

# Destiny Industries: *Colquitt County's best-kept secret*

*written by* **Wayne Grandy**

**D**estiny Industries President and Chief Operating Officer Donnie Edwards calls the Moultrie manufactured and modular home-builder “Colquitt County’s best-kept secret.”

Certainly, many residents might not know that the company, which first started building homes here in 1978, has some 260 employees. Its climate-controlled plant, located behind the shopping center that includes Publix grocery store, is some 230,000 square feet and produces some 600 homes a year.

And last year, Destiny did \$47.8 million in sales, Edwards says.



**There are a number of options available in a Destiny Home.**



“And we grew it 18 percent over the previous year and 2017 was 34 percent over 2016,” Edwards said. “We’ve been very blessed, to say the least.”

Quality is what Destiny sells to its 65 dealers located throughout the Southeast – including Hall’s Manufactured Homes on the Veterans Parkway — and to contractors located in five states, said Bob Qurnell, executive vice president of sales/marketing.

“I challenge anyone to build what we build,” he said. “Our homes are well-built. They really are.”

A Housing and Urban Development (HUD) inspector is on-site, ensuring the homes produced are up to code.

Destiny’s modular homes also are approved by state agencies that ensure up to those codes.

“About 80 percent of what we build are HUD-code homes,” Qurnell said. “HUD regulates manufactured housing. The HUD-code homes are built on a chassis and are delivered to the home site virtually complete.”

The systems-built, or modular homes, are built to comply with local and state codes.

And with design, engineering and approval, “It’s a process to get those plans done,” Qurnell said.

Edwards said that site-built homes in Colquitt County must be able to withstand wind gusts of 90 mph.

Destiny Homes start at 110 mph and can be built up to 180 mph wind speed, Edwards said.



Every home is built in-site in a manufacturing facility in a controlled environment without any weather delays.

Edwards added, “I challenge a builder to put a house on a carrier and ship it down the road. We do it every day. And we can build faster than site-built.”

Qurnell noted that despite the severe weather that has hit the Southeast in recent years, “There has been no shutdown time. Our people know they are going to work every day.”

And, Qurnell noted, “We build with more efficiency and more consistency. And the cost per square foot is less.” >>>

**There are a large number of options available for inclusion in a Destiny Home.**

Destiny homes offer a variety of interior combinations.



Bill Edwards, Donnie Edwards, Bennie Alderman and Frank Pidcock opened Destiny Industries Inc. in Moultrie in 1978 and the company operated successfully until it was sold to Oakwood Homes in 1996.

The management team bought the company back from Oakwood in 2003 and currently owns Destiny Industries LLC.

Bill Edwards was the chairman and chief executive officer of Destiny Industries LLC until his death in 2015. Jerry Brooks is the general manager and Audrey Weeks serves as the controller.

The plant on R.W. Bryant Road was built in 1997 and has been improved on over the years.

Qurnell said it is one of the most recently built facilities of its kind in the Southeast and features 35 stations for the start-to-finish manufacturing process.

Completed homes have everything except the heat and air conditioning units, which are installed at the destination site.

The manufacturing process begins with the installation of floors. The units are then moved along to successive stations where studs, walls, insulation, roofs and appliances are installed.

There is a wide selection of models available. They can be seen on the company's website at [destinyhomebuilders.com](http://destinyhomebuilders.com).

Other options available are bamboo



The Destiny Industries 230,000-square-foot climate-controlled plant includes 35 stations for the manufacturing process.



floors, tray ceilings, indirect lighting, stone fireplaces, architectural shingles, granite countertops, custom cabinets, nine-foot ceilings, walk-in showers, laminate floors, painted walls and walk-in showers.

“We can do it all,” Edwards said, noting that Destiny has its own engineering and drafting department. “We’re the ‘say yes’ company.”

Among the products Destiny uses are Sherwin-Williams Paint, Moen faucets, Shaw carpets, Congoleum flooring, James Hardie siding, Frigidaire and Whirlpool appliances, KP vinyl siding, CertainTeed shingles and Knauf insulation.

Destiny also purchases from local vendors, such as Thomas Supply, Holman Supply, Home Depot, Lowe’s and Southern Wood Components.

Qurnell said the homes are built to various specification levels.

“We have a state inspector here every day that goes through the plant and nine in-house quality control inspectors,” Qurnell said.

He said every house must pass a rigid quality score once it is completed.

“And we don’t spare any wood,” he added. “We tend to overbuild. We want to meet or exceed all codes.”

Although the HUD-code homes represent the majority of what Destiny Industries builds, it has seen an increase in the demand for its modular homes, which are built in the Moultrie plant and delivered to prepared sites.

Destiny offers single-family and multi-family plans.

Modular homes have been popular in places such as the Florida Keys, where it is difficult to get supplies and labor.



Work continues on a home at the Destiny plant.



An employee works on a cabinet at the Destiny facility.



Work continues on a home at the Destiny Industries plant.

Also, modular homes can be built to withstand up to 180 mph wind gusts.

Three Destiny modular homes survived Hurricane Michael that ravaged Mexico Beach, Fla., last October. More modulares could be headed to that area as materials and contractors in the Panhandle are likely to be in short supply.

“Where is the labor going to come from to build homes there?” Edwards said.

In a testimonial that appears on the Destiny Industries website, homeowner John Jenkins said his home in Naples, Fla., was spared during Hurricane Irma in 2017.

According to Jenkins, “During the storm we watched out our storm windows as other units were torn apart! Two times during the storm I went out to remove significant debris that was threatening my home from other destroyed homes. Nine homes in my immediate neighborhood have been scraped off the earth as a result. This was a catastrophic storm for so many, yet I can only believe that I have been spared because of the grace of God and the quality and design of my DESTINY BUILT HOME!”

Destiny also shipped modular apartments to Gulf Port, Miss., in the wake of Hurricane Katrina in 2005.

The modular homes are transported in sections and placed on concrete slabs by cranes.

“It’s amazing what can be built now,” Edwards said. “Five years ago, we never would have dreamed about building these kinds of products.”

Qurnell continues to be impressed with the improvements in the industry over the last 40 years.

“I’ve been doing this since 1973,” Qurnell said. “And I’ve seen the industry come a long way. We’ve been getting better and better at what we do.”

And at Destiny, the improvements and quality can be attributed to a large degree to the employees, Edwards said.

“It’s not the plant, it’s not the product,” Edwards said. “It’s the people. We’ve got the third generation of employees in the plant right now. They want to work and they love Moultrie.”

“With the right people, the right lineup and the right teams, you can do anything.”