

HOME Front

A Monthly Publication of
AMERICAN HOMESTAR

American Homestar Announces Eleventh Consecutive Quarter of Record Revenues and Earnings

by Buck Teeter, Chairman and Co-CEO, and Lad Dawson, President
and Co-CEO

Congratulations!! Each and every member of the "Homestar Team" deserves a pat on the back for all their hard work and dedication which has resulted in another record quarter. Recently, we held our quarterly conference call in which we presented the Company's post-quarter status to the investment community, and we'd like to share with you the points made during our call.

With net income up 53% to \$3.1 million on revenues of \$84.4 million, we are pleased to report our eleventh consecutive quarter of record revenues and earnings since becoming a public company. Earnings per share of 28 cents were up 34% despite an increase in average shares outstanding to 11.2 million from 9.8 million and exceeded consensus estimates by 3 cents per share. These numbers reflect the 5 for 4 split in February 1997. We are very encouraged by these strong results in our seasonally low winter quarter, in spite of unusually severe winter weather over our Southwest market in late December and the first half of January.

Beyond the financial results, we are particularly pleased with the strong performance and successful execution of our growth strategy in virtually every business unit in the Company.

New home unit retail sales grew to 1,012 homes with multi-section sales accounting for 51% of unit sales.

As the markets become more crowded with retail capacity, the investments we've made in superior sales centers, sales personnel, training, and merchandising are paying off in strong retail performance. We have many more weapons than most of the independent dealers with whom we compete. As a result of construction and weather related delays, only one new sales center opened this quarter for a total of 49. However, 4 will open in March and April, and on March 1st, we closed the purchase of two more Colorado dealerships. These additions will bring our total to at least 55 by year end, and we have a good pipeline of additional store openings for Quarter 1 of FY 98.

In the Southwest region, our plan of vertical integration is working as planned, resulting in steadily growing earnings and margins. As we continue to increase plant capacity and production rates, we have systematically expanded our retail base and increased the sale of Company products. Consequently, the rate of internalization in-

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Wetherell Takes 3rd Quarter Sales Contest

Lufkin's George Wetherell turned 14 deals to win \$2,000 in the 3rd quarter contest. He added 132.93 points to his Cruise total and edged out top performer **Christi Lancaster** of Denton, 129.96 points. Christi scored a \$1,500 bonus for the stellar performance. Coming in 3rd was Athen's **Jimmy Whitley** who earned \$1,000... Boerne's **Todd Stiefvater** and **Carrie Shipp** of Oak Creek Village in Granbury took home \$750 and \$500 in prize money, respectively. Way to go, Sales Pros!



Remember, the big contest starts over in the month of March and continues through the end of the fiscal year on May 31, 1997. Once again, there's \$5,750 to be won. Fight for every possible deal in the coming ninety days, as one more home can possibly make the difference between finishing in the money, or possibly making the big Bermuda cruise!

Stars and Stats

21st Century News

Top 30 Salespeople

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MARCH 1997

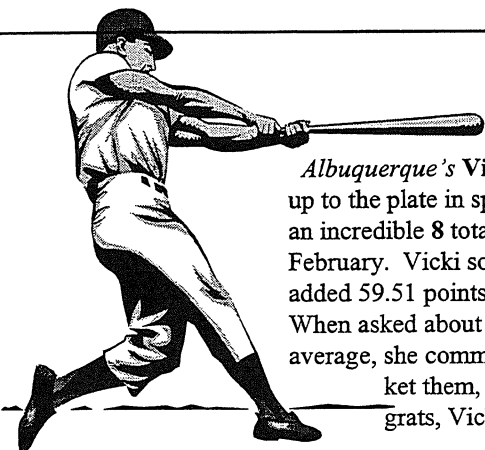
Jimmy Whatley of *Key Homes in Athens* SPRINGS into spring selling 6 total homes for the month of February. The sales pushed his payable gross to over \$41K and his total President's Club Points to 72.12. This is 20% higher than 2nd place points. Congratulations, Jimmy!

David Flynn catches SPRING FEVER at *Oak Creek Village* with an amazing \$40K+ payable gross for February. With 60.89 total points, David won the close battle for second place...What a month!

Nationwide Mesquite's Lisa Dupre doesn't have to come out of hibernation this spring...she never went to sleep!! Lisa rounded out the month with 59.64 total points and improved her standings in the quarterly contest to 9th place. Keep up the great work, Lisa!

Cruising Into Spring!!!

Salesperson	Lot	NS	ND	U	R	T	PG	NPG	PD	CL	VPTS	P
Whatley, Jimmy D.	Key Homes Athens	5	1	0	0	6	\$41,111.00	\$41,111.00	\$6,681.00	\$5,102.74	5	
Flynn, David	Oak Creek Village	2	2	0	0	4	\$40,898.00	\$40,898.00	\$2,493.00	\$0.00	4	
Dupre, Lisa E.	Nationwide Mesquite	2	3	0	0	5	\$30,639.91	\$30,639.91	\$8,049.00	\$0.00	5	
Ballew, Vicki	Nationwide Albuquerque	6	1	1	0	8	\$33,499.06	\$28,524.06	\$8,441.00	\$4,804.96	5	
Hamil, Daniel K.	AHFO Colorado Springs	2	2	0	0	4	\$36,823.02	\$36,823.02	\$2,369.90	\$2,698.83	4	
Turner, Percy	Instant Living El Paso	1	2	1	0	4	\$26,088.27	\$20,228.27	\$6,353.00	\$4,572.18	3	
Geffert, Craig E.	Nationwide Granbury	0	3	0	1	4	\$27,317.00	\$20,817.00	\$7,724.00	\$7,586.15	3	
Moreau, Melvin J.	Nationwide Lake Charles	4	1	1	0	6	\$21,930.74	\$21,056.74	\$5,221.00	\$4,984.36	5	
Waren, Alan	Nationwide Burleson	1	4	0	0	5	\$27,293.00	\$27,293.00	\$13,268.00	\$6,543.19	5	
Essex, Phillip B.	Nationwide Austin	0	5	0	0	5	\$36,870.00	\$36,870.00	\$5,166.00	\$2,612.72	5	
Stiefvater, Todd A.	Nationwide Boerne	2	2	0	0	4	\$25,755.00	\$25,755.00	\$5,232.00	\$1,161.71	4	
Cheldelin, Ron H.	Advantage Greenville	2	2	0	1	5	\$25,607.00	\$21,757.00	\$7,876.00	\$0.00	4	
Hayes, Joseph W.	Nationwide Lumberton	2	1	1	1	5	\$25,512.15	\$19,836.00	\$6,913.00	\$0.00	3	
Ply, Mary G.	Nationwide Midland	2	2	0	0	4	\$24,169.82	\$24,169.82	\$6,392.00	\$1,893.73	4	
Adcock, Brad	Nationwide Boerne	1	3	1	0	5	\$25,814.00	\$19,973.00	\$6,028.00	\$5,251.35	4	
Wilson, Randy E.	Nationwide Lufkin	2	2	1	1	6	\$23,229.53	\$20,959.53	\$2,783.00	\$5,585.72	4	
Bell, Tommy V.	Nationwide Abilene	3	2	0	0	5	\$23,694.84	\$23,694.84	\$10,515.00	\$7,809.50	5	
Boutte, Tina	F&M Nationwide	1	2	1	0	4	\$24,534.00	\$24,440.00	\$4,816.00	\$10,668.69	3	
Davis, Linda	Nationwide DeSoto	2	1	0	0	3	\$22,283.00	\$22,283.00	\$6,887.00	\$6,769.71	3	
Brown, Greg C.	Oak Creek Village	2	1	0	0	3	\$30,266.00	\$30,266.00	\$4,220.00	\$3,333.69	3	
Kimble, Kenneth M.	Colorado Subdivision	1	3	0	0	4	\$27,432.43	\$27,432.43	\$1,733.00	\$0.00	4	
Shipp, Carrie	Instant Living Granbury	4	0	0	0	4	\$15,113.00	\$15,113.00	\$5,798.00	\$2,522.07	4	
Bryant, Susan F.	Nationwide Huntsville	1	2	0	1	4	\$24,081.23	\$20,194.23	\$8,019.00	\$3,392.10	3	
Watts, Fred	Oak Creek Village	1	2	0	0	3	\$28,898.00	\$28,898.00	\$2,459.00	\$4,722.24	3	
Lewis, Mary L.	Nationwide Austin	0	3	2	0	5	\$25,702.00	\$18,248.00	\$6,410.00	\$4,828.51	3	
Ladiski, Richard L.	Nationwide OK City	1	5	0	0	6	\$15,445.38	\$15,445.38	\$6,044.00	\$1,857.42	5	
Garrett, Joel P.	Nationwide Boerne	1	2	0	0	3	\$20,097.00	\$20,097.00	\$5,468.84	\$3,481.56	3	
Moeri, Barbara J.	Advantage El Paso	0	2	2	1	5	\$20,743.10	\$14,065.00	\$4,562.00	\$395.00	0	
Sampson, Edwin E.	AHFO Lancaster	1	3	0	0	4	\$22,065.02	\$22,065.02	\$5,638.00	\$5,522.48	4	
Webb, Nathan D.	Nationwide Cedar Park	1	3	0	0	4	\$22,670.00	\$22,670.00	\$6,133.00	\$0.00	4	
Hill, Sam D.	Nationwide Corpus Christi	4	0	1	0	5	\$14,598.32	\$10,916.32	\$6,866.00	\$0.00	4	
Stotter, Laura J.	Nationwide Lorena	1	2	0	0	3	\$24,219.00	\$24,219.00	\$6,505.88	\$3,064.54	3	
Lee, Christina	Nationwide Austin	2	1	1	0	4	\$22,198.54	\$20,985.00	\$1,667.00	\$2,005.00	3	
Karrh, James M.	Nationwide DeSoto	3	0	0	0	3	\$21,695.00	\$21,695.00	\$5,529.00	\$5,318.39	3	
Campbell, Curtis G.	Nationwide Bossier City	1	3	0	0	4	\$18,775.30	\$18,775.30	\$4,721.00	\$4,777.59	4	
Archer, Clifford R.	Nationwide Rosenberg	2	2	0	0	4	\$21,708.52	\$21,708.52	\$3,634.00	\$7,829.91	4	
Delarosa, Ricardo	Nationwide Austin	2	1	0	0	3	\$24,736.00	\$24,736.00	\$3,912.00	\$4,212.02	3	
Gamboa, Maria	Nationwide El Paso	4	0	0	0	4	\$16,237.59	\$16,237.59	\$6,323.00	\$1,283.34	4	
Williams, Robert	Nationwide DeSoto	2	0	1	0	3	\$21,934.00	\$21,785.00	\$3,352.00	\$2,476.03	0	
Drake, Glenda	Nationwide Lumberton	2	2	0	0	4	\$11,700.00	\$11,700.00	\$4,658.00	\$0.00	4	
Chaz, Justa	Instant Living Albuquerque	3	1	0	0	4	\$11,492.00	\$11,492.00	\$2,336.00	\$9,579.53	4	
Vaughan, Gary L.	Nationwide OK City	0	4	0	0	4	\$14,159.17	\$14,159.17	\$1,602.00	\$0.00	4	



Albuquerque's Vicki Ballew steps up to the plate in spring training with an incredible 8 total deals during February. Vicki sold 6 new singles and added 59.51 points to her "cruise total"! When asked about her impressive batting average, she commented, "...if you telemarket them, they will come...". Congrats, Vicki!

