

HOME Front

A Monthly Publication of
AMERICAN HOMESTAR

New President & Chief Operating Officer for American Homestar's Manufacturing Division

By Buck Teeter, Chairman and Co-CEO and Lad Dawson, President & Co-CEO

We want to welcome **Ron McCaslin** to the Homestar team as President & Chief Operating Officer of Oak Creek Housing Corporation. His extended tenure and diversified experience within the manufactured housing industry makes us feel very fortunate to have attracted Ron from Fleetwood Homes.

Ron began his career in the manufactured housing industry as an industrial Engineer for Wick Building Systems in 1972. Over the next few years, Ron served in a number of manufacturing and sales management positions culminating with his promotion in 1979 to Director of Sales & Marketing for the Northern Division,

Early in 1981, Ron decided to pursue a Vice President of Marketing position in a non-related industry, however, returned to manufactured housing in September 1985 as a Sales Manager for Fleetwood. After a very successful plant opening in Roxboro, North Carolina, Ron was promoted to Director of Sales for Fleetwood's South Central Region in Waco, Texas, and was later named General Manager for their Woodland, Washington location. Ron led the Woodland facility from last place in customer satisfaction in July 1993 to 1st place in December 1994.

In March 1994, Ron moved back to Texas as the Director of Sales for Fleetwood's new Southern Division, and then in 1995, was promoted to Division General Manager over six manufacturing plants. After Fleetwood's reorganization into three different regions, Ron has performed as the Vice President over their Central Region which included nine manufacturing centers accountable for 17 manufacturing plants generating sales of \$650 million with distribution in 27 states. He has had two of the top three C.S.I. facilities in the Fleetwood organization each of the last three years. Ron has also had a strong affiliation with many of our industry associations, saving on the Board of Directors at various times of state associations in North Carolina, Missouri, Tennessee, and Texas.

Ron understands the *American Homestar Mission*, and our *Vision for the Year 2000*. To help "make it happen", he has established these short term operational goals for the Manufacturing Division:

1. Enhancing customer satisfaction.
2. Optimizing capacity utilization at each facility.
3. Identifying/prioritizing any quality issues.
4. Sharing *Best Practices* among facilities to reduce costs & improve financial performance.
5. Clearly defining the product mission for each plant to cover major price points in

(Continued on page 7)

Nationwide adds Two New Locations in New Mexico and the first in Arkansas

Division President **Ray McKinney** has acquired location numbers 18 and 19 to his West Division by double-teaming Las Cruces, New Mexico!

The two Region 8 locations will be overseen by Regional Vice President **Greg Burnett**.

Sales Center #82 - an Oak Creek Village, will be headed by **Brian Brastad** as General Manager. Assisting Brian will be his Office Manager **Alicia Madrid** and Assitant General Manager **Frank Rivas**.

Sales Center # 84 - a Nationwide Homes location will be headed by **Victor Zamora**.

Victor will be joined by **Bertha Ceja** as Office Manager.

We are pleased to welcome our new location in Arkansas to the family. Location number 62 in Springdale Arkansas is the first Nationwide Homes Sales Center in the State of Arkansas.

The Springdale location is part of the North Division in Region 5 under **Larry Speck** and **Robby Golden**. Springdale's General Manager, **Mike Johnson** will be assisted by his Office Manager, **Teri Eason** and his staff of salespersonnel; **Jim Hunt**, **Shawn Bollin** and **Gayla McCutcheon**.

Welcome aboard and good selling!

President's Club
21st Century News
Telemarketing

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AUGUST, 1997



Presidents Club

#1 Most Valuable Player

Trey Webb, the new Salesmanager at NW-Austin is mad and its paying off! Missing the 1997 Presidents Club cruise frustrated Trey enough to pull out a grand slam month with 9 NEW HOUSES and 70K in PAYABLE GROSS. Russell Crawford also from Austin, pinch hit 5 new and 1 used for 32K in PG.



Best Team Record

The hottest location in July had to be NW-South in Houston, Texas! General Manager, Dennis Williams, must be doing something right because Bambi Huddleston new with a major league 27K payable gross, Attar threw a major curve ball producing a whop- with 61,393 payables and Richard Felty finish the with four new for over 35 K in gross. That's 147K on 16 new and that ain't bad.

#9

got three
Richard
ping 5 new
no-hitter

The all-stars...



Larry Scimmons, NW-Rosenburg, TX cracked a 4 home-run inning for 27K payable gross.

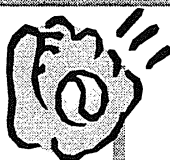
Free agent, Tom Pritchett of OCV-Granbury, TX also closed 4 new homes.

Kenneth Kimble of Colorado Springs closed 2 new and 3 splits at the bottom of the ninth for 23K.

Steve Saunders in Waco had 5 new homes for over 26K in payable gross.

Author Tyde at OCV off 820 in Fort Worth, TX stole 3 new bases (homes) at 22.5K.

other team efforts....



Jeffrey Taylor of NW-Azle, TX batted 1,000 with 3 new and 20+K in payable gross. Teammate, Wayne Wilkerson knocked in 3 1/2 new for almost 28K. '97 Presidents Club Alumni, David Dalley, from our #1 location in Lancaster, slid in for just over 20K on 2 new and 2 used.

#6 Jo Woods also from Lancaster, had 6 (new) homers for 23,500 PG. Joe Marquez also had a nice inning with 3 new and 27,9K. At NW- Denton, Minnie Pipkin continued her quest for the pennant with four new. Fellow Dentonite, Tom Kline popped in a whopping 26,600 PG on only 3 deals in July. In Greenville, Daryl Wilkinson knocked in a double with 3 new, 1 used and 20K payable. Jeremy Hickerson finished out the home stand with 5 new and 18.7K PG. And, Randy Wilson from Lufkin managed 18,5 PG while teammate, Jerry Fridell knocked in the homer with 7 new and 32,6 PG.

#2

#8

July's Heavy Hitters



Hans Hammond in Bryan got the big 30K contract after knocking 3 new over the fence.

Holden Welsh in good ol' Fort Collins, Colorado bunted 3 new & 1 used for \$23,379.

Pamela Colley, the pride of Huntsville, had a outstanding game of 3 new and 29,400 gross.

Jo McBride with the Nationwide team in Jacksonville, TX swept the bases with 4 new and change for 23,9K.

Rookie and recent Basic 101 alumni Shelby Blackfox, showed us he is ready for the majors with 4 new, 1 used in Tulsa, OK.

Toby Cooksey of Mesquite, took down 4 and 1/2 new in a bench clearing brawl of a month.

Another recent 101 alumni, Dan Sanders of Boerne did a consistant 3 new at bat for 22K RBI.

While in Seguin, TX, John Wells, "Mr. Cancun" pulled out 5 new and change for over 21K in peanuts.



Insurance News^s by Lisa Smith

TRAINING

With so many new dealerships opening and the constant change in office personnel, training is essential. Here at Western, I try to keep up with the changes. Please contact me immediately when there is a need for additional training at your location. Training is available for rating the insurance, completing the applications and selling the products. Insurance is a great opportunity for you and we want you to fully understand the products you are selling.

Training is available at your location or here at Western. Laura Wilson, the President and General Manager of Western, will conduct the sessions. However, her calendar does not stay empty long. Therefore, please call me at 1-800-833-8071 ext. 776 as soon as the need for training is determined. I will then help coordinate between you and Laura.

Remember, Western is always available to answer questions. Do not guess!!! Customers need accurate information regarding the protection of their homes.



Coming Soon

TEAM VISION CHALLENGE

Anyone and everyone can win.
Is your team up to the challenge?
Presidents Club 2nd Quarter Contest



THE "HANDS ON" GENERAL MANAGER!

Make way for Sandy Roberson, the new General Manager of Nationwide Homes in Greenville! She can do it all! Thanks to Mary Benson, Greenville's Office manager for the picture!



