



Retailer Training Guide



Maynardville

Partnering together for the
best customer experience.



About Us

QUALITY, AFFORDABILITY, CHOICES

QUALITY CONSTRUCTION & MATERIALS THAT LAST

- 2x6 Floor joist with 16" on center construction
- Full length outriggers
- Solid 5/8" OSB T&G Decking
- 2x4 exterior walls with 16" on center construction

AFFORDABLE HOMES THAT FIT YOUR BUDGET

- The Blazer Extreme BRX16763C
- The Lifestyles Powerhouse BLR16763Q
- The Entertainer FAC16763A
- The Social BLR16723A

REAL CHOICES YOU LOVE TO LIVE WITH

- High-quality cabinets
- Durable, long-lasting vinyl floor
- Additional kitchen options and upgrades
- Master bath layouts

And these are just a few! View our design center, options and upgrades.





Our Standards

CONSTRUCTION & PRODUCTION

CONSTRUCTION

FRAME & FLOOR SYSTEM

- American Steel Chassis
- Full Length Outriggers on Chassis
- Removable Hitch
- Solid OSB Floor Decking – 5/8"
- Tongue and Groove Installation of OSB decking
- Pex Fresh Water Lines
- PVC Plumbing
- One Piece Aluminum Heat Duct

WALLS

- 2"x 4" Exterior Walls – 16" on center
- Classic Panel Wall Coverings (all walls glued & stapled)
- Knauf Insulation
- Georgia Pacific Vinyl Siding
- Matching Vinyl Corner Post
- 8' Flat Sidewalls
- GFI Electrical Protected Outlets – Kitchen & Baths
- All copper Electrical Wiring
- 200 AMP Panel Box
- Wired & Plumbed for Washer and Dryer

ROOF

- Engineered roof Trusses – 24" on center
- 7/16 OSB (Oriented Strand Board) roof decking
- Blown Insulation in roof cavity
- CertainTeed 20 Year fiberglass roof shingle with protective underlayment
- Metal Fascia with drip edge installed
- Ridge cap and vents installed for air ventilation in roof cavity

PRODUCTION

INTERIOR

- Upgrade 2 Panel Interior Pre-hung Doors
- Hand Textured Stipple Ceilings
- Whole House Water Cut-off in Utility Room
- Linked and Battery Back-up Smoke Detectors
- Wire-rack Closet Shelving
- Electric 200 amp Service
- Digital Thermostat
- Scald Protected Shower & Tub Faucets
- Residential Light Switches
- Glass Light Globes

EXTERIOR

- Georgia Pacific Vinyl Siding
- CertainTeed Fiberglass Roof Shingles
- Raised Panel Shutters
- Overhang on Front End Wall of Home
- Large Steel Front Door
- American Steel Chassis
- OSB (Oriented Strand Board) Roof Decking
- Exterior Lights at Exit Doors
- Vinyl-Ready Skirting

KITCHEN

- Frigidaire Kitchen Appliances
- Picture Frame Cabinet Doors
- Brushed Nickel Cabinet Pulls
- Upgraded Counter Top Coverings
- Deep Stainless Kitchen Sink
- 30" Electric Range
- Power Range Hood with Light
- 18' Frost-free Refrigerator
- 42" DuraCraft Overhead Cabinets

FLOORS

- Congoleum Vinyl Floors in Wet Areas
- Shaw Carpet
- Rebond Carpet Pad
- OSB (Oriented Strand Board) Floor Decking