Daniel Hamil of AFHO Colorado Springs melts the snow this month with 55.83 President's Club Points. He more than doubled his total sales for the quarter with 4 total deals this month alone. Shine on, Daniel!

Winter is thawing, the bears are coming out of hibernation and Spring is finally upon us! Let's congratulate those top sales pros that launched us into Spring! As we enter the fourth quarter, our sales force is really heating up.

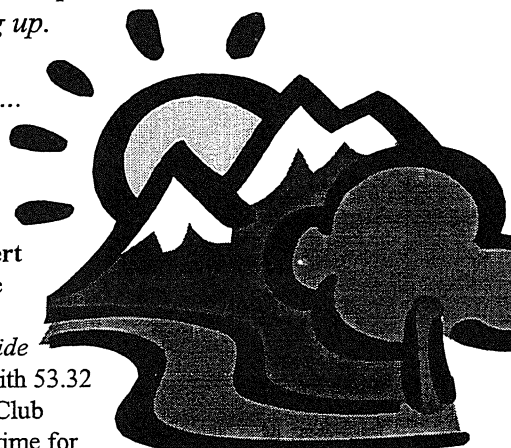
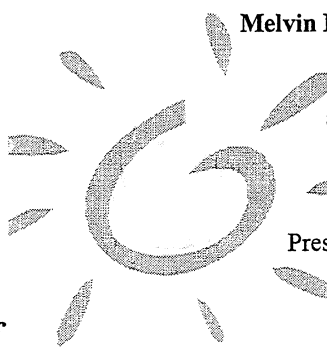
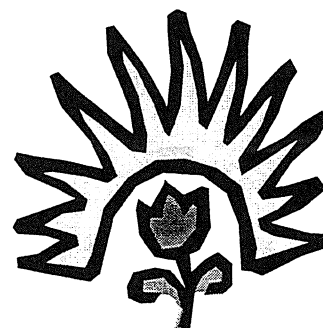
The Countdown is on for the race to the big Cruise... will you be there?

All of the Sales Pros to the Left Sold Four Homes or Hit 20k in Payable Gross in the Month of February! Way to go, superstars!

Craig Geffert turned in the top numbers for Nationwide Granbury with 53.32 President's Club Points. No time for Spring cleaning when you do \$27+ in payable gross. This pushes Craig up to 6th place for the quarter. Congratulations!

Melvin Moreau in Lake Charles was springing into action last month. Melvin had 6 deals and totaled almost \$22K in payable gross. These numbers elevate Melvin to a big 49.94 points on the Presidential ladder! Keep it up Melvin.

Percy Turner at Instant Living in El Paso cruises into March Madness with another 4 deals under his belt. With 54.09 points to add to the total, Percy stays in the top 20 for the year...Nice shot, P.T.!



PTS	IPTS	FSPTS	EWPTS	CPPTS	21PTS	Total
2	41.12	6	1	0	15	76.12
0	40.89	4	3	0	6	60.89
0	30.64	0	4	0	15	59.64
4	33.51	0	3	0	6	59.51
1	36.83	0	1	0	9	55.83
3	26.09	6	3	0	9	54.09
3	27.32	5	2	0	9	53.32
2	21.94	1	2	0	12	49.94
4	27.30	0	5	0	3	49.30
1	36.86	0	1	0	0	46.86
1	25.76	1	2	0	9	46.76
0	25.61	6	3	0	3	46.61
0	25.50	4	3	0	6	46.50
1	24.16	1	4	0	9	46.16
2	25.81	3	4	0	3	45.81
3	23.22	3	2	0	6	45.22
3	23.69	1	5	0	3	44.69
3	24.53	2	3	0	6	44.53
3	22.28	0	3	0	9	43.28
1	30.27	0	3	0	3	43.27
0	27.43	1	1	0	6	42.43
2	15.11	2	3	0	12	42.11
2	24.09	0	3	0	6	42.09
1	28.90	1	3	0	3	41.90
3	25.70	0	0	0	6	41.70
1	15.45	1	2	0	12	39.45
2	20.10	2	3	0	6	39.10
1	20.75	2	1	0	9	38.75
2	22.07	2	2	0	3	38.07
0	22.68	1	1	0	6	37.68
0	14.60	1	1	0	12	37.60
1	24.21	0	3	0	3	37.21
1	22.19	2	1	0	6	37.19
3	21.70	0	3	0	3	36.70
2	18.77	2	1	0	6	35.77
3	21.72	0	0	0	3	35.72
2	24.73	0	0	0	0	32.73
1	16.24	1	3	0	3	32.24
2	21.94	0	1	0	3	29.94
0	11.70	3	1	0	3	26.70
4	11.48	0	2	0	0	25.48
0	14.16	1	1	0	3	24.16

21st

Century Home Mortgage Corp.

Check Out Homestar's Top Finance Pros!

RANK	LOT	VOLUME	BUS/GEN MANAGER
1	51	\$1,445,948	Cathy Jackson
2	60	\$1,300,919	Christine Baker
3	55	\$1,259,478	John Raine
4	78	\$1,179,400	Jack Smith
5	24	\$988,910	Bruce Reynolds
6	88	\$944,862	Ron Burnett, Sr.
7	68	\$836,898	Danny Rudd
8	56	\$834,328	Darla Aimer
9	39	\$826,719	Ray Cox
10	59	\$815,788	Mitch Brown

These 10 locations totaled \$10,433,249 or 43% of 21st Century's volume in the quarter ended in February. This exceeds the total from all locations in the same quarter last year. Thanks and keep those applications coming!

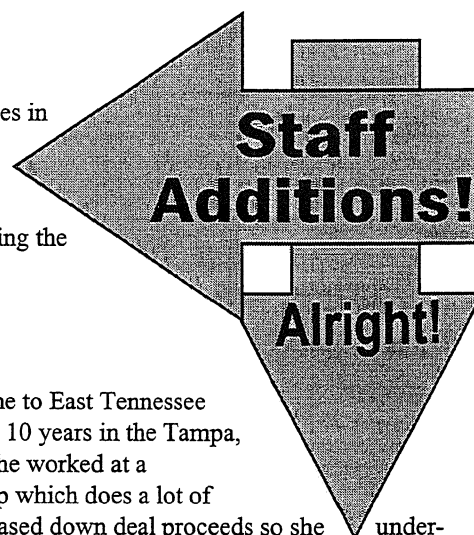
EVER GROWING

The union between 21st Century and American Homestar is getting stronger and stronger. 21st Century is financing an ever increasing amount of A.H. sales and the growth in loans originated and serviced is creating new opportunities at 21st Century...Now *that's* teamwork!!

Thanks for the business

Land/Home

Pam Rice comes with a background of working with one of the largest title companies in Knoxville and her expertise is already making a difference. While she is used to real estate agents calling for status updates, please remember that if each of the 50 sales centers calls her once each day and the average call is 3 minutes, 2 1/2 hours is shot! That is a delay of 5 to 10 deals per day. Next month watch for some pointers for getting the land/home packages through faster!



TOTALS BY REGION	
Supervisor	
Larry Speck	\$5,957,642
Ray McKinney	\$4,701,210
Jim Clark	\$3,474,531
Chet Kearney	\$2,441,083
Greg Burnett	\$1,614,974
Robby Golden	\$1,179,400
Rob Legg	\$1,081,018
Jim Taylor	\$975,721
Jim Rudolph	\$787,242
Chuck Ladd	\$688,216
Chuck Carney, Sr.	\$457,092
Norbert Gabaldon	\$360,270
Dave Miller	\$274,515
TOTAL	\$23,992,913

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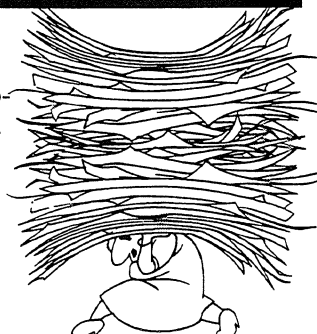
Teresa Pollard moved back home to East Tennessee ("God's country") after more than 10 years in the Tampa, Florida area. Most of that time she worked at a Manufactured Housing dealership which does a lot of land/home business. She also chased down deal proceeds so she understands the dealer's viewpoint. In other words, she really understands what can happen between taking a deposit, getting the papers signed and delivering the home.

Dealerships, Please Help 21st Century Help You by Sending Us Complete Packages!

Please help by closely following the Approval Notice checklist. Send in a complete packages so you don't have to fax information. This slows down the deal processors when you call to ask if they received your fax.

Some are known to call several times per day for a status report. The sales centers that send complete

packages might suggest that files from these phone abusers be moved deeper in the stack each time a call is made. Please help by eliminating unnecessary phone calls. Thanks!



YTD TOP 30 Salespeople

3rd Quarter Another Record Breaker for American Homestar, Cont. from Page 1

creased from 70% last quarter to 75% this Quarter. We plan to march that rate up to 80% to 90% over the coming months.

