



InSite Consulting Launches USA BEST Sites™: The New Manufacturer-Defined Standard for Site Readiness™

Build-Ready. Engineered. Streamlined.

Turnkey.™ — The MFG Standard™

Sets the Real Bar for Communities Competing for Manufacturing Investment and Job Creation.

GREENVILLE, SC, UNITED STATES, October 15, 2025 /EINPresswire.com/ -- Powered by industry

“

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*Tonya Crist, InSite Consulting
co-owner*

leader InSite Consulting, USA BEST Sites™ is the nation's first readiness program built entirely on manufacturer expectations—not consultant checklists or tiers. Sites that meet the USA BEST™ criteria are Build-Ready. Engineered. Streamlined. Turnkey.™, making them ready for immediate construction and rapid manufacturing activation.

As billions in reshoring and advanced manufacturing projects surge across the U.S., the demand for truly ready industrial/manufacturing sites has never been more urgent. Projects are moving fast—and they're not choosing sites with "potential". They're selecting sites that are ready today.

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Historically, industrial/manufacturing site readiness has been defined by outdated standards—consultant-driven checklists and certification benchmarks. USA BEST Sites™ aligns directly with the needs of manufacturers—the end-users who drive real location and investment decisions.

Sites prepared based on InSite's USA BEST Sites™ MFG Standard™ have already secured over \$21 billion in capital investment and over 24,000 primary jobs (full-time, living wage, with benefits) and counting. The four pillars of USA BEST Sites™ include:

- Build-Ready: Fully Infrastructured. Ready to Break Ground.
- Engineered: Due Diligence Completed. Confirmed. Documented.
- Streamlined: Less Red Tape. Faster Timelines.
- Turnkey: Select the Site. Build. Manufacture.

“This is a proven approach that delivers real results. In the current market, Site Readiness™ isn’t an option —it’s a requirement to compete. The manufacturers have spoken. Our job is to help communities rise to the occasion,” says InSite Consulting co-owner Rob Cornwell.

Thousands of site searches are active, but only a fraction of communities have locations that are truly ready. To learn how to prepare your site to meet the MFG Standard™, visit <https://www.insitelocation.com/>.

InSite Consulting, headquartered in Greenville SC for over 20 years, has already helped land over \$21 billion in capital investment and more than 24,000 jobs on sites it’s evaluated. And they authored the term Site Readiness™ long before it became industry standard.

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