Our Suppliers

HOMES BUILT WITH QUALITY & INNOVATION

FRIGIDAIRE



KNAUFINSULATION
it's time to save energy

 **Wilsonart**



Legacy
Floorcovering

Congoleum

 **Shaw**
FLOORS

 **THE EMPIRE**
BRASS COMPANY
Since 1903



 **Shaw**
Carpets


Georgia-Pacific

CertainTeed
SAINT-GOBAIN



Team Maynardville



MIKE BUNCH

Sales Manager

Started in 1997



WILL WRIGHT

Market Development Manager

William.Wright@ClaytonHomes.com

Office: (865) 992-3851

Cell: (865) 323-3440

Started in 2016



JOHN SHELTON

Market Development Manager

John.Shelton@ClaytonHomes.com

Office: (865) 992-3851

Cell: (865) 680-8657

Started in 2006



KRISTINA GOLD SHERRITZE

Sales Coordinator

Kristina.Gold@ClaytonHomes.com

Office: (865) 992-3851

Started in 2006



COREY MOORE

Market Development Manager

Corey.Moore@ClaytonHomes.com

Office: (865) 992-3851

Cell: (865) 850-6707

Started in 2012



MEGAN TURNER

Office Administrator

Megan.Turner@ClaytonHomes.com

Office: (865) 992-3851

Started in 2017



JOSH MORRISON

Market Development Manager

Josh.Morrison@ClaytonHomes.com

Office: (865) 992-3851

Cell: (865) 622-1550

Started in 2002

Mobile Website

HOME PAGE

Click here to return to home page from any page



NAVIGATION

Click here to access the site navigation from any page

NAVIGATION

Click X to exit out of navigation

ABOUT US

Click the plus sign to access all "About Us" pages

ABOUT US

OUR TEAM

QUALITY, AFFORDABILITY, CHOICES

CONSTRUCTION STANDARDS

PRODUCT STANDARDS

ENERGY SAVINGS

OUR SUPPLIERS



SOCIAL MEDIA

Click icons to reach page



HOMES

All Models
Floor Plans
Photos
Virtual Tours

ADD A SHORTCUT TO YOUR HOME SCREEN

iPhone

Go to claytonmaynardville.com in the **Safari App**

Click at the bottom of the browser app screen

Scroll over and click on **Add to Home Screen**

Android

Go to claytonmaynardville.com in the **Chrome App**

Click the **Menu Button** in the top right

Click on **Add to Home Screen**



DESIGN CENTER

Photos of Design Options

Accent Wall Panels
Cabinets
Carpet
Countertops
Drapery
Main Panels
Paint
Shutters
Vinyl Floor
Vinyl Siding



OPTIONS & UPGRADES

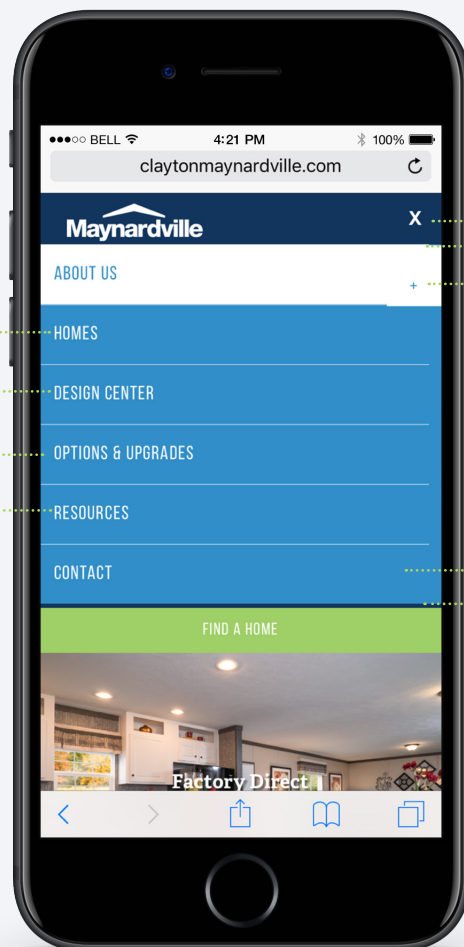
Photos of Options/Upgrades

Appliances
Baths
Exterior
Interior
Kitchen Options
Lighting



RESOURCES

Series Product Guides
Communities Brochure



MAIN SITE NAVIGATION



CONTACT US

Location
Phone
Email
Social Media

MAKING CHOICES ON THE GO

The Maynardville Mobile Website has improved the decision-making process for our customers. We've delivered a flexible and easy-to-use site that works as well on a smartphone as a desktop. Imagine standing next to a cabinet and simply swiping on your phone to find a countertop to match.