As a result, our Texas plants maintained full production rates and remained unaffected by any issues of over-capacity or dealer inventories that may have impacted the pure manufacturers. The Texas plants enjoyed a record winter quarter with pretax profits of 10% of factory sales. The Oak Creek plant is boosting production from 9 to 10 floors per day this quarter and we plan substantial production increases in Burleson over the next four quarters. A plant expansion project scheduled for the Lancaster plant this summer will boost total Texas capacity from 7,500 to 8,000 floors annually.

We are extremely pleased with the progress of the recently acquired Guerdon and Heartland plants. Both were accretive to earnings per share in Quarter 3. The plant operations have been completely integrated into the American Homestar system. We have excellent management teams in place in every plant. Product lines in all the Guerdon plants have been overhauled and are receiving very positive dealer reviews. Production and profits are up in the Western plants. Now we now have seventeen exclusive Guerdon Village retailers in the Rocky Mountain and Northwest markets with a number of additional exclusive dealerships under negotiation. Major plant expansion projects are in the planning stages for the Oregon, Idaho, and Nebraska plants. Good progress is being made in Vicksburg and the plant is becoming a substantial supplier of homes to the Company's growing base of stores in Louisiana. Retail expansion into Colorado and Utah has commenced the process of vertically integrating the Western plants. By the end of the 4th Quarter, the Heartland product line overhaul will be completed and the plant expansion project will be well under way. We expect strong growth in production volume and profits from that operation in early FY 1998.

Over the next four to six quarters, we intend to implement our plan of vertical integration in these markets, ramp up the plant production, and drive these facilities to the high volume, high profit performance that we have achieved in the Texas plants.

21st Century continues its rapid growth rate. The new products and programs put in place in December have accelerated the growth in our penetration rates. For the quarter, 21st captured nearly 60% of the Company store controlled finance volume. We expect to see a steady increase toward our 70% to 80% goal range over the next two quarters. It was a great quarter for new initiatives as well. 21st continued to build the refinance business, acquired a loan Portfolio of \$7 million, and announced the formation of a new joint venture finance company with Southern Energy Homes, which 21st is managing and owns 50%. These are the first of the initiatives to build 21st Century's Portfolio in multiple ways, as well as by capturing the growing volume of Homestar's retail volume. New originations for the quarter topped \$26 million and the total Portfolio from which 21st earns income now exceeds \$100 million. Our next milestone goal is \$50 million of originations per quarter.

It has been a very busy quarter on the strategic front. We have discussed our intention to establish a new retail division in the Carolinas, and we expect to be "in business" by June of 1997. We are developing plans for a second plant operation in North Carolina to start up by the end of FY 1998.

Last week, we announced the planned acquisition of Brilliant Homes, a three-plant complex in Northern Alabama with over \$70 million in annual revenues. As in our other acquisitions, we believe these operations have a good nucleus of management, labor force, and retailer base. Purchased at a modest price, these currently profitable but underperforming operations represent great upside potential for increased revenues, profits and margins. Over the last quarter, additional manufacturing key personnel have been brought on board to help manage our growing operations. Our team will begin working with Brilliant management at once to begin the transition and enhancement of the business even prior to the planned June 1 closing.

We are working hard to establish a new Deep South retail division so that we can add the power of vertical integration to the performance of the Brilliant independent retailer network. We be-

Rank	Salesperson	Location	Total
1	James Karrh	Nationwide DeSoto	360.1
2	Christi Lancaster	Denton	351.6
3	Carrie Shipp	Oak Creek Village Granbury	350.7
4	David Dalley	AHFO Lancaster	290.7
5	Phil Essex	Nationwide Austin	290.1
6	Daryl Wilkinson	Advantage Greenville	267.5
7	Vicki Ballew	Nationwide Albuquerque	261.5
8	Mike Levin	Nationwide Mesquite	103.1
9	Paul Head	Nationwide Mesquite	102.8
10	Gina Reece	Advantage Longview	100.9
11	Randy "Tyler" Taylor	Nationwide Taylor Tyler	98
12	Fred McDonald	Nationwide Tyler	97.61
13	Sam Hill	Nationwide Corpus Chisti	94.45
14	Daniel Conley	Nationwide Lufkin	93.12
15	Jimmy Whatley	Key Homes in Athens	93.08
16	Victor Hernandez	Nationwide Spring	90.98
17	Percy Turner	Instant Living El Paso	90.94
18	Melissa Guinn	Nationwide Lake Charles	89.73
19	Ed Sampson	AHFO Lancaster	88.57
20	Charles Barrett	Oak Creek Village Granbury	88.45
21	Thomas Murphy	Nationwide Tulsa	88.17
22	Robert Stevenson	AHFO Lancaster	87.86
23	Tina Boutte	F&M Nationwide	87.08
24	Susan Bryant	Nationwide Huntsville	86.72
25	Allen Breedlove	Nationwide DeSoto	85.07
26	Clifford Archer	Nationwide Rosenberg	85
27	Alan Warren	Nationwide Rosenberg	84.32
28	Craig Bryant	Nationwide Burleson	84.24
29	Christina Lee	Nationwide Cedar Park	83.9
30	Michael Jones	Advantage Longview	82.88

3rd Quarter A Record Breaker for Homestar, Cont. from Page 5

lieve current competitive market conditions in the Deep South will allow us to accelerate our retail expansion in the region via acquisition.

All in all, we believe we now have put in place a broad foundation for substantial future earnings growth over the next several years. We are well on the way toward positioning Homestar as one of the major competitors in the Southeast, Deep South, Southwest, Rocky Mountain, and Pacific Northwest market regions. Now our "Job One" is to expand our retail operations in these new regions over the next several years. We believe we are in the early stages of duplicating in these new regions the strong earnings growth through vertical integration that we have produced in Texas over the last 3 years.

This has been a great quarter and we are very comfortable with the consensus estimates for the fourth quarter even though the estimates call for a 50% increase in the EPS over this record 3rd Quarter.

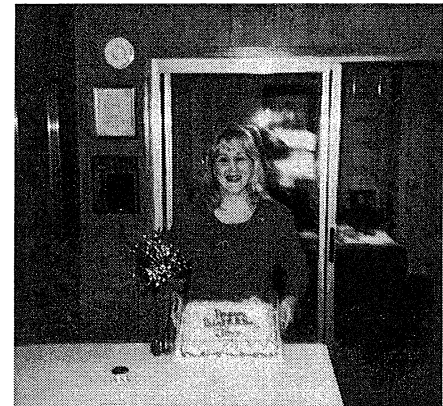
Today, our Company is coast to coast with 8 plants, 52 Company stores, over 300 independent dealers in 24 states, 15 retail franchisees, and a growing finance, insurance and transportation presence. By June, we will operate 11 plants, more than 55 stores, and count over 400 independent retailers. Further, we have and will continue to focus on the medium and higher end of the market - those segments which offer the greatest long-term growth potential with the least volatility. Over 70% of our total production in Quarter 3 was multi-section homes, and all of our plants are currently producing multi-section products.

Our positioning and vertical integration strategy will continue to set us apart from our competition and will allow us to meet or exceed our growth goals of over 20% per year into the foreseeable future regardless of any flattening out of industry shipment statistics. We believe that the power of vertical integration is increasingly evident in our results and will continue to drive performance well into the future. Also evident in these results is the loyalty and commitment made by each of you to make American Homestar one of the leading vertically integrated manufactured housing companies today. Your devotion to our overall growth strategy is very much appreciated and once again, CONGRATULATIONS on a spectacular quarter!

DESOTO'S JAN RAINE RETIRES

Nationwide in Desoto loses a valuable team member as **Jan Raine** retires. However, Desoto's loss is motherhood's gain as Jan retires only to "go to work" as a full time mom. When asked to comment on her new responsibilities, Jan responded, "...it's definitely a full time job and very rewarding but when is payday?"

Join us in congratulating Jan and in thanking her for all the years of dedicated service. Good luck, Mom!



TOP 10 LOCATIONS - YTD

#1 - Mesquite ↑

#2 - Tulsa ↔

#3 - Lancaster ↓

#4 - Desoto ↔

#5 - Austin ↑

#6 - Burleson ↔

#7 - Granbury OCV ↓

#8 - Tyler ↓

#9 - DENTON ↔

#10 - New Iberia ↔

Race Heats Up for YTD Top Location - The amazing **Dave Shetler** and his staff of superstars in Mesquite rocketed to the top of the YTD standings with fantastic February production. They leaped-frogged the powerhouse Tulsa team, led by **Tom Wilson**, who held strong to 2nd place. Dropping to 3rd (but for how long?) is **Don Simonson** and his newly revamped Lancaster team. Don't look for Don to stay down long... only \$31k in profit separates third from first in this hotly contested race! Continuing the assault on the top spot is the incredible Desoto team led by **John Raine** (these guys just won't quit!) and **Randy Coffman's** hard charging Austin team. Speaking of Austin, this unbelievable start-up operation continues to set records in terms of volume and profitability for a new dealership. Randy, Sales Manager **Phil Essex** and the sales staff from the competition's idea of Hell jumped all the way from eighth to fifth in one short (and I mean short) month (February). Look out, everybody, because word on the street has it that they are gearing up for a MONUMENTAL spring!

What do these top 5 dealerships have in common? They're all in Texas and all are led by R.V.P. **Larry Speck**.

The arrows represent the move in the standings a location has made with regards to last month's standing. This is a new feature.

Here's the 3rd Qtr Results for Region 5's Prestigious

PRIDE AWARD

Tom Wilson and Tulsa are Region's and Company's
Top Performer in Pre-tax Profit Percentage

The dynamic team of G.M. **Tom Wilson**, Sales Manager **Rick Vaughan** and **Tom Murphy** have finally toppled the long reigning king of pre-tax profit percentage, **Don**

Rank	Location	GM/VP	Pre-Tax %
1	58 Tulsa	Tom Wilson	7.31
2	55 DeSoto	John Raine	6.70
3	60 Mesquite	Dave Shetler	6.57
4	56 Austin	Randy Coffman	5.09
5	51 Lancaster	Don Simonson	4.00
6	57 Greenville	Brian Shear	1.85
7	52 Cedar Park	Mark DeRuiter	.39
8	54 Okla. City	Jeff Goodrich	.03

Simonson of

Lancaster. When it came to taking more money to the bottom line for every sales dollar, no one in the Company fared better in the 3rd Quarter than Tulsa. Finishing just behind Tom in Region 5 was **John Raine** and the DeSoto team followed in third by **Dave Shetler** and the juggernaut in Mesquite. When asked to comment on the race, Regional Vice President **Larry Speck** pondered, "We'll see if they're strong enough to hold off the year end charge of their 'blood thirsty' peers. By the way, did anyone notice who was the Company wide #1 profit location?... Mesquite, that's who! Watch out for them!"