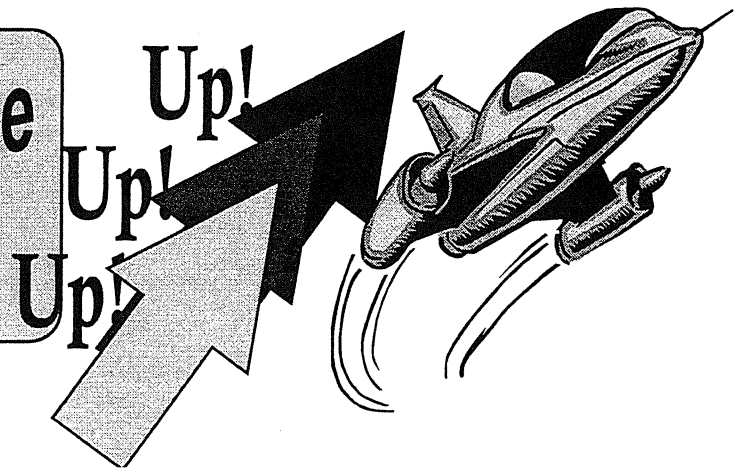
INSURANCE LICENSING

Being fully licensed is just as important as being fully trained. We need to be in 100% compliance with licensing requirements. This means that obtaining your insurance license needs to be made top priority. Legally, you cannot quote, discuss coverages, or receive insurance commissions without a license. Believe me, I have just gone through the exam process and understand how difficult it is to study while working your full week. However, it's not an option.

It's very simple. If you will be quoting or discussing insurance or receiving insurance commission, you need a license. Contact me immediately to get started (extension 776). It may not be as painful as you think.

21st Century Mortgage

Things Keep Looking...

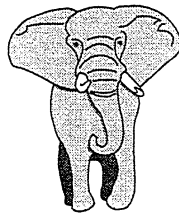


21st Century Chronicle

BUBBA IN MOURNING

Your correspondent is losing his hair stylist and is in a funk ---a valued news source for the advantages of the bi-weekly mortgage payment, Tammy, is quitting her career as hair cutter extraordinaire Tammy is moving on to a new career as sales assistant for a home improvement company. She laments "They can't offer biweekly payment plans to homeowners!" (Will this be the last gem of wisdom yours truly will hear from this bright young woman? Let's hope not). She did offer this parting pearl of profound progress in her personal financial condition. The biweekly payment is much easier to scrape up. "If my new job does not pay as well starting off", she says. "I can do enough haircuts in one or two afternoons to make the house payment".

**"BEST WAY TO EAT
ELEPHANT IS ONE BITE AT A
TIME"**



OR



**"IF YOU HAVE TO EAT MORE THAN
ONE FROG, EAT THE BIGGEST ONE
FIRST"**

Tammy is not alone ---most homebuyers at some time during the life of their loan will have a hard time making a payment. A biweekly payment is easier to deal with than a monthly payment that is twice the amount. The proceeds from a garage sale can make one biweekly payment.

(Editor's Note: Upon inquiry we discovered the reason Tammy gave up haircutting was she had too many bald headed customers like our correspondent in Knoxville.)

EXPANSION

Others in the industry have noticed the success of American Homestar and 21st Century. Because of the successful execution of the AHL strategic plan to be a vertically integrated company a number of companies now want to copy the program.

Recently three new joint venture finance companies have been formed between 21st Century and Southern Energy Homes (Alabama based), Nobility Homes (Florida based), and Uniprop Properties (Michigan based). 21st Century is the managing company and splits the profits with each of the partner companies. The loan volume from these operations will be combined with the loans received from Nationwide which will allow 21st to go to the financial markets more frequently and thereby reduce rate risks.

Another benefit is that there will be greater geographic diversity --spreading the risk. Loans will be originated from the Deep South as well as the Midwest and Rocky Mountain states.

The three companies represent a total of 72 sales locations ---including one 1,400 space manufactured home community.

ANOTHER WIN-WIN

These new JV finance companies add incremental income for AHL. For the partner companies it gives them a low cost and low risk way to have a finance arm.

Lanette Carpenter



The Critical Path to Selling Homes

Inbound Telemarketing

For the next few months I'm going to cover sections out of the telemarketing book. If you do not have a telemarketing book, call Ana at 214-230-2667 and request one for your location.

Secret #7 Multiple Listing Service

The first person I worked for on a manufactured housing retail center was a former realtor/broker. He introduced me to the wonderful world of M.L.S. Multiple Listing Service is a computer service that is offered to realtors. If a Real Estate office subscribes to MLS, they can access from their computer hundreds of homes that are listed throughout their marketing area. You can imagine the positive impact this resource can have on sales.



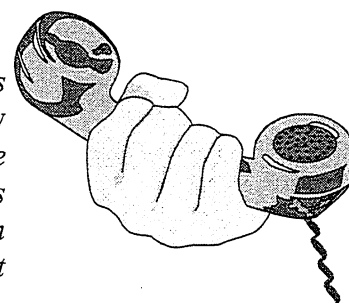
Since this service became available to realtors years ago, it has substantially changed the way they handle their prospects. They found that they could advertise one specific house that would get the phone to ring. If the incoming caller did not like the home for whatever reason, it really didn't matter. Because whenever the prospect eliminated the advertised house, the realtor introduced them to the concept of Multiple Listing Service.

Let's pretend a REMAX real estate office has placed the following ad in the paper and we are listening in on how they handle the call.

Beautiful 4/3 with den and formal dining room has just become available. Owners transferred, priced to sell fast. Call REMAX real estate 800/888-8888.

Lisa - "REMAX realty, this is Lisa, How may I help you?"

Fred - "Hi Lisa, my name is Fred Jones and I just saw your ad in the paper, the one that says owners transferred...must sell. Can you tell me something about that house.?"



Lisa - "Fred, I am just finishing up with another client right now, but I'll be finished in about 10 minutes. I'll call you back then and tell you all about this great house. What's your number Fred?"

Fred - "452-9646"

Lisa - "Great, I'll get back to you soon." Lisa calls back....

Lisa - "Fred, this is Lisa from REMAX realty. You wanted to know about the home we have advertised. Well, the owners are in a real bind. You see he was transferred to Chicago and he has to be there in two weeks. This promotion came very suddenly and although he is very happy about it, he wants his wife and children there with him immediately. So he told us to basically do whatever it took within reason to get his home sold."

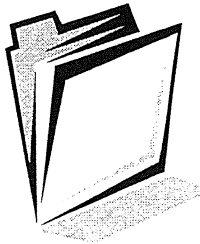
Fred - "How much is he asking?"

Lisa - "I knew you were going to ask me that so I tried to get the file before I called you back. Unfortunately,

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LANETTE CARPENTER, CONTINUED

(Continued from page 5)



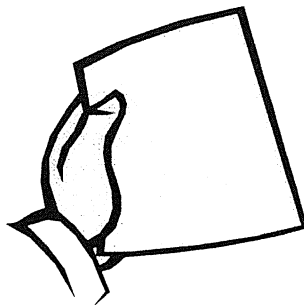
it is in my manager's office and he is in the middle of a closing. If this afternoon would be good for you, we can meet at my office and I'll have the file at that time."

Fred - "I'll tell you Lisa, I'm really busy so if you would, I'd like you to call me back with those figures."

Lisa - "No problem, Fred, I'll get back to you as soon as I get the file."

Lisa calls back 30 minutes later . . .

Lisa - "Fred, this is Lisa and I have all the information you wanted. It has four thousand square feet and it appraised for \$285,000 and they are asking \$249,000. Does that sound like the range you wanted to stay?"



Fred - "No, I'm afraid that is quite a bit more than we wanted to pay."

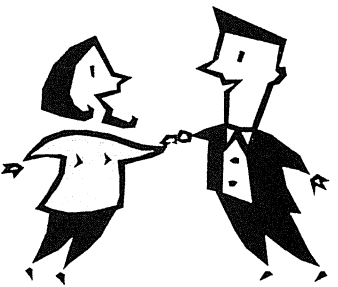
Lisa - "What price range would you feel comfortable with?"

Fred - "We want to stay under \$125k."

Lisa - "Well, that's certainly no problem. Fred, the way I like to work for my clients is to get a list of what they want, then enter that information into our computer system. From there, I can retrieve a list that fits that information. Then we can get together and only look at houses that fit. How does that sound?"