DESIGN CENTER

Click Design Center Menu to see the latest decor offerings from Maynardville



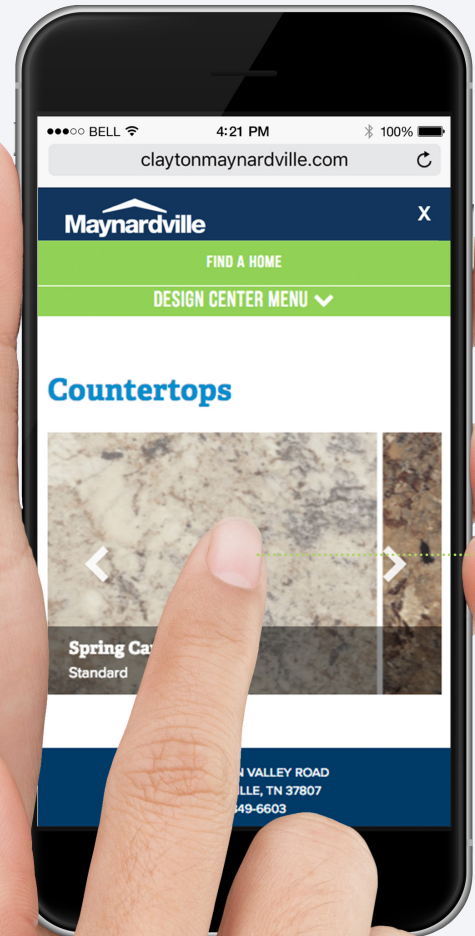
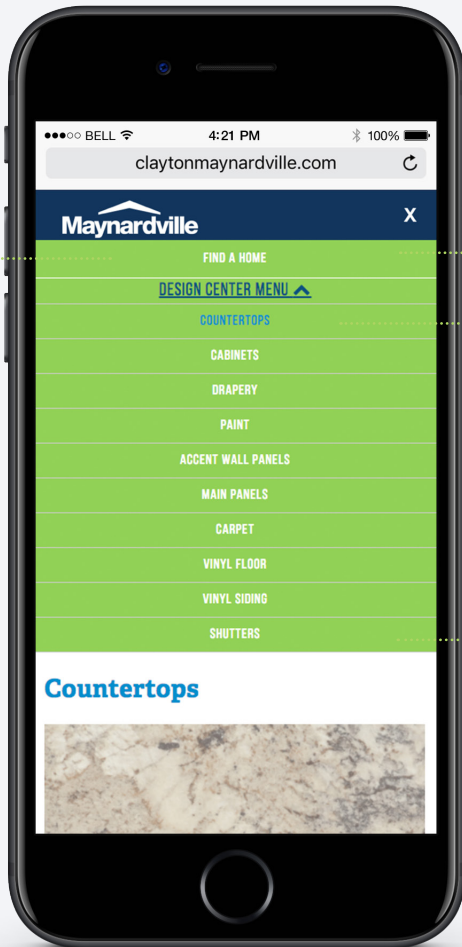
NAVIGATION

Swipe left or right to see photos of the design options in each category



NAVIGATION

Choose a type of decor from the drop down menu



FIND A HOME

Click here to access photos, floor plans, and virtual tours for each model

A white Clayton service truck with blue and green accents is parked outdoors. A white pickup truck is being lifted by the truck's hydraulic system. The Clayton logo and the slogan "Have it made" are visible on the truck. The truck has "USDOT 594023", "KYU 590566", and "18-9726" on its side.

Why Choose Maynardville?

OUR NET PROMOTER SCORE (NPS)

In 2015 Maynardville scored #1 out of all Clayton Home Building facilities in Servicing, finishing with a 79.70%. In 2016, Maynardville finished strong at #2, right on the heels of first place.

NPS is based on the Customer's Experience from walking into a retail center to the customer happily settling into their new home. This includes service issues being completed in a satisfactory time frame and great communication being present throughout the entire process.



"Maynardville strives to stay at the top of the game. That makes us all strive to be the best we can be and to be the best in the company."

JEFF "JJ" JENKINS, SERVICE MANAGER

Started at Clayton in 1985



"It's important to me to coordinate the correct part deliveries with our retailers. I want to represent the plant as best I can. It means a lot to our retailers and the new homeowners knowing Maynardville did our best to provide them with the best experience."