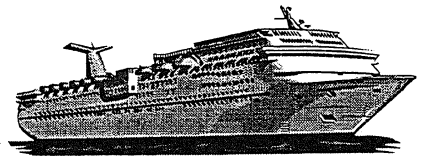
Congratulations to all for another record quarterly performance!



It's Crunch Time in the Big Race for the Cruise from....



On May 31st, the battles will have been fought, the dust will have started to settle and only ten of our Company's top salespeople, four of our top Business Managers and all Gold Level General Managers will have earned a spot on the most exciting trip of the year. Departing from New York City on July 19th, the President's Club cruise to Bermuda is guaranteed to be one of the Company's most enjoyable trips ever! Imagine yourself on board the decks of the Norwegian Cruise Lines ship *Dreamward*, passing underneath New York's historic bridges, past Ellis Island and the statue of Liberty, all while in the shadows of the twin towers and the Empire State Building. Wow! And this mentions



B
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about this newsletter...

Manufacturing Editors

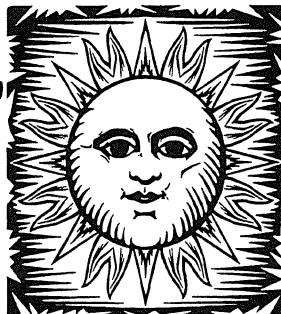
Tom Jewell

Robin Cooper

Retail Editors

Dwayne Teeter

Travis Prescott



Published in Austin, Texas without regard to rhyme or reason. Content is determined almost entirely by contributors... your influence is welcomed!



Remember, you must be an employee of the company in good standing at the time of the cruise and meet all contest criteria to be eligible for the trip. Management has the authority to include and/or exclude any participants at their own discretion.

NEWS LANCASTER

By Brian Shaw

Goodrich & Oklahoma City Got It Goin' On

Jeff Goodrich, GM at Nationwide/OK City, 'threw down' some deals at his recent show to open up the new season. When Jeff says: "I'm having a show this weekend", that means there's gonna be a 'throw down' at 6131 South Shields, OK CITY!, and he ain't

lyin'!! Jeff and the gang 'threw down' **17 solid deals** from his show the first weekend of March and half of 'em were AHLancaster homes!

Special thanks to the crew of Nationwide of OK City: **Sandra Austin, Gary Vaughan, Patty Pruitt, Tony Campbell, Jerry Dalto, Richard Ladiski, Cindy Callins, and Don Owen, all member of the sales force, as well as Business Manager John Hamilton and Office Manager Pamela Bond.**

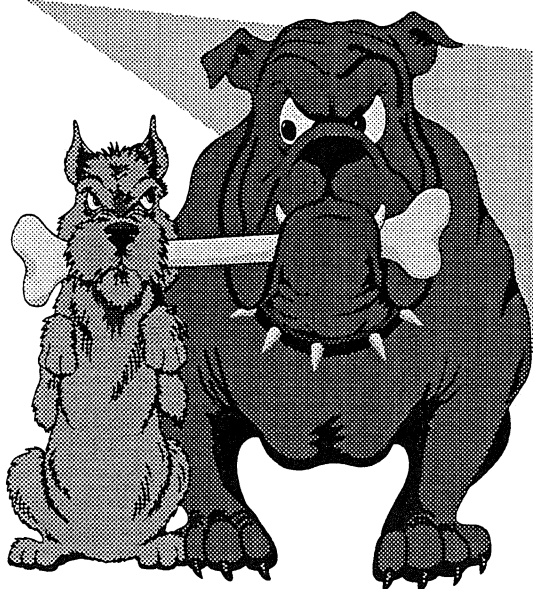
LE Models Mean Limited Edition Options ONLY

The LE model lines offer limited options only. The options available in each LE Series model are listed below the respective floor plan with the standard features listed above. Please note that the luxury bath and Silveroak Package (white cabinets & trim throughout) are not available in the LE series. In order to get these two options, the home must be spec'd and built as a Galaxy model.

One of the Most Common Questions Asked by a Retailer:

We are frequently asked, "What's involved in constructing a Wind Zone 2 home?" Well, listed below are the construction standards followed for our Wind Zone 2 homes:

1. 2x6 End Walls
2. Double Rafters at Each End of House for the First Three Feet
3. Extra Stud in Side Wall Under Each Truss
4. Increased Number of Floor Joists Under Shearwalls
5. All 2x4 Top and Bottom Wall Plates
6. Higher Strength Straps Throughout
7. Added Studs in Side Walls in Ends of Homes
8. Double Studs Around All Windows & Doors
9. High Strength Straps on Each Roof Truss to Stud & Stud to Floor
10. Special Wind Zone 2 Higher Strength & CoSt Roof Truss
11. Shingle Roof Required w/ Special Fastening Schedules, Extra Staples, Nails, Screws, & Lags in Virtually Every Structural Attachment Point



TOP DOGS OF LANCASTER for FEBRUARY ORDERS:

1. Nationwide/Tyler: "THE TOP DOG, BILL"
2. Nationwide/Boerne: "STANLEY, THE TOOL TIME MAN"
3. Nationwide/Austin: "MR. B.M.O.C. AT O.U. RANDY"
4. Nationwide/Burleson: "MR. JUMPIN JACK FLASH
(it's a gas, gas, gas)"
5. AHS/Lancaster: "THE SIMONIZER, DON"

LANCASTER
By *Brian Shaw*

Your American Homestar of Lancaster Factory Surpasses National Quality Control Averages

Your Quality Process Team in Lancaster is doing an outstanding job keeping the quality in line with the final product per the **National Conference of States on Building Codes & Standards Incorporated (N.C.S.B.C.S.)**, a division of the H.U.D. Administration. On March 4th and 5th, a team of **Housing & Building Technology Division (H.B.T.)** inspectors performed a grueling 2-day audit. The team is comprised of an H.B.T. Field Engineer and a State of Florida Inspector that each have 20+/- years of industry experience. A point system is used, and the lower the score, the better. H.B.T. uses these numbers to determine how a plant is performing. If the audit results are less than the national average, no surprises. The audit performed by H.B.T. consists of several different quality process audit points:

1. **Average "Systems Problems"**: Does the production crew know their jobs?
2. **"C.C.I." (Code Compliance Items)**: Number of items which do not meet code standards!
3. **"Average Points"**: Number of minor or major code points observed on any given production day.

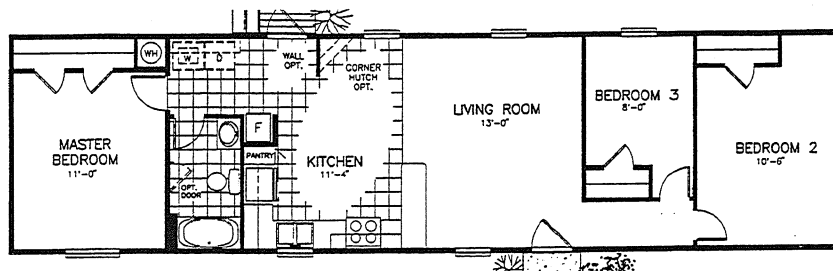
The national averages and current Lancaster scores are as follows:

Region	Average Systems Problems	Average C.C.I.	Average Points
National	1.6	5.6	55
Lancaster	0	4	20

The auditors praised us highly for our electrical, plumbing, & gas testing procedures, as well as our thoroughness, stating that our methods are very impressive and as close to flawless as they have seen!

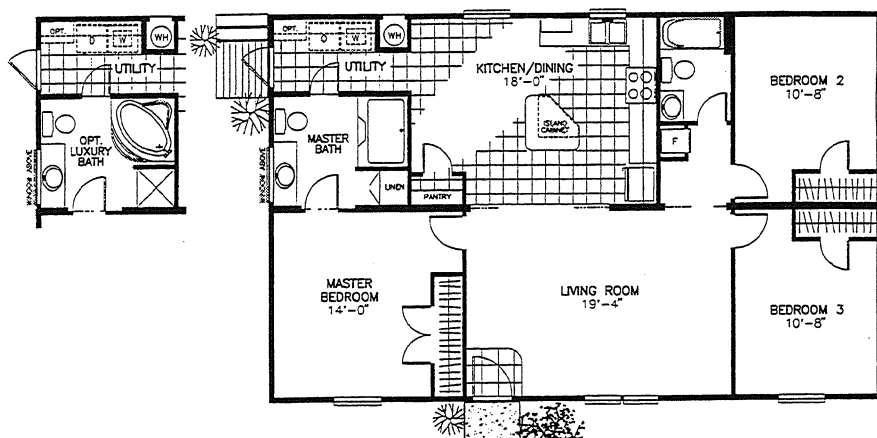
The "Ruddster" of Corpus Crowned King of the 664LE's

Danny Rudd, GM of Corpus Christi, is the **KING** of 664LE's. When Danny decided to take on the 664LE as a stock unit, he didn't know what he was getting into! In the mere 3½ months Danny has carried the home, he has sold and ordered 14... **WOW!!** The **664LE** is a **16x64 3-bedroom/1-bath** with a base price of **\$13,495**. Questions?!? Just ask **KING DANNY!**



The 548 is Selling Like Hot Cakes!

(See photos on next page.)



The **548** (28x48) has been one of the top sellers out of our doublewide line-up since it's marketplace introduction at the beginning of December. We've already built and sold a total of 36 units in just 3 months, and at this pace, the **Galaxy 548** has definitely become the latest trend in 48-footers.

A great 3-bedroom/2-bath home with lots of eye appeal, the 548 features an island kitchen with mega cabinet space, including a huge standard kitchen pantry. The master bath is a walk-through bath to the utility room with a standard 3-door linen pantry and garden tub. The **AHLancaster 548** is a perfect step up from the 28x44 540 Northstar.