Fred - "That sounds great! That approach will save me a lot of time!"

Lisa - "OK, I already have your price range, tell me what you want and need for the home to have."



At this point, Lisa will get Fred's list. She will then read it back to him to assure him she's listening and to make sure she didn't miss anything. She will then make an appointment with Fred to show him every home that she pulls up on the MLS that fits his list.

EXERCISE

As an exercise to help you realize what a powerful tool this MLS approach can be, write out your answers to the following questions and then discuss the questions and answers in a team meeting.



1. Why did Lisa get Fred's phone number right up front?
2. Why did Lisa tell Fred the "story" about the house being a bargain instead of telling Fred about the house itself?
3. Why did Lisa wait to give Fred the price on the call back?
4. Why did Lisa give Fred the price of the home?
5. Why didn't Lisa care if Fred liked the price "he gave him on the advertised house?"
6. Lisa took the time to get Fred's list. Why didn't she just tell him that she had lots and lots of homes to show him?

Office Manager's Spotlight

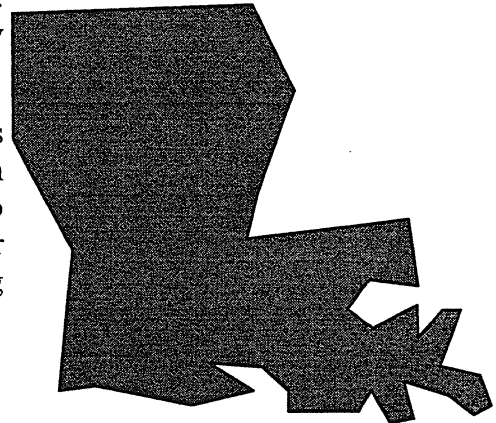


My name is **Chere Kelley** and I am the Office Manager/Service Coordinator at Lot #15 in New Iberia, LA. I am originally from Oklahoma City, OK. I have been in the mobile home business for a little over 3 years. I went to work for Ferris Romero who owned F & M Mobile Homes in April of 1994 as a receptionist/secretary. On March 1, 1995 Nationwide took over F & M Mobile Homes and my life really changed. Working for an individual is totally different than working for a large company. Farris taught me a lot about the mobile home business. In the last two years I've learned a lot more.

I've been to the factory and seen how one is built and it is really amazing.

I am married to a wonderful man who's name is Bill and who has worked for Halliburton for 27 years. We have two sons of our own and I have two sons by marriage. We have three grandchildren, two of which live in Baton Rouge that we see as often as we can. Our granddaughter Nihol Bianca thinks her grandpa can do no wrong and follows him everywhere possible.

I made Gold level for FY 1997, which I am very proud of. Not quite enough for the trip but I don't give up easy. There is always another year.



(Continued from page 1) New President and COO of Manufacturing Division
each regional market area American Homestar serves.

6. Identifying *Opportunities for Improvement* and developing/implementing a realistic game plan.

Over the past year, we have grown the Manufacturing Division from a three plant regional base to a soon-to-be twelve plant national company. We have a solid and motivated management team in place. We welcome Ron as a strong and experienced leader who can

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about this newsletter...

Published in Austin, Texas on no particular day of any given month. We recycle what we write, so please recycle what you read!

If your location does not have a recycle bin, we encourage you to contact your local recycler and ask for one.



Got a story, contact the appropriate editor below and it could be in the next edition!

Manufacturing Editors

Robin Cooper

Tom Jewell

Retail Editors

Dwayne Teeter

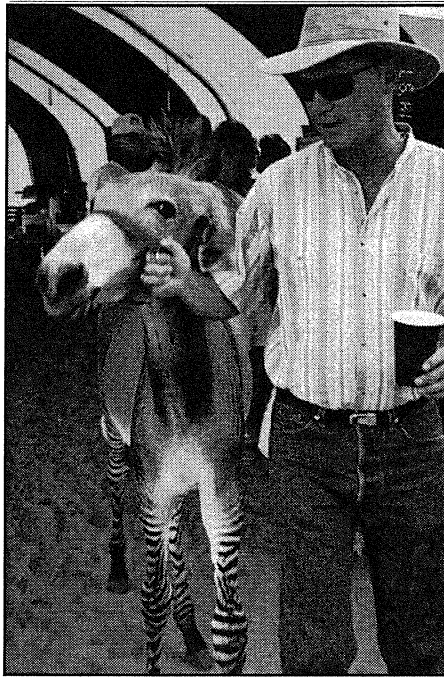
Richard Eklund

MANUFACTURED Arlington Style

Gering Retail Days Event

John Fillingham/GM-Gering, spotted leaving with a party animal from the Gering Retail Days Event.

Note:
Which one is the party animal?



a word from... **Marketing**

By Cindy Minor

You Can Make a Difference

In Maine they tell of an old man walking along the beach with his grandson, who picked up each starfish they passed and threw it back into the sea. "If I left them up here," the boy said, "they would dry up and die. I'm saving their lives."

"But," protested the old man, "the beach goes on for miles, and there are millions of starfish. What you are doing won't make any difference."

The boy looked at the starfish in his hand, gently threw it into the ocean, and answered: "It makes a difference to this one."

-President George Bush

BURLESON **STAR** NOTES

By Charlie Lohin

Tid Bits

Congratulations to the **Corpus Christi Crew!** They knocked down four BIG, BEAUTIFUL, BURLESON homes during one week in July. Imagine if you did that every week?!? Great job, guys . . . keep it up!

We're going to rename **Richard Ator** (from Dennis Williams' "hot" South Freeway location) "Mr. 780". He pounded out two of the big "retreat" models in only one week. Need any help taking all that money to the bank, **Richard** (aka Mr. 780)?

The newest top gun at Tulsa, **Shelby Blackfox**, slammed three new Burleson's! WOW!!

Joe Marquez at Oak Creek Village in Lancaster, nailed down a "Parent's Retreat" and a "Ranch House". Way to go, **Joe!**

Mike Johnson reports 83-ups in 6 days from the new Springdale, Arkansas lot. Party on, **new dudes!**

Gary Vaughn sold three new Burlesons from the Oklahoma City lot. So, I guess things are O.K. in OK!!!



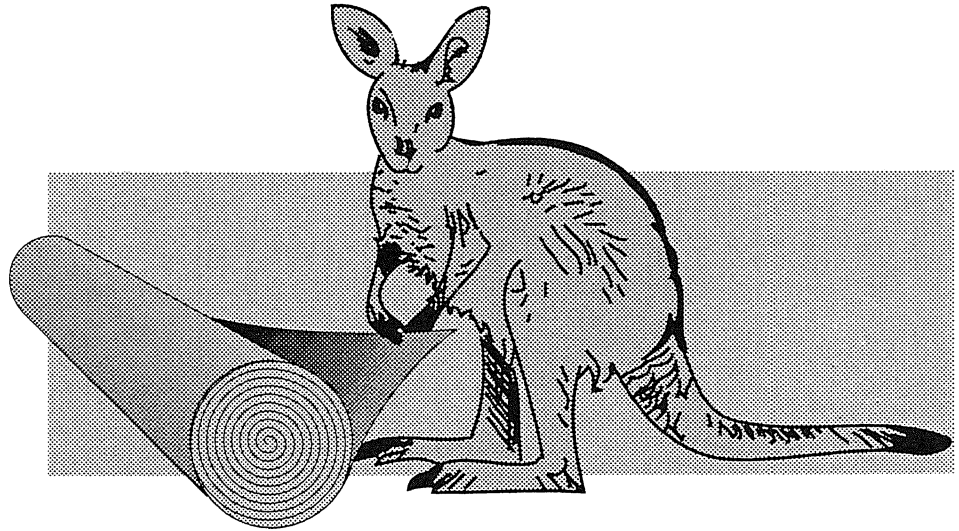
Sandy Roberson, General Manager of Nationwide/Greenville, reported a completely unexpected but very successful first promotion. She thanks everyone for their support but most of all, she wants to thank **Sam Winn** for his world famous "high energy, never relax, sales effort"?!?!?