SHARON CARPENTER, PARTS MANAGER

Started at Clayton in 1999



Why Choose Maynardville?

THE RETAIL EXPERIENCE WITH OUR PRODUCT

"Appeals to all incomes/backgrounds/age groups from 'millennials to baby boomers'... affordable to the masses...and durability."

HC #848, CLAYTON HOMES, NORTHPORT, AL

"Maynardville makes a great home—one of fine quality of the Clayton Lines. What truly sets Maynardville apart are the Market Development Managers and Service Department! If an issue arises, you have complete trust Maynardville Plant will help you!"

HC #046, CLAYTON HOMES, GRAYSON, KY

"Exceptional sales support...fast, accurate, and dependable."

HC # 243, OAKWOOD HOMES, ELIZABETHTOWN

"Our lot has added four new brands this year and Maynardville, by far, has had the biggest impact. Very affordable homes that still offer the customization our customer want."

HC# 1049, TRUVALUE HOMES, ALEXANDRIA, AL

"I would sum it up with three words: quality, variety, and options! Lots of floor plans, lots of options, energy efficient, and quality of construction!"

HC# 853, CLAYTON HOMES, GEORGETOWN, KY

"The product is a sound investment for me and my customers. I know that I can back up my claims because the products are very consistent in quality. I can count on the plant for help with any issues that occur and get parts if needed. Service is important and I always feel that any problems that might come up will be addressed and resolved."

WAYNESVILLE HOUSING MART, LLC, NORTH CAROLINA

"Of course the house is great quality and the pricing is where it needs to be, but the reason we choose Maynardville is the people that work there. Always attentive to our needs, and a Sales Manager, Sales Rep, and most importantly a Service Manager that is second to none!"

HC # 31, CLAYTON HOMES CLINTON HWY, KNOXVILLE, TN



LED Lighting

TOP 10 BENEFITS

1: LONG LIFE

LED Lighting features long operational life time expectations. LED bulbs and diodes have an outstanding operational life of 11 years of continuous operation or 22 years of 50% operation.

2: ENERGY EFFICIENT

LED lighting features significantly higher energy efficiency and is today's most efficient mode of illumination. It has an estimated energy efficiency of 80%–90% compared to conventional light bulbs.

3: ECOLOGICALLY FRIENDLY

LED lighting is significantly more eco-friendly than traditional incandescent lighting. LED lights are free of toxic materials and are 100% recyclable, reducing carbon footprint by up to a third.

4: DURABLE

LEDs are built with sturdy components that are highly rugged and can withstand even the roughest conditions, including shock, vibrations, external impacts, and exposure to weather.

5: ZERO UV EMISSIONS

LED lighting features negligible UV emissions. It produces little infrared light and close to no UV emissions. Because of this, LED lighting is highly suitable for the illumination of UV sensitive objects or materials.

6: DESIGN FLEXIBILITY

LED lighting can be combined in any shape to produce highly efficient illumination. Individual LEDs can be dimmed, resulting in a dynamic control of light, color and distribution. Well-designed LED illumination systems can achieve fantastic lighting effects, not only for the eye but also for the mood and the mind.

7: IMPERVIOUS TO CLIMATE

LED lighting ideal for operation under both extremely hot and cold outdoor temperature settings. This makes LED illumination the ideal choice in outdoor winter settings.

8: LIGHT DISPERSEMENT

Well-designed LED illumination systems are able to deliver light more efficiently to the desired location. Designed to focus its light, LEDs can be directed at a specific location without the use of an external reflector.

9: INSTANT LIGHTING

LED lights brighten up immediately upon being powered on and can be switched on and off frequently without affecting the LED's lifetime or light emission.

10: LOW-VOLTAGE

LED lighting can run on low-voltage power supply. This makes it easy to use LED lighting in outdoor settings by connecting an external solar-energy source.

Product Lines



BLAZER EXTREME

The Blazer Extreme series is designed to match the modern American lifestyle. The Blazer Extreme series can make your American Dream become a reality!