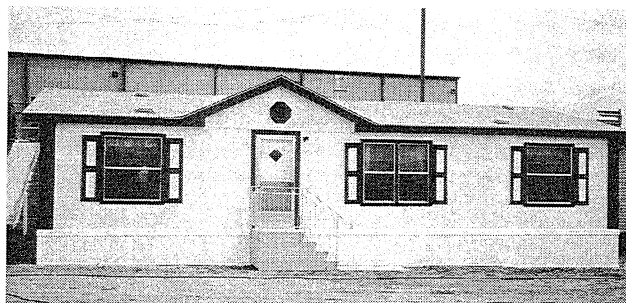
548 (cont.)

Huge Standard Kitchen Pantry

Island Kitchen

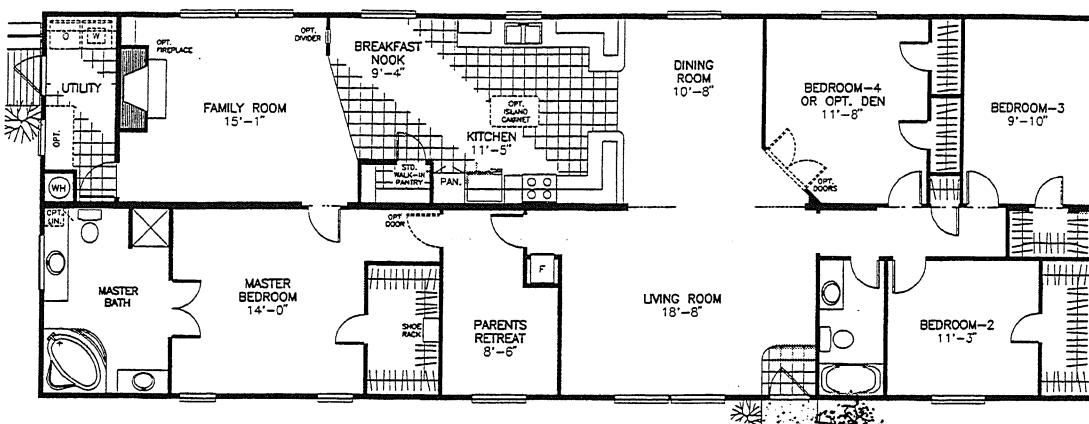


Exterior with Plenty of Eye Appeal



The 28x80 Galaxy 580 is ready for take off!!

Don "The Simonizer" Simonson, GM of the Lancaster Factory Outlet, did an outstanding job spec'ing and decor'ing this new model. The 580 came in at \$42,250 with \$4,595 in options, including a fireplace, a 48" shower in the standard luxury bath, dishwasher, steel front, cottage back, total electric, white lined cabinets throughout, designer package, ruff stuff main panel, kitchen backsplashes, 3 ceiling fans, and the accent & column treatment. In addition, this home has 4 huge bedrooms and 2 baths with a parent's retreat, family room, living room, dining room, and a giant utility room. The parent's retreat can be turned into a 5th bedroom and the huge pantry (standard) in the kitchen can be turned into a half-bath. The master bedroom closet also comes with a standard shoe rack similar to the 564's master closet.

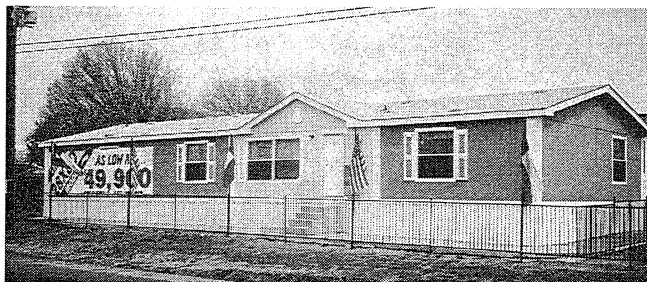


The 580 is Set to Soar!

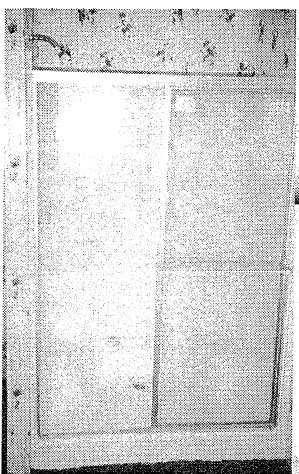
Island Kitchen



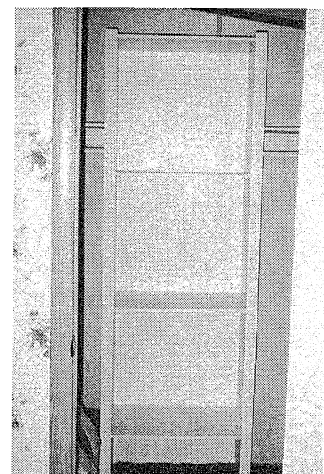
580 Exterior



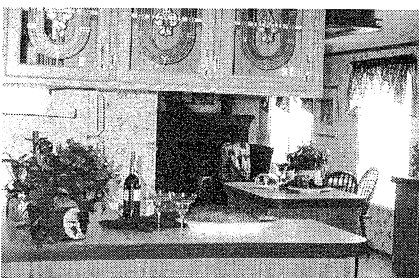
48" Shower



Master Closet Shoe-Rack



Pass-Thru Bar w/Glass Doors



Don's unit is guaranteed to sell at warp speed as he placed it practically right on the I-35 service road with a banner stating: "THE 28x80 MODEL - \$49,900" (retail \$).

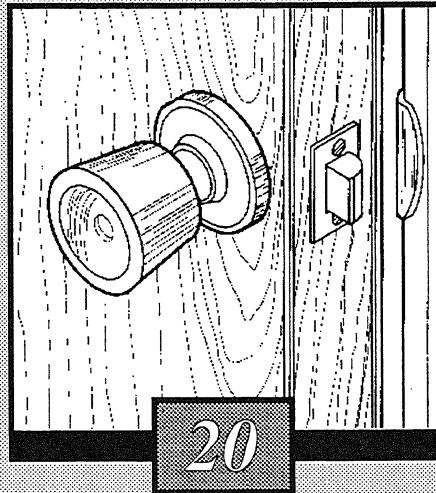
Your sales will rocket selling such huge homes at such low, bottom line prices!! Aye, beam us up, Cap'n Don!

UNDER THE OAKS

By Charley Boyer

29 Reasons You Live Better in an Oak Creek Home

Each month, we will feature one of our copyrighted "29 Reasons" to assist in your education of "Why You Live Better in an Oak Creek Home". This information is also listed in detail on our famous "29 Reasons" brochure. Each sales center has this brochure to use as a sales training tool and point-of-purchase sales brochure.



Residential Passage Doors, Jambs, Hardware

You'll find bright brass door knobs, hardware and floor mounted door stops, not plastic, in our homes. We use prefinished solid door jamb material - no unsightly raw edges of panel strips in doorways of an Oak Creek home. With full 1-3/8" inch thick construction, our passage doors are more solid and resist warping better than cheaper 1" inch doors. Doors are available in oak wood grain or white decorator finishes. Heavy duty 150 lb. door hinges are standard on all Oak Creek homes and six panel "Colonist" passage doors is a very popular option. Perimeter door stop trim is provided on all room entry doors. These quality materials will provide years of lasting beauty, plus the privacy and comfort you need to really feel at home.



Oak Creek Makes History with New Production High!!!

10 is a wonderful number! On March 4, 1997, your Oak Creek Factory reached a new high in production by building 10 beautiful homes in 1 day while maintaining our distinctive quality level. What this means to you: *Faster Response for Meeting Your Customers Tight Time Schedules and Faster \$Cash\$ to You!* This new **10 per day** or **50 per week** rate will generate over \$1 Million in sales production in a one (1) week timeframe . . . can you imagine one million dollars

worth of wholesale homes produced in one week!?! (It seems like it was just yesterday when we were celebrating "\$1 Million-Months" via employee luncheons or other various forms of acknowledgment - wow...we've come a long way, baby!) This new **10/day** pace can't be maintained without your superior sales efforts and devout dedication to selling the highest quality homes in the Southwest, though!! So, keep up the great work, and when needed, we can turn our production momentum up another notch.

Oak Creek Switches to Heavier Name Brand Roofing Shingles!!!

Once again, we have dug deep into our bag of tricks and pulled out a change affecting a very high impact area of construction. Oak Creek has recently concluded a deal with GAF Materials Corporation to begin use of their "Sentinel Series" 20-Year Fiberglass Class-A Asphalt Roof Shingles. We feel this product change has many

advantages, including but not limited to: (1) Heavier shingles will reduce "blow-off" during transportation; (2) Provide name-brand recognition for another quality material used in the construction of Oak Creek products; and (3) Best of all, GAF Shingles can be found in all major hardware stores, i.e. Home Depot, Payless, Lowes, etc... And, we still offer a choice of 3 popular colors: Light Gray/White, Brown/Wood Blend, and Black/Charcoal!



The Whispering Oak Says.....

If you kill brain cells with excessive drinking, then Phil Essex' brain died a thousand deaths during February's President's Club Trip to Cabo San Lucas! Phil, can you still spell "birthday"? How 'bout "tequila"?

UNDER THE OAKS

By Charley Boyer

It's The Little Things We Do At Oak Creek That Mean So Much:

"Marketing" and "Sales Tools" are the words for the year here at Oak Creek! And what better way to assist your customers with their choice of Kitchen and Bath Cabinetry than our wonderful Cabinet Door Display Board. Your customers can touch and feel all of our cabinetry selections in the comfort of your office! We get numerous complaints about the wrong cabinet doors being installed in customers' homes because it's easy for home buyers to get confused after shopping everyone on the strip. When they finally make a buying decision, the Cabinet Door Display Board makes it easier to select what they really want and expect!

We believe that the most important feature of the Cabinet Display Board is that it properly shows off the Standard Oak

Cabinet Doors! With the exception of the "Rigid Thermal Foil" cabinet doors used in the bathrooms and utilities, all of our cabinet doors are real solid oak, including the faceframes of the "Raised Oak-Plus" and the "OakMaster" cabinetry. What a feature!! What a product!! **Remember: "It's the Little Things We Do At Oak Creek That Mean So Much!!!!"**

The New "Vinyl Lap & Hardboard Combo" Architectural Exteriors Provide Vinyl Buyers Variety and High Impact!

