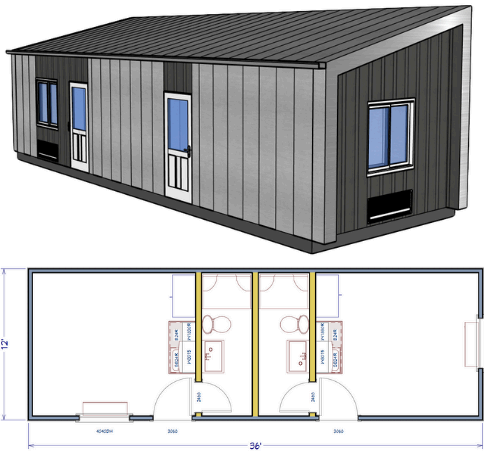
\$79,100

12' x 36' / 432 sq ft space

This home is almost complete and available for quick delivery



MODMOD MODELS



Studio Duplex

Turnkey & Modular

starting as low as \$75,500/unit

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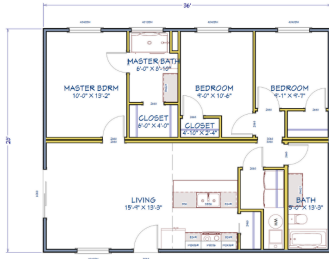
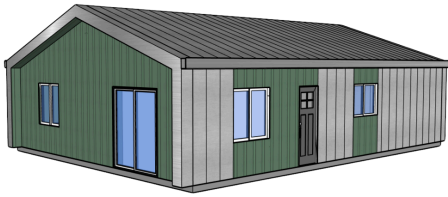


Flex 300/400/500

Turnkey & Flexible

starting as low as 59,300/unit

[Learn More](#)

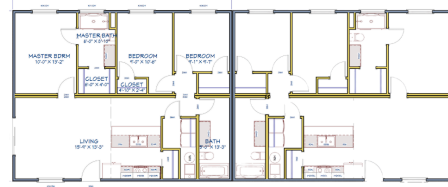


ModMod 1000

3 bed/2 bath 1,008 sq ft

starting as low as \$152,000

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Duplex 2000

2 units, 3 bed/2 bath each

starting as low as \$299,900

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