BLUE RIDGE

The Blue Ridge home series can help satisfy your American Dream. These floor plans provide the ideal ambiance for the contemporary American family. Whether you are a first-time homebuyer or you're simply looking to downsize, this series is just right for you.



LIFESTYLES

Inspired by the magnificent examples of contemporary architecture, the Lifestyles home series is luxurious and sophisticated. These expansive homes offer great opportunities and feature spacious bedrooms, modern bathrooms and a stylish and sleek kitchen.

PROMOTIONAL

Focused on functionality, order and structural simplicity, the Anniversary Home Series is a true paragon of contemporary living. However, if you're looking for a compact or inspirational design, our Breeze Home Series fosters a free and lively lifestyle.



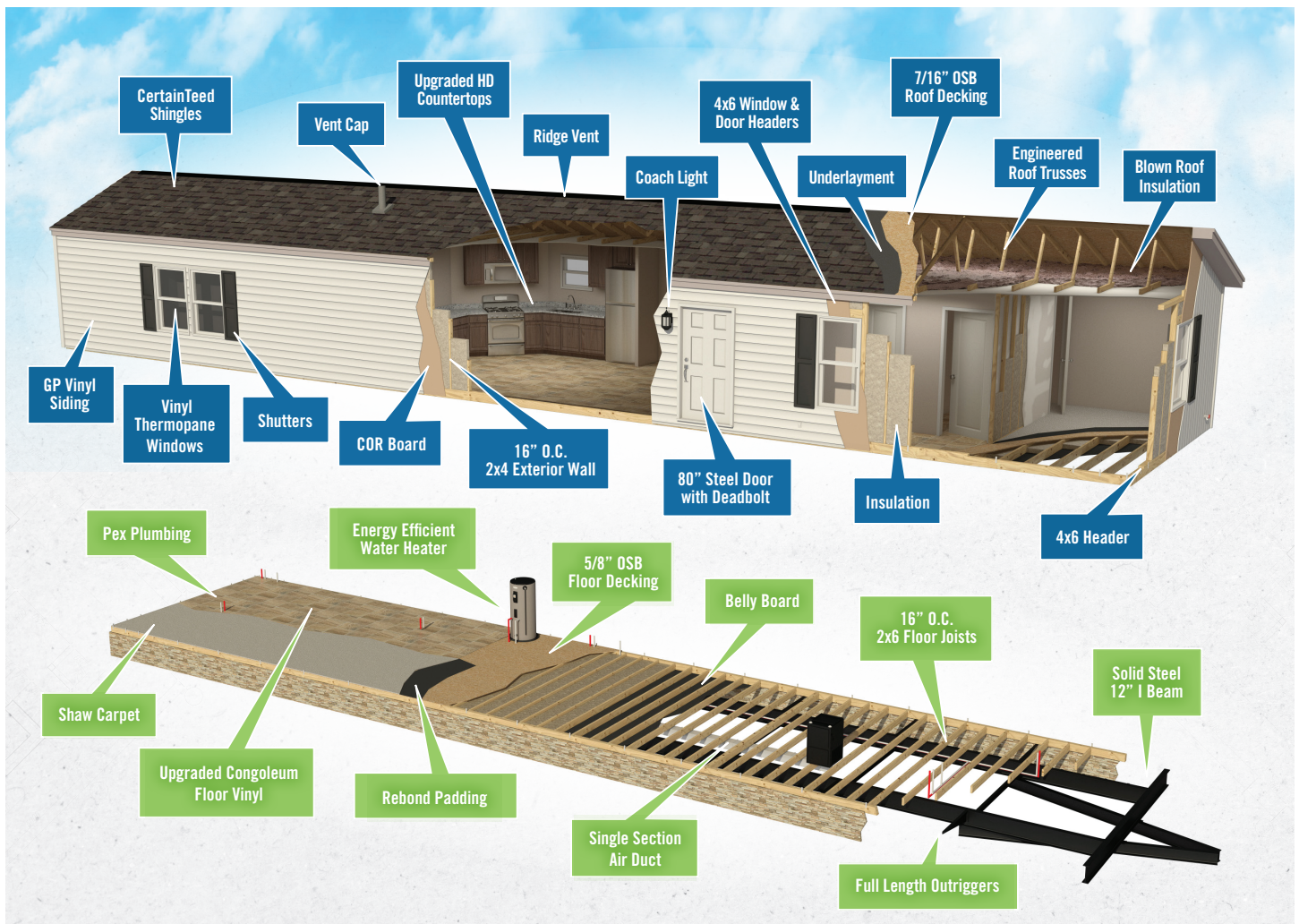
VISION EXTREME

The Vision Extreme Series is a true gem specially designed embodying American comfort. We have prepared convenient and modern floor plans. You will be able to live safely and comfortably in your new home, which embodies a simplistic, yet detailed design.