You may just be hearing about this, but for about a year or so now, Oak Creek has been experimenting with a New Exterior Treatment to pump up our Vinyl Lap Siding buyers! We call it our "Combo Exterior" because it blends vinyl siding with painted hardboard in an architectural style with big columns and all!!!!

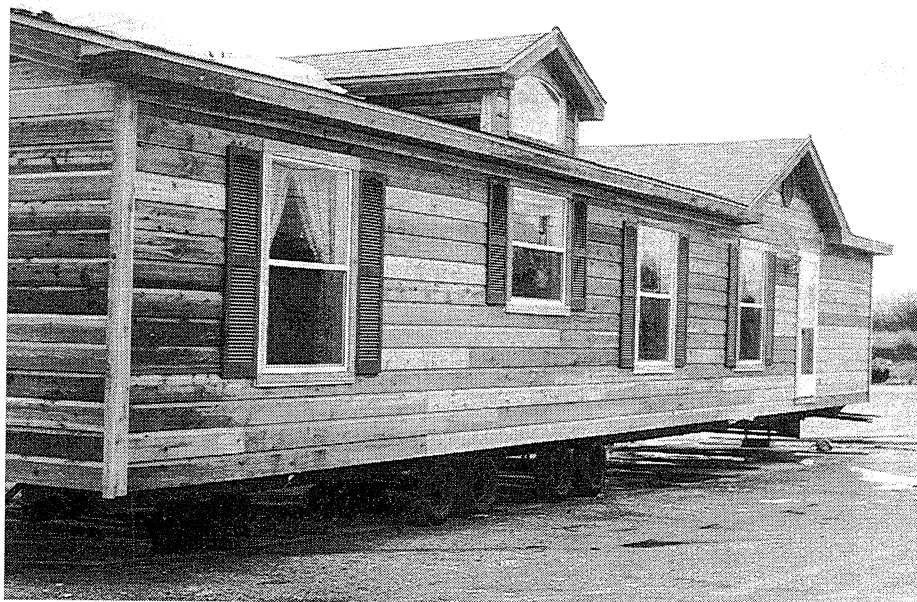
Let's say your customer has just purchased a \$80,000 Model #974 (32x76) with regular vinyl lap siding and they move it into a large subdivision or park located right next to a competitor's \$40,000 home. Gee Whiz! They look just alike from the street!?! We know they're very different on the inside by far, but all the neighbors really ever see are the similar exteriors!

But NOT with our "Combo Exterior"! Your customers can now have that high impact architectural exterior that makes Oak Creek's homes so distinctive, and this is in addition to the reduced maintenance qualities of the Vinyl Lap Siding. Just picture a double gable with large architectural columns at the front entrance area with vinyl lap around the rest of the home! Talk about a high profile look!! Just stock one of our Combo Exterior units and watch the heads turn!! We guarantee it!!!

Good Luck and Good Selling!!!

BURLESON **STAR** NOTES

By Charlie Lohin



Western Red Cedar: IT SELLS!!!

Since the first house shipped on February 28th this year, nine (9) homes with cedar exteriors have been built - three (3) were retail sold!

BURLESON NOTES

By *Charlie Lohin*

Burleson Home Weathers Twister

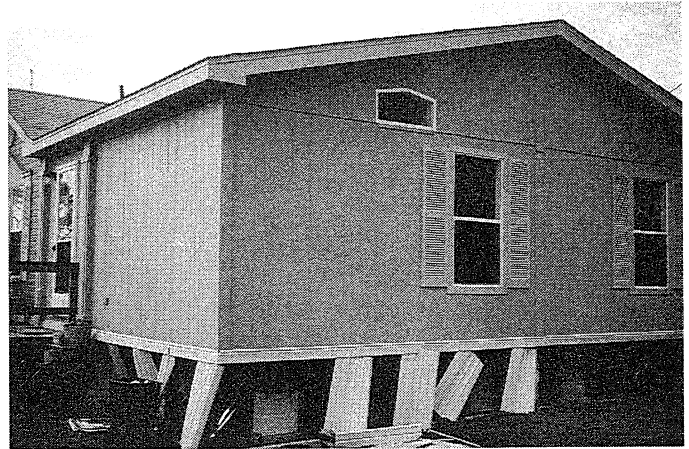
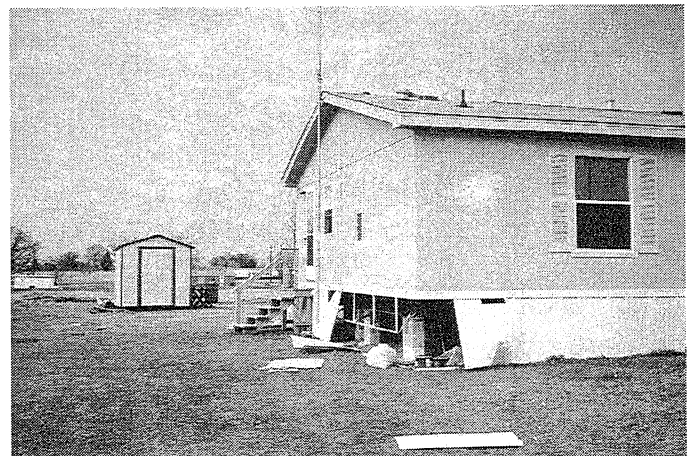
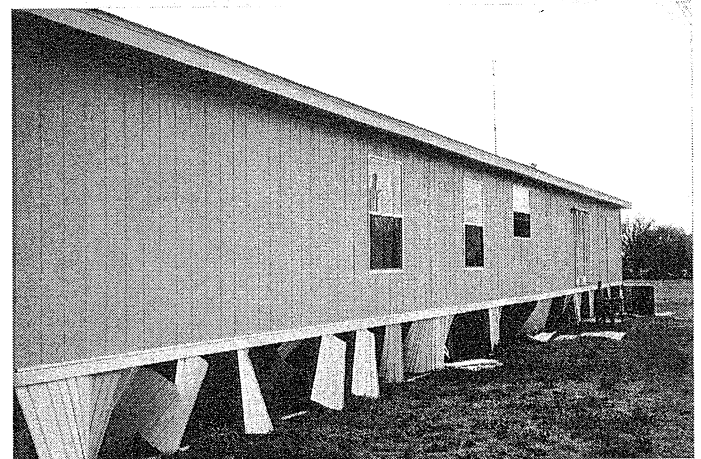
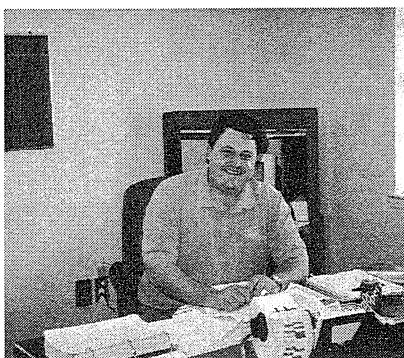
On March 1, 1997, heavy wind gusts and tornadoes ripped through the Cedar Creek Lake area, 75 miles southeast of Dallas, Texas. American Homestar of Burleson homeowner, Mark Patek and his family, survived the frightening ordeal unharmed. What follows are excerpts from his interview with Charlie Lohin, AHBurleson Sales Manager, regarding the incident.

"I own an American Homestar/Burleson Parent's Retreat (28x80). Two Sundays ago (March 1) at 8:25 in the morning, a tornado hit my house. The winds were clocked at over 100 mph. I noticed little, if any, shaking of the house. In fact, my home came through the storm with minimal damage. There was a little shingle damage, but the roof didn't come off and none of the walls collapsed. Also, there were no broken windows."

"In my experiences with tornadoes in Kansas and Texas, I was told to open windows to help relieve the pressure. I only had 3 or 4 minutes to react and managed to get one window open during the whole ordeal. While trying to find everyone in the house, the back pressure underneath my home actually lifted my linoleum a good 2" to 3" off the floor. Of course, my main concern was my family. I hid my kids in the middle bathroom; in fact, it was myself, my wife, my two sons, my daughter and my granddaughter in the bathtub....quite crowded. The sirens didn't go off until a good 10 minutes or so after everything was over. In the surrounding area of my neighborhood, there were a couple of brick homes in the path of the tornado that are no longer there. The local pipe factory that we have down at the lake in Mabank is totally destroyed."

"I want to say how much I appreciate the people of Homestar (American Homestar). I did alot of researching into mobile homes before I purchased mine and was told that Homestar was one of the best on the market. I'm getting ready to purchase another mobile home and it'll definitely be a Homestar! Yes, there was probably a little bit of luck and a whole lot of the 'man upstairs' involved in the outcome of this, but I want to thank the people at American Homestar of Burleson who built my home. I think they did a pretty good job!"

Special thanks to Norman Dent, Service Coordinator, and Bill Williford, General Manager at Nationwide of Tyler, for alerting the Burleson plant to Mr. Patek's story!



People Power

The American Homestar of Burleson sales staff is proud to announce the addition of **Parrish Michener** to the team! Parrish, a 10 year veteran of the carpet supply business, has been assigned the West Texas, New Mexico, Colorado, and Western Oklahoma sales territory. In addition to his storied carpet career, Parrish's background includes attending Ft. Worth's T.C.U., and a five-year stint as the sound man for world famous Billy Bob's of Texas. A blind date with psych major and U.T. of Chattanooga graduate, netted his wife of 5 years, Lisa. Five month old daughter, Rheya, is both Lisa and Parrish's pride & joy. Parrish enjoys rock music, travel, playing the bass guitar, and all sports, especially golf! When asked about coming to work for American Homestar of Burleson, he responded, "It's the single biggest opportunity of my life." Welcome aboard, Parrish!

BURLESON *STAR* NOTES
By *Charlie Lohin*

Western Wit Woos Site-Built Homebuilder

As usual, Tyler General Manager Bill Williford's special 'Western-style promotion' was a big hit. Western-themed radio spots on local KNVE generated consistent traffic and the top notch Tyler sales team, dressed in western garb, were a yellin' and a sellin'! It was Fred McDonald's sale to Kevin Hale (an ex-framer & final finish foreman for an exclusive Plano, TX \$30,000+ homebuilder), though, that imparted a definite sense of pride to our American Homestar of Burleson plant.