BURLESON **STAR** NOTES

By *Charlie Lohin* (Cont.)

SELL YOUR STRENGTHS:

Watch your customer actually "bounce" on our American Homestar of Burleson carpet. That's right . . . customers will actually comment on the plush feel of their carpet regardless of grade! Why??? Because American Homestar of Burleson uses a High Density Foam Carpet Pad in every home built.



Take a Look "Down Under:"

Here's The Facts:

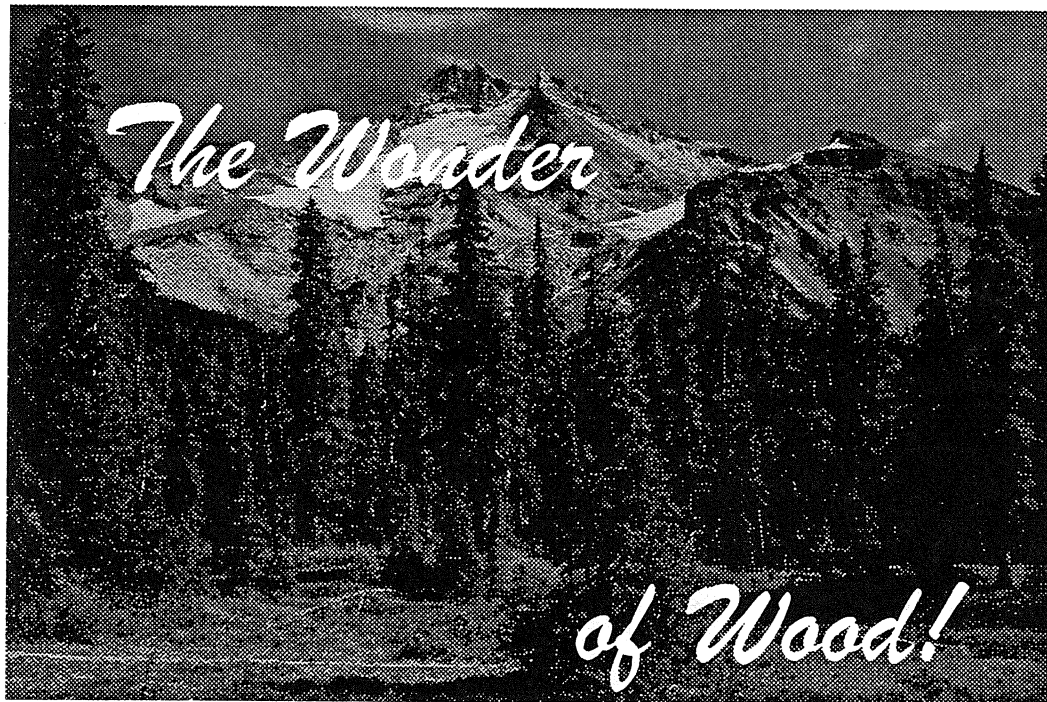
- * It's thick.....a full 1/2" thick.
- * It won't crush or flatten.....the closed cell design keeps a cushion of air trapped in the foam.
- * Improves insulation.....keeping your feet warm in winter & reducing energy loss.
- * Absorbs sound.....softens today's stereo sounds & generally keeps the home quieter.
- * It's non-allergenic.....resists mildew that causes sneezing, etc...
- * 15 year warranty.....means peace of mind: resilient for years to come & backed by a famous manufacturer - Leggett Platt.

Fab 5 For August (YTD)

1.	Nationwide/Burleson	Phil Essex	84 Floors
2.	Nationwide/Mesquite	Dave Shetler	52 Floors
3.	OCV-Lancaster	Don Simonson	48 Floors
4.	Nationwide/Tulsa	Tom Wilson	46 Floors
5.	Nationwide/Austin	Randy Coffman	40 Floors

Great Job!!

*American Homestar of Burleson
presents. . . .*



The master craftsmen at American Homestar of Burleson now offer a Recessed Oak Cabinet Door! This full-grained, polished, solid oak door blends perfectly with our velvet cherry cabinets.

This high quality option is now available in kitchens for the hard to resist price of \$200 on homes 60' & under, and \$250 for models over 60'. Oak Cabinet Doors are also available in master bathrooms for \$100, and \$75 in secondary bathrooms.

Add value and class to your next home with the "Wonder of Wood"!

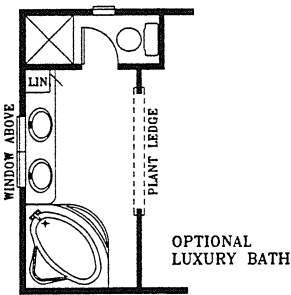
Offered with pride from American Homestar of Burleson.

*To order....call
Glenn, Sam or Parrish*

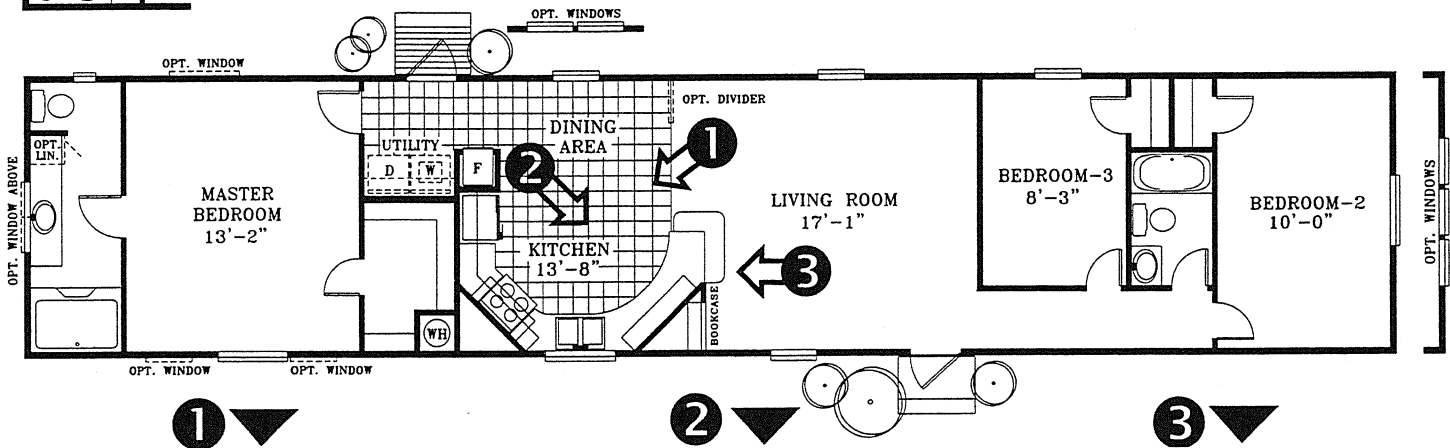
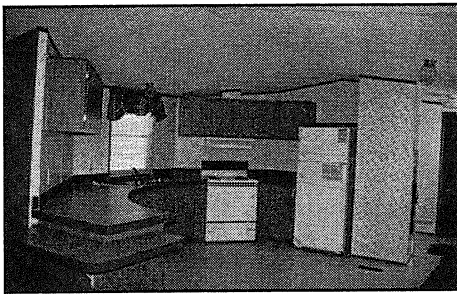
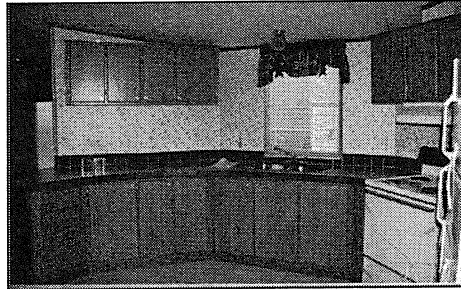
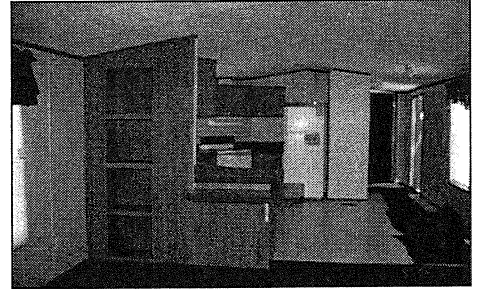
LANCASTER

by Brian Shaw and Paxton Green

Lancaster Continues to Round Out Their Product Offering with the New Circle Kitchen



Lancaster just can't stop putting out new floorplans for the 1998 fiscal year. "What", you say, "Another floor plan?" Yep! That's right . . . Lancaster has developed a new singlewide with a sizzling new look. We've circled the market and there's no turning back with our new 16x80 featuring a Circle Kitchen, full hitch-end bedroom, and many more scintillating features. The NEW 692LE is truly one of a kind!!