The Advantages of Maynardville

FEATURES & BENEFITS

We have chosen to exceed the HUD standard in many areas. Integrity in our product without sacrificing quality is a priority. We choose to add structural strength, higher grades of countertops and flooring, and a modern appeal providing our customers with a home that will last a lifetime.



EXTERIOR

FEATURE

- Georgia Pacific vinyl siding
- CertainTeed asphalt/fiberglass roof shingles
- Oriented strand board (OSB) roof and floor decking
- 36" six-panel steel front door with storm (opt)
- Raised panel vinyl shutters front of home
- 2"x4" exterior walls 16" on center
- Standard R11-11-21 Zone II insulation
- Low E Vinyl insulated windows (opt)
- Removable hinges
- GFI outside electrical outlet
- Frost-proof outside faucet std (core product)
- Ridge Vent
- Foam COR-Board
- Engineered Roof Trusses
- Underlayment
- 4x6 Timber Door/Window Headers

BENEFIT

- Maintenance-free exterior with lifetime warranty
- Limited 20-year warranty
- Stronger product & more durable against moisture
- Vinyl-clad steel insulated door for more security
- UV protected from fading
- Great structural strength for load bearing walls
- Tighter insulation fit with moisture barrier
- Easy cleaning, no condensation, energy efficient
- Easier on setup crews & frame not visible
- Easy access to power source on outside of home
- Easy access to outside water for cleaning
- Ventilates damp, warm air, increasing energy efficiency
- Lightweight, strong, flexible to resist cuts/dents
- Triangulated structural system to support roof
- Water-resistant material barrier
- Higher integrity lumber, keeps frames square

FLOORING

FEATURE

- Rebond carpet pad
- Shaw carpets
- 5/8 OSB T&G decking
- Congoleum vinyl floor
- 2"x6" transverse floor joist 16" O.C.
- One-piece aluminum heat duct
- Vinyl entry at front door (core product)
- Belly Board
- 4x6 Timber Headers
- 100% United States produced steel frame
- Full length outriggers
- PEX plumbing

BENEFIT

- Bounces back in high traffic areas (carpet last longer)
- Industry leader known for quality
- Structural strength, higher integrity flooring
- Brand name, durable in high traffic areas, free floating
- Stronger floor system, less floor squeaks
- Efficient system equals less heat loss
- Keeps carpet cleaner from front door traffic
- Industrial plastic, provides a moisture barrier
- Natural lumber, higher integrity and strength
- Stronger & more reliable than other steel
- More structural strength for weight transfer
- Flexible, resistant to scale, non-corrosive

KITCHEN

FEATURE

- Frigidaire appliances
- Wilsonart high-definition countertops
- 30" electric range
- 42" DuraCraft overhead cabinets
- Side-mounted metal drawer guides
- First alert fire extinguisher In kitchen
- Power range hood with light
- Cabinets include center shelves (opt)
- Stainless steel sink
- Multiple appliance packages (opt)

BENEFIT

- Brand name, very dependable, direct customer support
- Upgraded mill, high definition, scratch-resistant
- Easy oven cleaning with removable door & heating elements
- Durable, long-wearing, water-repellent surface
- Smoother than wood on wood drawer guides
- Easy access in case of emergency
- Vented to exterior with cook top lighting system
- More storage space for pots & pans
- Easy clean sink, don't worry about chipping paint
- Color & upgrade flexibility

**Product is subject to change without notice.*

Maynardville



FIND US

📍 164 Raccoon Valley Road
Maynardville, TN 37807

☎ 800-849-6603