Mr. Hale had been shopping for a home for a full year when he heard the catchy western-style radio ad prompting him to check out Nationwide of Tyler's sale. When Fred McDonald walked this potential homebuyer into the AHBurleson Cape Cod model HS-744 (28x56), the classy exteriors and coloring really captivated Mr. Hale. From there, Fred meticulously highlighted several key features, i.e. 12" eaves, updraft air, over-sized closets and the extra deep tub. However, Mr. Hale was most impressed with the fit and finish of the moldings and the overall quality of the home. Fred and Mr. Hale finished the deal that day and closed it shortly thereafter.

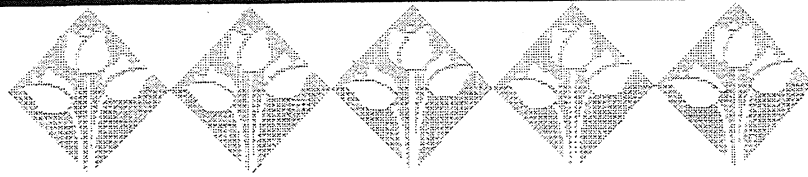


Here, Tyler SUPER Salesperson, Fred McDonald, congratulates father and daughter, Kevin and Ashley Hale, on the purchase of their new American Homestar of Burleson home - the Cape Cod (HS744).

Fab 5 For March

1. NW-Burleson	Jack Maxey	18 Floors	5. NW-Seguin	Greg Benzing	2 Floors
2. NW-Austin	Randy Coffman	16 Floors	5. NW-Tyler	Bill Williford	2 Floors
3. NW-Tulsa	Tom Wilson	8 Floors	5. Adv.-Longview	Craig Pickett	2 Floors
3. NW-Lumberton	Paul Taylor	8 Floors	5. NW-Monroe	Leon Dooley	2 Floors
3. AHSFO-Lancaster	Don Simonson	8 Floors	5. NW-New Braunfels	Ron Steves	2 Floors
3. IL-Granbury	Dave Davis	8 Floors			
4. NW-Mequite	Dave Shetler	4 Floors			
4. NW-Lorena	Bill Hicks	4 Floors			
4. NW-Okla. City	Jeff Goodrich	4 Floors			

Great Job!!



Sensational Spring Clearance Sale

***Sell any American Homestar, Burleson
stock, tape & texture home or Morningstar model
and replace it with any American Homestar, Burleson
product and receive...***

25 Presidents Club Points

- * Improve your ranking.***
- * Pad your President points.***
 - * Surge to the Top.***
 - * Be Bermuda bound!***

***Just fax the completed
Presidents Club Certificate to Charlie Lohin
at:***

***American Homestar, Burleson
Fax 1-817-295-3352***

***Help yourself by helping your company replace
obsolete inventory with fast-turning new inventory!***

***All sales must be booked by
May 1st, 1997.***

***Call your factory rep. for a list of qualified inventory
1-800-817-4150***

PRESIDENT'S CLUB

AMERICAN HOMESTAR
of BURLESON

Redemption Certificate

25

POINTS

Your Name

Customer Name

Company Name

Serial Number

Company Address

General Managers Signature

Your Signature

Date

President's Signature

FORWARD BY MAY 5th, 1997 TO: AMERICAN HOMESTAR of Burleson
C/O Charlie Lohin
320 North Burleson
Burleson, Texas 76028
FAX (817)295-3352

Receive 25 President's Club Points

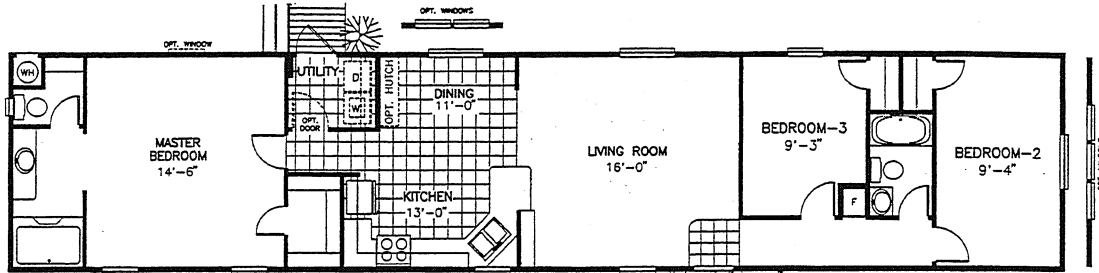
1. Sell and book any American Homestar, Burleson stock tape and texture, or Morning Star home by May 1st, 1997.
2. Replace the home with any current American Homestar, Burleson product.
3. FAX complete Redemption Certificate to the Burleson plant, by May 5th, 1997. ATTN: Charlie Lohin. FAX (817) 295-3352

Vicksburg BLURB

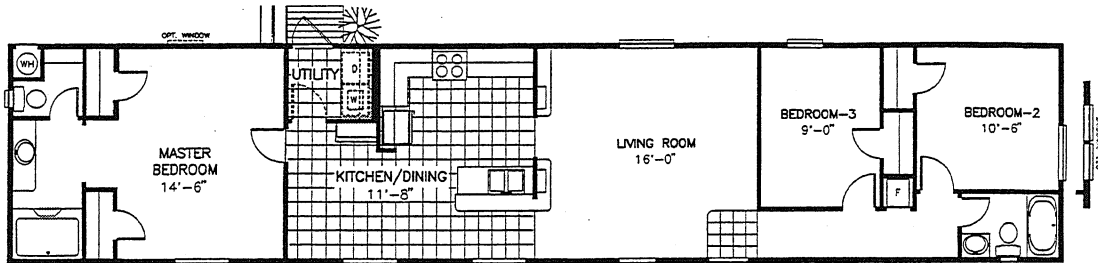
By Melanie Hood & Dinah McCorquodale

Nashville Update

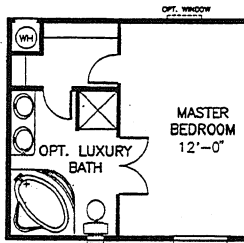
We're featuring four exciting new 1997 models, including two singlewides and two doublewides (please see the attached floorplans), at the Nashville Show held April 2nd through April 4th at the Opryland Hotel. A tremendous turnout is anticipated to check out our spectacular new looks!



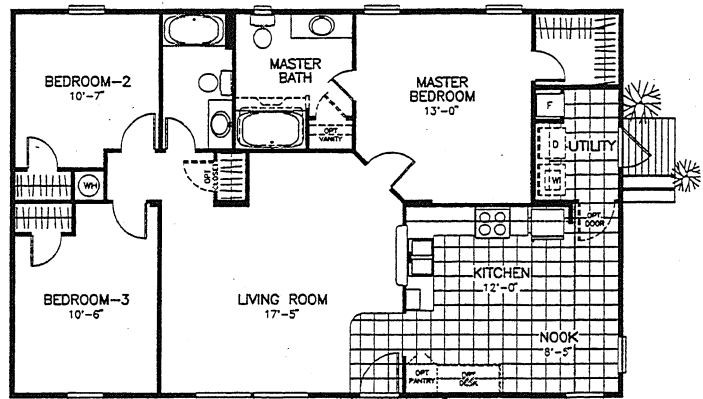
Model V482 16' x 80' (1180 Sq. Ft.) 3 Bedrooms, 2 Baths



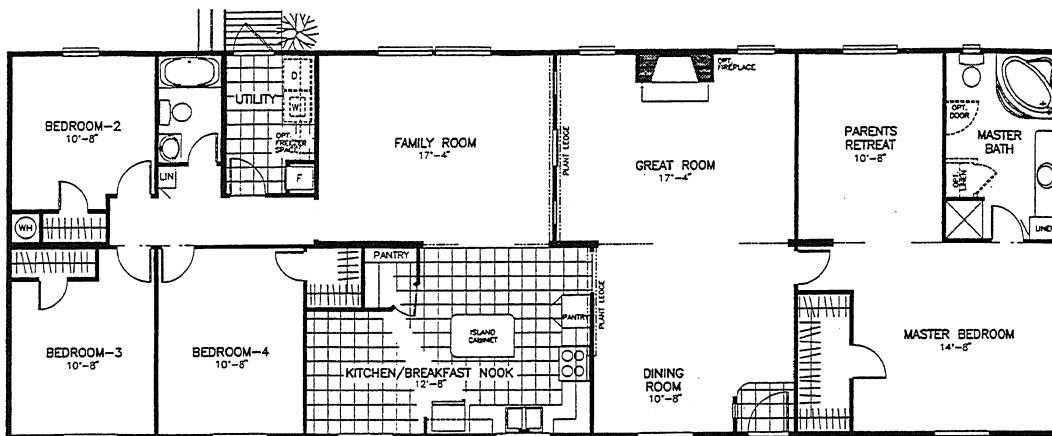
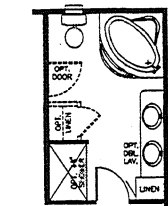
Model V487 16' x 80' (1180 Sq. Ft.) 3 Bedrooms, 2 Baths



Opt. Luxury Bath
(V482 & V487)



Model V1148 28' x 48' (1205 Sq. Ft.) 3 Bedrooms, 2 Baths

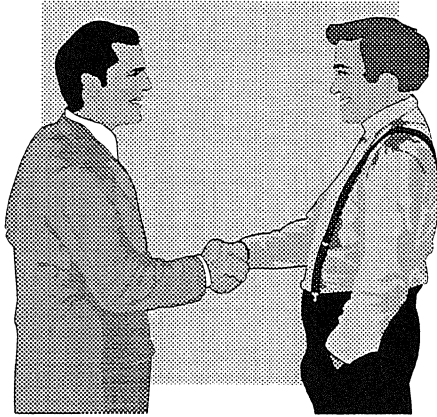


Opt. Luxury Bath
(V1181)

Model V1181 28' x 80' (2075 Sq. Ft.) 4 Bedrooms, 2 Baths

Vicksburg BLURB

By Melanie Hood & Dinah McCorquodale



New Faces

We would like to welcome aboard **Robert "Bob" Hubbard** as our new Controller. Bob, welcome to our team!!!

Recently Recruited Retailers

We would like to welcome the following new dealers:

- **Freeman Mobile Homes of Center, Texas**
- **Valley View Mobile Homes of West Plains, Missouri**

Product Changes

Magnolia Homes is now using Oriented Strand Board (OSB) for standard floor decking in all homes.