DON

"You The Man!!"

If you're in the neighborhood of Lancaster, Texas, stop by The Oak Creek Village sales center and give General Manager **Don Simonson** a pat on the back for a job well done during the month of July: A whopping 30 floors for production through the Lancaster plant!! **WOW!!** Congratulations, Don!! You're the 'bomb'!

**ALL
YOU
EVER
NEEDED
AND
WANTED
TO
KNOW
ABOUT
HARDBOARD
SIDING**

Factory-Applied Primed Siding Limited Warranties

**5 Year Limited Warranty - Primecote®
25 Year Limited Warranty - Substrate**

5 Year Limited Warranty - Primecote®

The factory-applied primer on Masonite® brand Primecote® hardboard siding, when installed and field-finished in full compliance with manufacturer's published application instructions and when properly maintained, is warranted not to blister or peel for a period of five years after installation and painting. This warranty does not extend to any field application of coatings selected and used by others to finish any Masonite® brand hardboard siding.

If Masonite, after inspection and verification, determines that the factory-applied finish failed under the terms of this warranty, the sole and exclusive remedy provided by Masonite will be to refund to the owner the cash equivalent of the affected siding based upon and limited to the owner's original purchase price of the affected siding.

25 Year Limited Warranty - Substrate

Masonite® brand hardboard siding substrate, when installed according to manufacturer's published application instructions, and when properly maintained, is warranted for a period of 25 years against hail damage, defects in material, checking, chipping, cracking, delamination and splitting and to meet at time of shipment the hardboard industry standard ANSI/AHA 135.6 as published by the American National Standards Institute. If Masonite, after inspection and verification, determines that the substrate failed under the terms of this warranty, the sole and exclusive remedy provided by Masonite will be to compensate the owner for the affected siding materials and installation labor, limited to twice the amount of the owner's original purchase price of the affected siding.

General Provisions and Limitations

Satisfactory siding performance under the terms of these warranties is dependent upon proper storage, handling, installation, and maintenance in strict accordance with the published application instructions packaged with the particular siding product. Factory-finished siding products must be washed periodically to remove airborne dust and dirt which is unsightly and may result in the growth of mildew. Proper touch up of chips, scratches, and damage resulting from impact or abuse is required homeowner maintenance. Failure to perform homeowner maintenance or to follow application instructions shall result in these warranties becoming null and void.

Claims under these warranties must be made in writing to the manufacturer within the period of the warranty and authorization obtained prior to beginning any repair work. Masonite accepts no responsibility for defects or damage resulting from (a) misuse or abuse, (b) improper installation, including but not limited to inadequate protection against all sources of moisture accumulation within the wall cavity, (c) lack of normal maintenance, including but not limited to prolonged contact with accumulated water due to failure to maintain caulking, finish coatings, or other normal weather protection, (d) performance of coatings other than manufacturer's, (e) contact with harmful chemicals, fumes or vapors, (f) mildew, (g) settlement, shrinkage, or distortion of the structure, (h) or other causes beyond the manufacturer's control.

DISCLAIMER OF IMPLIED WARRANTIES AND LIMITATION OF REMEDIES:

MASONITE SHALL HAVE NO LIABILITY FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES. EXCEPT AS EXPRESSLY SET FORTH ABOVE, MASONITE MAKES NO WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY. NO PERSON IS AUTHORIZED TO MAKE ANY REPRESENTATION OR WARRANTY ON BEHALF OF MASONITE EXCEPT AS EXPRESSLY SET FORTH ABOVE AND ANY SUCH STATEMENT SHALL NOT BE BINDING ON MASONITE. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the limitation or exclusion may not apply to you.

This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.



© 1 South Wacker Drive
Chicago, Illinois 60606

INTERNATIONAL PAPER
MASONITE DIVISION

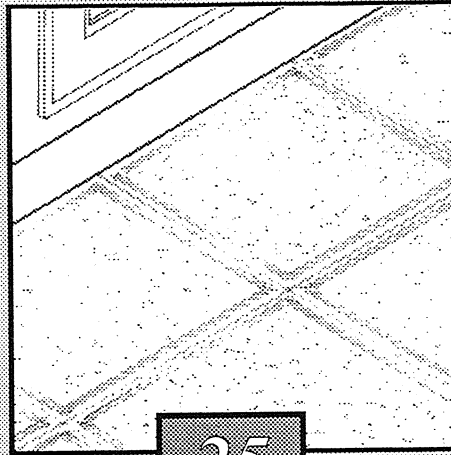
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By Charley Boyer

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.

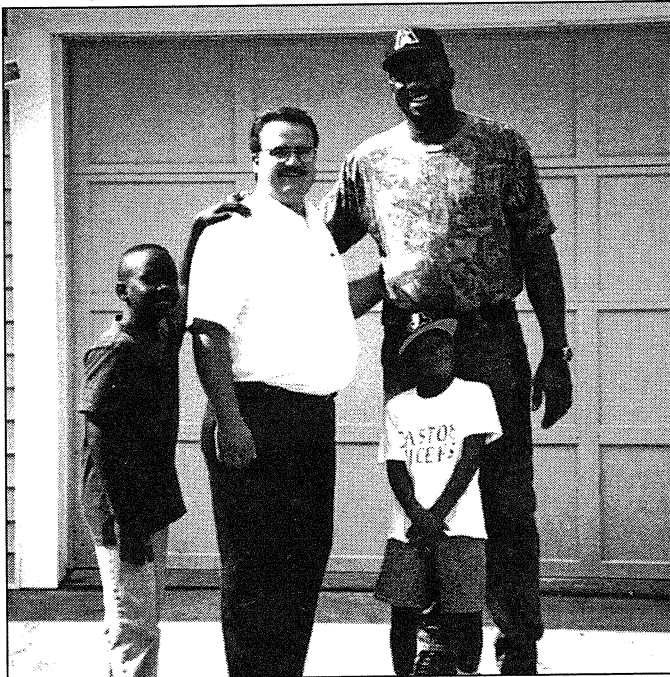


25

Floors Covered with Premium Grade Vinyl

Beautiful, long lasting, no wax vinyl floors are throughout the kitchen and dining room. Oak Creek uses only premium grade "Ultra Flor" by Congoleum floor coverings. They may cost more, but they are thicker, tougher, more cut and scuff resistant, and simply last longer.

Baseball's All Time Save Leader - Lee Smith - Buys an Oak Creek Home



In baseball, the best *Relief Pitchers* are called the "Closers", but in sales, reps who are best at the last *Sales Pitch* are called "Closers". Mr. Roger Williams at Nationwide of Bossier City, LA, put one across the plate when he **closed** a deal on our 32x76 Oak Creek "Classic" Model #974 with none other than Major League Baseball's *All-Time Save Leader* & ultimate "Closer" Lee Smith.

Rumor has it that once Mr. Smith saw how great his Oak Creek looked on his lake lot, he promptly retired from the Montreal Expo's active roster. Between Roger Williams, sales rep & triumphant "Closer", our sleek & classic Oak Creek Model #974, and the home field advantage at Nationwide/Bossier City, our "team" was sure to score on Baseball's great Lee Smith.

The Whispering Oak Says...

Become an Advocate of the Oak Creek 29 Reasons Booklet and you will find two things are true:

The More You LEARN, the More You'll EARN!!
AND
The More You KNOW, the Further You'll GO!!

UNDER THE OAKS

By Charley Boyer

(cont.)

The New Generation of the "Meridian Residence Series" rolled off the production line at Oak Creek on August 15th and is now ready for mass production to all of your customers. Look at these powerful attributes standard on every Meridian Residence:

- * 2x6 Exterior Walls
- * Oakmaster Kitchen Cabinets
- * Total Electric
- * Thermal-Pane Windows
- * Exclusive "Tower Dormer"
- * Bevel Edge Mirrors
- * Flood Lights & Door Chimes
- * Wood Window Sills
- * 6-Over-6 Grid Windows
- * New Deluxe Draperies
- * 2x4 Interior Walls
- * Eye-Level Oven
- * Up-Flow Furnace
- * Recessed Kitchen Lights
- * 18' FF Refrigerator
- * Plywood Floor Decking
- * Phone & TV Jack
- * Baseboard Mouldings
- * Metal Mini-Blinds
- * Traverse Rods in LR
- * Full Tape & Textured Walls
- * Cooktop Range Surface
- * Bourbon St. Plush Carpet
- * 40 Gal. Elec. Water Heater
- * Steel Exterior Doors
- * Ceramic Tile BS/EDGE
- * Hardwood Entry Floor
- * Porcelain Sinks
- * New Designer Light Package
- * Deadbolt Exterior Doors

Plus . . . ***Much, Much More!!!!***

Deadline Drawing Near on "Builders Package Special"!!

After several months of exceptional sales for this special product offering, we want to remind you that the end of this promotion is quickly approaching! All retail sales on the "Builders Package Special" must be finalized by the close of business on Tuesday, September 30, 1997. In some cases, we may extend the deadline for certain customers who may be having logistical problems, but these will be handled on a case-by-case review. This promotion has been very costly to Oak Creek, but we believe it has helped established the real need for a smaller, fully Tape & Textured home that includes several residential features.

A special thanks go out to Mr. Bill Williford at Tyler for giving all of us the insight to reap benefits by simply trying something new.

STAYTON

By Jon Moon & Erin Summers

Kick Up Your Hills 'Cuz It's Rodeo Time In Stayton

July 26th through August 3rd, our community celebrated the Santiam Canyon Stampede. This rodeo competition has already achieved PRCA status in its first year (PRCA's involvement ensures the highest standards in the rodeo industry). The Guerdon Homes/American Homestar Team was a proud sponsor of this event. YEE HAW!!

"ATTA BOY/ATTA GIRL" Goes To Stayton Service Department

It's all coming into focus . . . ah, yes, **FOCUS 2000** is happening as we speak. A HUGE "ATTA BOY"/"ATTA GIRL" goes to the Stayton Service Department. Their hard work and commitment has paid off - BIG TIME!! What did they do? Well, in February 1997, the Stayton division began tracking service requests and established a division goal of 75 total service requests and 0 service orders over 21 days. Our initial report had 102 big, ugly service requests. As of 3:00pm Friday, August 1st, the service backlog was 76 with only 23 service requests over 21 days, half of which were customer requested delays. Our AWESOME MVP's of Service:

Rod Gum, Head Visionary
Dan Nichols, Outside Contractor Coordinator
Ann Tucker, Service Coordinator/Oregon
Therese VanVleet, Service Coordinator/Washington

WAY TO GO TEAM!!!

September Anniversaries:

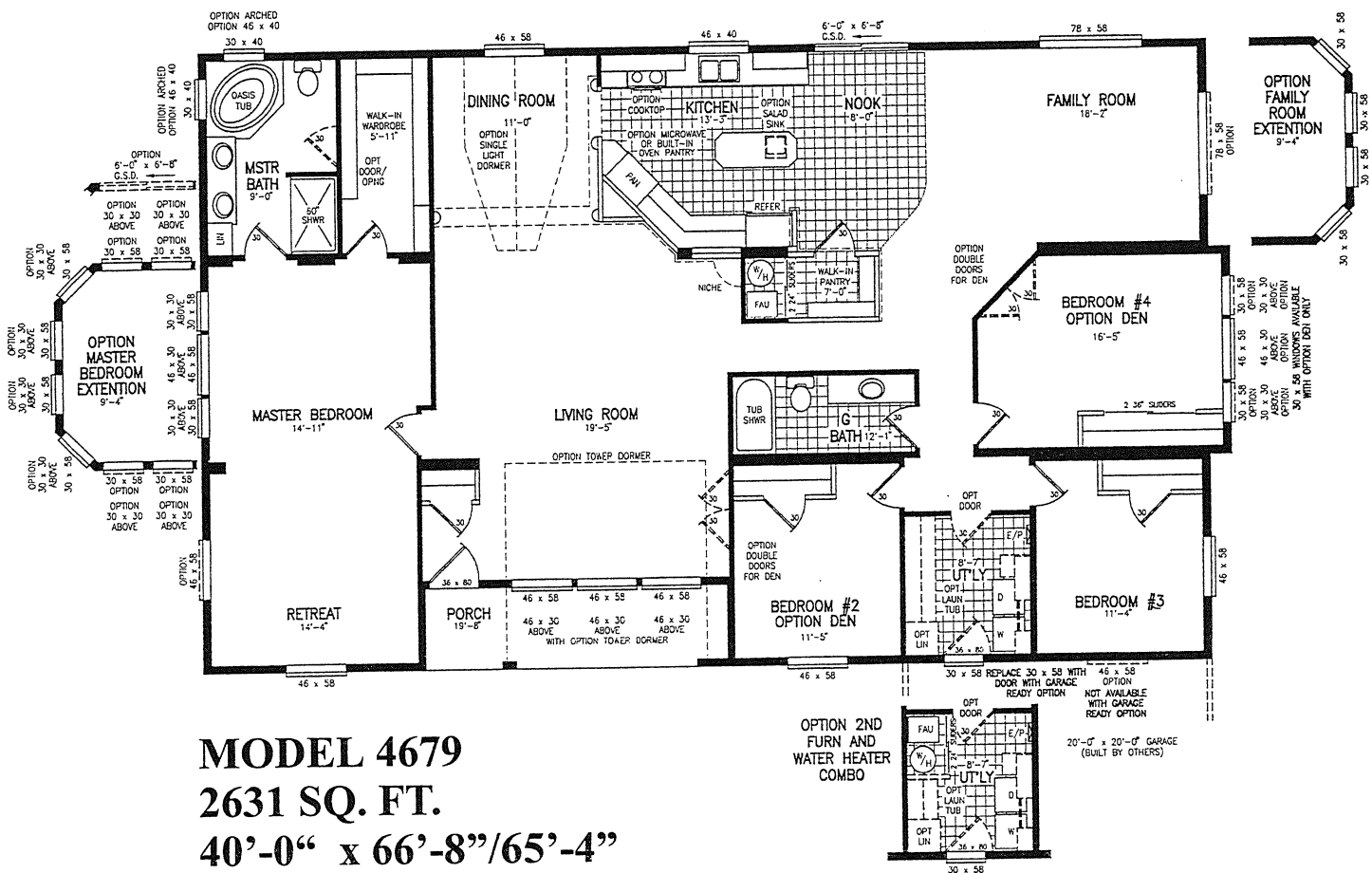
Darryl Sabrowski	September 1989
John Lackner	September 1990
Peggy Mack	September 1992
Andrew Kelso	September 1992

Boise BULLETIN

By The Boise Staff

New Triples Released

Massive new triplewides are coming off the line. Look at our new #4679 full-section triple - with 2,631 square feet of living space, it's the largest home we've ever built. Four bedrooms, two baths, a huge living room & family room combine for comfortable, spacious living. Oh, by the way . . . if you add the optional family and master bedroom extensions, this home totals an astounding 2,868 square feet. WOW!



Party Time On August 9th, the Guerdon Gang descended on Boise Municipal Park for our *Annual Gut-Buster*, more formally known as the *Annual Company Picnic*. Over 200 people attended and enjoyed the fine cuisine, spirited volleyball games, the orbitron, and general companionship with their fellow co-workers. Many, many thanks to Marge Hall for organizing this great party!!

Career Moves

Movin' On In:

The Boise Team is excited to welcome Caroline McKuin, a new team member in our Sales Department. Caroline is a novice in the manufactured housing industry, but with her pleasant personality and affable people skills, she's sure to WOW 'em. Caroline is currently single and lives with Dallas, her dog. Good luck, Caroline!!!