In addition, we have recently switched our plumbing system from the PEX System to CPVC (Chlorinated Polyvinyl Chloride) Tubing which carries a lifetime warranty, reduces condensation and heat loss, and resists corrosion, pitting, and/or scaling.

Also, various wood cabinetry options are now available in both the Kitchens and Bathrooms of our Magnolia homes.

GERING GOSSIP

By Doug Tollin



Sensational Suggestions

Congratulations to our co-Winners, **Stasia Long** and **Edward Colling**, for their Safety Suggestion of the Month which is selected by our Safety Committee. Congratulations are also in order for **Kevin Thompson's** Production Suggestion of the Month which is selected by our Production Suggestion Committee. In appreciation of their great suggestions, all three winners were awarded gift certificates to Bush's Gaslight Restaurant. Thanks Stasia, Edward, and Kevin.

Convening In Colorado

Congratulations to **Ray McKinney** and **Nationwide of Fort Worth** on their expansion in the Colorado marketplace through their recent acquisition of US Mobile Modular Sales Company's Pueblo and Fort Collins sales lots. The Gering Division has had a long term working relationship with USMM and believe a valuable asset has been added to our team. We whole-heartedly welcome **Jim Jones**, General Manager at Fort Collins, and the rest of his staff to the American Homestar team. And our congratulations are further extended to **Dave Flynn** on his appointment as General Manager of the Pueblo sales lot - we look forward to working with him.

USMM

New Retailer News In New Mexico

Both **Norbert Gabaldon** and **Jim Phillips** visited our plant on March 5th and 6th, and we are pleased to announce that **Nationwide Mobile Homes of Albuquerque** has become the newest member of our retailer organization (the Farmington location will also be added soon). We are looking forward to a long and very prosperous relationship with **Nationwide of New Mexico!**

Heard It Through The Grapevine

Rumor has it that there may be some new and exciting product offerings from the Gering Division next month. Sitings of preliminary drawings have recently been reported and gossip is in the air of a possible prototype hitting our production line very soon. Further hearsay will be heralded to you on an as-heard basis.

Boise BULLETIN

By Mike Booth

SALES UPDATE

Commendable Commentaries

"The most innovative product in the Inter-Mountain West." "Great floor plans."

"You've gone beyond your normally great product offering." These are just a few of the retailer comments during our plant show winding up on March 20th.

One of the more notable results of the

"The most innovative product in the Inter-Mountain West." "Great floor plans." "You've gone beyond your normally great product offering."

show are the addition of three new Guerdon Villages: (1) American Affordable Homes in Rock Island, Washington; (2) North Venture Homes in Sagle, Idaho; and (3) Blue Diamond Homes in Ely, Nevada. In addition to these stellar village locations, many other open market areas are currently in the process of being closed with new dealers.

Promotions

Doug Conner has left the cozy confines of Quality Control for the ever tough and tumble world of Production Supervision in Tops & Electrical. Doug is married with three children and has over nine years experience in the industry.

"Doug did a great job in QC and I'm sure he'll do great in Production. This is the second employee that's been promoted to Supervisor from my department. As soon as I get 'em trained, Production takes 'em," said a somewhat whining Kelly Glaser. Congratulations and good luck Doug!

Watch Out Wall Street!



The Boise Division, through the dedication and hard work of all employees, is poised to capture significant increases in market share and expand our retail base, so keep watching us . . . More information to follow in subsequent issues.

Sweet Sixteen

The Boise Division is in the process of producing its first 16'-wide homes which is great news for us.....we can **NOW** compete in the Montana, Wyoming, and Colorado markets with a **full product offering!!**

Employee Of The Month

Congratulations to **Steve Krause** from our Exteriors Touch-Up Department on being named Employee of the Month. He's been late once since he was hired in August 1994 and he does anything to get the job done! Way to go, Steve!!

New Additions

Assistant Purchasing Manager **Mike Justice** is now the proud grandpa of a baby girl - Creedence Nicole. Born February 12th, she weighed 8lbs./8ozs. Mike was so ecstatic, he immediately went out and built the crib to beat all cribs. Grandpa, Granddaughter, and Daughter are all doing fine.

STAYTON

By Jon Moon

Guerdon Wins "People Choice Award"!!

Team Guerdon was standing tall at the 1997 Oregon Manufactured Homes Show recently held in Salem, Oregon. We told you about the strong floor plans in previous Scoop articles . . . well, the final presentation was even stronger! How do we know?? Because the buying public's opinion is the most crucial to our success, and guess what?!? They selected Guerdon as **#1** from a choice of 35 homes as recipients of the coveted "Peoples' Choice Award"! The entire Stayton Team is very proud to be ranked so highly by current & potential homeowners! Way to go, TEAM!!!!

Top Manufactured Home Veteran is Guerdon's 1st Round Draft Pick

We're proud to announce that **KEITH SMITH** has taken over as Sales Manager of the Stayton Sales Team. **KEITH** has a considerable background in the manufactured home industry . . . over 26 years and still counting. And with experience like that, we're happy to have **KEITH** quarterbacking the "Team".

Being an MVP in our industry is not the only game **KEITH** knows. He is also father to Allison (a junior at the University of Oregon) and son Nickolas (a sophomore at Bend High School). Rounding out this Oregon native's "Home Team" is his wonderful wife Patsy. **KEITH** has

become quite the avid golfer, especially when you consider all of our "Oregon Sunshine" he has to wade through.

Join us in Welcoming **KEITH** to the Stayton Team!!

The Forerunner of Franchise

With the addition of Keith Smith to the Stayton Team, we are able to announce **JON MOON'S** promotion to **Franchise Manager**. **JON** will lead the quest to solidify our distribution in the Northwest with our Franchise Program. While Buck, Lad, and Rick are 'crossin' the T's & dottin' the I's', **JON** is getting an in-depth look at American Homestar and Nationwide Housing as he "scouts" the competition.

We wish you the best of luck, **JON!!!**



THE BEST IS YET TO COME

Our third quarter finished soundly with volumes some 10+% over last year and penetration % on physical damage and credit life up over both last year and previous quarters. Despite the good news, I always feel relieved when the winter months are behind us, our Spring selling season is back and we're in the home stretch of the fiscal year. You know, Springtime....when our thoughts turn to the birds, bees, fresh air and who might beat the pants off whom in the final quarter of the Presidents Club contest?! (Fun stuff if you're an innocent by-stander.) But before we get to the PC Club standings (below right), let me show you February's most valuable BMs:

Peggy Romero NW-New Iberia Fantastic month, 70pts!

**Congratulations on your new Agent status, Peggy!*

Ron Burnett NW-Lake Charles 18 pts for up-sales, 73 total

Randy Wilson IL-Gulf Frwy 100% PD, 100% CL, 67 pts

Trudi DeRouen NW-Abilene Good all around month

Ray Cox Adv-Longview 65 pts! 9 21st deals!

Mitch Brown NW-Tyler 70pts! Excellent Month!

Chritine Baker NW-Mesquite 63pts, 12 21st deals

Jim Rea IL-Spring 80% CL, 100% PD

Terri Raymond NW-Lufkin 70 pts! Sprinting for Gold!

"News from the Waterfront..." Correction

In talking with American Modern Insurance Group underwriters, it has come to our attention that the "Gap" coverage available on the new Texas coastal program only covers windstorm, hurricane and hail for the 45 day period. It does not cover flood at all. In this light, it will be imperative that the separate flood policy application be overnight mailed to us from the dealership the day of delivery. If the application is not received by the insurance company within 10 days of delivery, they will delay the effective



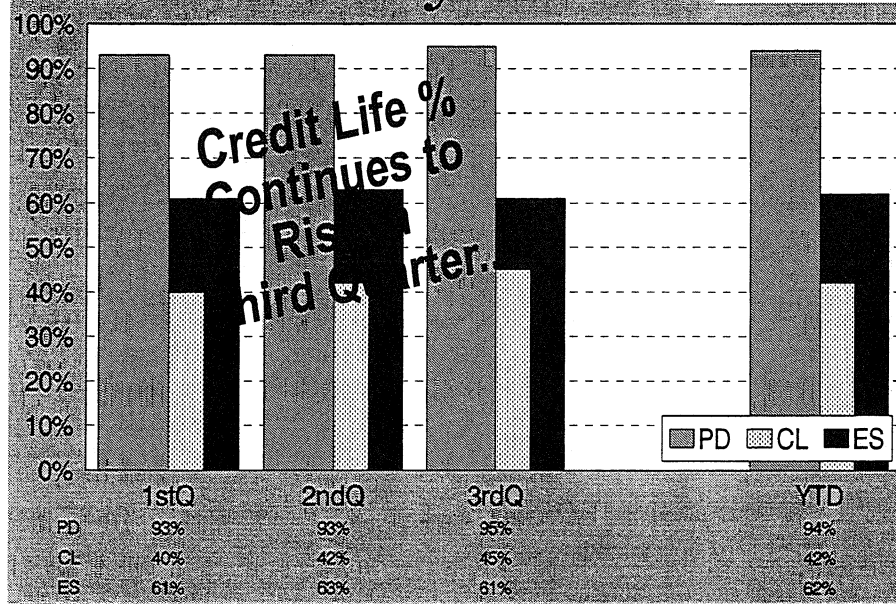
by Laurie Lowery

LAST QUARTER BONUS PC POINTS BUSINESS MANAGER PROGRAM

**2 PTS PER
CREDIT LIFE POLICY
& DOUBLE POINTS
FOR RATE "ENHANCEMENTS"**

date 30 days, leaving the home without flood coverage for this period of time. Coastal area Business Managers will need to stay on top of these applications in order to protect the customer and our own liability.

Penetration By Product



PC Club Contenders

thru 3/97

Jack Smith	#78	788.2
Cathy Jackson	#51	765.5
Bruce Reynolds	#24	646
Jim Rea	#64	602
Randy Wilson	#17	482.5
Mitch Brown	#59	444.5
Peggy Romero	#15	428.5
Terri Raymond	#79	421.5
Debbie Maxey	#21	410.5
Wayne Peacock	#52	395
*Ron Burnett	#15	387
*Trudi DeRouen	#26	290
*Ray Cox	#39	278

*Persons starting after the start of the fiscal year but before Nov, will qualify for the program on a prorated basis.