Congratulations and good luck, Caroline!

Movin' On Up:

Ken Hollibaugh has been promoted to Sales Manager. With seventeen years in the manufactured housing business, Ken brings a wealth of experience to his new position. Ken has worked as a Sales Rep for both Guerdon as well as several of our competitors (who will remain anonymous), and also has a strong background in retail sales (he previously owned his own retail center).

Congratulations and good luck, Ken!!

And last but certainly not least:**Movin' On Over:**

Well, we have to say goodbye to Rick Murdock . . . again. This is the second time Rick has left us - the first time he was off to Stayton as their General Manager, and now he's off to American Homestar's Corporate Office as the Vice President of Operations for the Western Region. Throughout his on again/off again tenure in Boise, Rick has held three different positions - he was both Production Manager & Sales Manager prior to his sojourn in Oregon, and most recently, General Manager of our division. All of us at Guerdon/Boise have thoroughly enjoyed working with Rick and we're definitely going to miss him, especially those humor-filled, action-packed morning meetings. But there is a bright side to his new position: Although he's changing residences & we won't see him as much, Rick isn't really leaving - our new GM will be reporting to him!

Congratulations and good luck, Rick!!

Softball Season Summary

After last year's first place finish in the City-wide tournament final, the "powers that be" decided that the Guerdon Homes softball team must move two divisions up in our league. Undaunted, the *Boys of Summer* posted a 7-3 record and finished second in this new division. Congratulations on a fine season & go get 'em next year, boys!!!

Team Members: Matt Cisco, Ken Hollibaugh, Randy Schlapia, Scott Schlapia, Joey Sandoval, Mike Justice, Andy Fanion, Robert Keveny, Danny Higley, Jeremy Higley, Steve Short, Ken Mowder, George Jewitt, Brian Padilla, Jay Pender & Mike Devereaux.



Congratulations Jimmy!!!

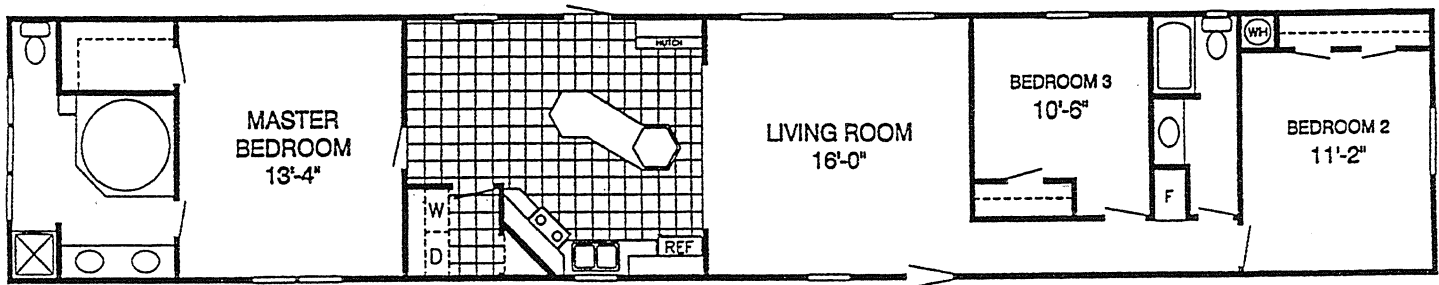


Jimmy Hyde, who has been a Carriage employee for over a year now and works in Roof Build, won the Safety Drawing for the month of July. The prize was a trip to Opryland with reservations at the Opryland Hotel for 2 nights and 3 days. Jimmy and his family will be taking their *country-style* vacation later this month.



Seeing Is Believing.....90 Feet Long!!!!

Our #1 selling 90' singlewide over the last 90 days is our Savannah Model #211. This 16x90 3 Bedroom/2 Bath home features our famous Z-Bar Kitchen with a hexagon overhead cabinet as a centerpiece. The Model #211 also features the Glamour Bath (our most popular singlewide master bath) with triple full-length windows, a separate shower stall, double lavatories, and a spacious round tub. This home is perfect for all types of families ... you just have to see it to believe it!!



SAVANNAH 16' X 90' 3+2 SV-211

Vicksburg BLURB

By Melanie Hood

New Employee:

We would like to welcome aboard Casey Bailey as our new Service Coordinator.

New Retailers:

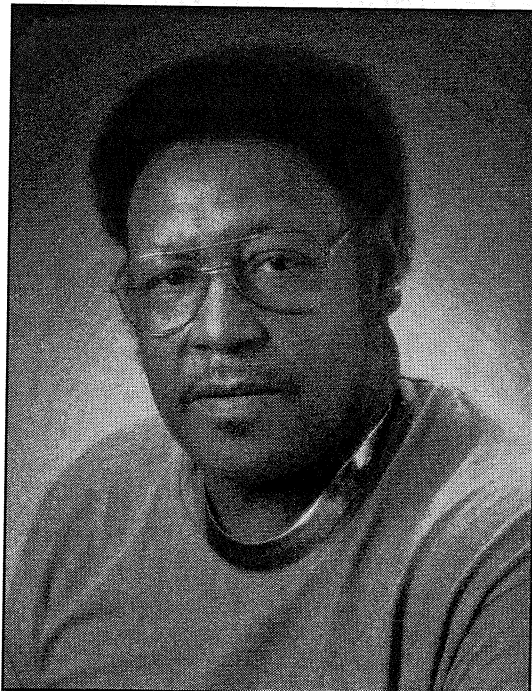
*AAA Mobile Homes, Baton Rouge, LA
The Home Outlet, Ft. Smith, AR*

New Dealer of the Month:

Rod and Roy Dowdle of Superior Homes, Tyler, TX

New Employee of the Quarter

R. L. Derby



R. L. Derby has been selected by his co-workers as our new Employee of the Quarter. *R. L.* has been employed at Magnolia since October 27, 1970 - **WOW!!** In his position, this 27-year veteran has met and exceeded the following criteria:

- Quality of Workmanship ●
- Willingness to Accept New Challenges ●
- Attitude Toward Fellow Employees and Company ●
 - Attendance ●
 - Safety ●
 - Housekeeping ●

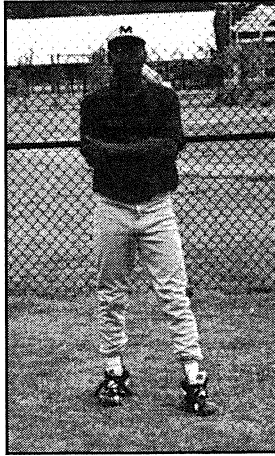
Congratulations, *R. L.* - Keep up the GOOD work!!!!!!

Vicksburg

BLURB (cont.)

By Melanie Hood

Softball Fever



Coach Francis Harris ▲



The Magnolia Braves (our men's softball team) ended the season in 3rd Place. It was an exciting year with lots of spectacular plays. We tip our hats to Coach Frances Harris (Electrical Department) for doing such an outstanding job! CONGRATULATIONS!!!!!!

The Magnolia Ladies (our women's softball team - duh!) ended the season with a 10:2 record, claiming 1st Place. We would like to thank Lynda Ragan (Accounting Department) for her outstanding leadership on the field. As Pitcher, she did some major league damage on the mound. Lori Hampton (Service Department) shined as 1st Baseperson. Both of them displayed great teamwork out on the diamond! C-O-N-G-R-A-T-U-L-A-T-I-O-N-S!!!!!!!!!!



Just a Bit of Buzz About Our Company

Brilliant Homes would like you to know that during the past 11 years, we have been one of the most aggressive and fastest growing companies in the manufactured home industry. We feel our goals have brought us tremendous growth in the past and look forward to the future utilizing the same goals. To stay in line with our growth strategy, we plan to maintain the following:

1. **Product Service:** At Brilliant Homes, service is TOP PRIORITY! To service any state, a company serviceperson works a "two-week in State" & a "one-week at home" schedule. We have maintained a working relationship with several independent contractors and service bills are paid on a timely basis.
2. **Product Diversity:** Brilliant Homes offers over 500 floorplans and 3 different product lines to meet your specific needs. We build anything from a 14x52, 16x80, 28x80, 32x90 and/or 41-wide with log exterior & color metal roofs.
3. **Product Availability:** Brilliant Homes currently has 1 manufacturing facility which produces *custom built homes* at a rate of 5 floors per day.
4. **Product Quality:** All Brilliant homes are built to the highest quality standards. Our total Quality Management Team and dedicated employees ensure that quality is our #1 Priority.

And one important factor to keep in mind: **It takes dedicated people to make any business successful!!**

The TRAINING Guide

by Laurie Lowery



SCHEDULING A TRAINER

Company sales trainer extraordinaire, **Jimmy Morton** and American Modern sales trainer, **Floyd Carr**, are scheduled for onsite training monthly by **Laurie Lowery** in the Houston Home Office. Mr. Morton is available Tuesday through Friday to work at your Sales Center in developing your people's skills in the interview, the company story, closing techniques, etc.. Mr. Carr on the other hand, is available 4 days a month in regions where we utilize his company in providing insurance products. He is available to teach **Lanette Carpenter's** Telemarketing course, in addition to those on closing techniques and handling objections. Please fax scheduling requests to Laurie Lowery at 281-334-9737 by the last week of the month so we can make sure to accommodate you in the following month.

MORE CLIPS FROM CLASS....

 Why flying by the seat of your pants is not the way to approach your sales career...
"You will get lost and leave out information..." **Mike Rouse, Springdale, AR**

"If you don't have a plan, you don't know where you are going." **Tom Kline, Denton, TX**

"The Salesperson will create a confused atmosphere for themselves and the client, unable to create a win-win situation." **Rusty Winters, Houston, TX**

"The Critical Path is a Proven Path to Success."
Nathan Long, Longview, TX

"Our selling system is a proven method of success. You will waste yours and your company's time and money trying to find your way through trial and error." **A really smart anonymous source**

SEPTEMBER TRAINING LINE-UP

 9/10-12 Management Boot Camp for Sam Rice's Division in Houston, TX

9/15-18 Basic 101 in Lancaster, TX

9/19 Organization Seminar in Lancaster, TX

9/23-24 NC Boot Camp in Raleigh, NC

9/26 OP550 - Houston Home Office

To sign up for training classes, please call Ana Castor at 214-320-2667.

Christi is in the front row, first on the left, with the other sales champs on the Bermuda Cruise!



A STAR IS BORN

**an interview with Christi Lancaster,
 #1 Salesperson for Fiscal 1997**

Laurie: Tell me about your background. How did you get started in the business?

Christi: I started in this business with Nationwide in Denton. My career began with decorating and cleaning the show models and trade-ins six and a half years ago. I eventually started working customers on the weekends while continuing to keep up the houses on the lot during the week. I really had to work hard to prove myself because my boss had been my boss for a long time; the president of the location was also my father. After proving myself, he hired a decorator and cleaning person so I could sell houses full time.

Laurie: What skills do you think are important to a successful salesperson?

Christi: Sales, to me is very exciting and it keeps me on my toes. I am a very fast paced person and this is definitely a fast paced business. There are several skills that are important to being successful in this business. I believe you have to be enthusiastic, attentive, knowledgeable about the product and personable. If you are all of these and aren't afraid to ask for the sale, you'll be a winner!

Laurie: Is there a method to sales and if so, what have you found to be successful?

Christi: There definitely is a method to sales and its just as I was taught in Basic 101, many years ago. The Greeting is first and far most important. Just like a first impression, it sets the tone for the whole relationship. Secondly, in the office, start the 4 step process that we all know. After finishing the interview, take them out on the location and sell the what they are asking for. If a proper interview is done, they will tell you how to sell them. After the customer chooses a house, come back to the office to go over options and numbers with the customer. Then ask for the sale. If all steps are done properly and you as the salesperson has paid attention to their body language and comments, the customer again has told you how to close them.

(Continued on page 21)

A STAR IS BORN Interview (continued)

(Continued from page 20)

Laurie: What motivates you?

Christi: Money and competition! Also knowing that I can provide for my little girl better than most people my age. Its very rewarding knowing that we can go and do as we like without money being a major concern.

Laurie: Where would you like to be in 5 years?

Christi: I would like to be running the #1 location for this company and teaching new salespeople these old techniques.

Laurie: Has anyone in the company served as a mentor to you and if so, what did you learn from them?

Christi: My mentor and teacher is the man who brought me into this company. That man is my father, Robby Golden. He has been very successful in this business and I would like to follow in his footsteps. I thank him for his patience with me and also for allowing me to grow within myself and this company. He has taught me well and his success has shown with my numbers as well as his own.

In closing, I would like to wish everyone in this industry success! I still look forward to coming to work with this company every day and that's very rewarding!

Christi Lancaster is 25 years old, married and has a 3 year old daughter (that looks just like her). She works out of our Oak Creek Village sales center in Fort Worth, Texas. Congratulations on a fabulous year, Christi!

(Continued from page 7) New President and COO for American Homestar's Manufacturing Division

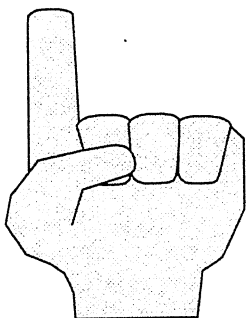
help take us to the next level. We share with Ron our longer term goals for the Division, including:

1. Becoming a \$Billion manufacturing division.
2. Setting a measurable standard of customer satisfaction by which other competing manufacturers will be measured.

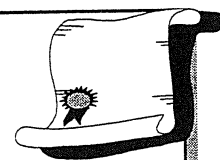
On a personal note, Ron and his wife Dona currently reside in Austin, Texas, with plans to move to the Arlington area in the near future. They have two sons: James, 14, and Doug, 26.

In conclusion, we'd like to leave you with some thoughts from Ron:

"I will be involved, but I believe in letting each individual do their job without looking over their shoulder. I look forward to addressing any issues or concerns at Corporate and each of the Manufacturing operations. I'm excited to be a part of the Homestar team and look forward to visiting each of the plant operations over the coming weeks."



Presidents Club Standings



TOP 25 SALESPeOPLE - YTD 7/97

1	Trey Webb - Austin, TX	255.72
2	Minnie Pipkin - Denton, TX	246.38
3	Garney Gray - Boerne, TX	202.44
4	Crystal Sullivan - Denton, TX	199.36
5	Tony Clark - Denton, TX	176.94
6	Joseph Woods - Lancaster, TX	164.26
7	Ronan Ramirez - Midland, TX	162.47
8	Jerry Fridell - Lufkin, TX	162.18
9	Richard Attar - South (Houston), TX	161.74
10	Eric Snider - Mesquite, TX	159.88
11	Barry Rogers - New Iberia, LA	152.01
12	Billy Wayne Wilderson - Azle, TX	149.16
13	Jo McBride - Jacksonville, TX	145.46
14	Randy E. Wilson - Longview, TX	142.26
15	John Wells - Seguin, TX	140.86
16	Bambi Huddleston - South (Hou), TX	132.45
17	Pamela Colley - Huntsville, TX	131.52
18	David McMichael - Athens, TX	129.70
19	Kenneth Kimble - Colorado Spgs, CO	129.36
20	Christi Lancaster - Ft. Worth, Tx	128.70
21	Jeremy Hickerson - Greenville, TX	123.68
22	Peter Shaw -	120.30
23	Russell Crawford - Austin, TX	118.16
24	Joe Marquez - Lancaster, TX	115.44
25	Toby Cooksey - Mesquite, TX	113.39

TOP 5 BUSINESS MANAGERS - YTD 7/97

1	Jack Smith - Denton, TX	339.5
2	Cathy Jackson - Lancaster, TX	262.5
3	Terri Raymond - Lufkin, TX	256
4	Chris Baker - Mesquite, Tx	221
5	Bruce Reynolds - Granbury, Tx	188

TOP 5 OFFICE MANAGERS - YTD 7/97

1	Gracie Hernandez - Abilene, Tx	117
2	Chere Kelley - New Iberia, LA	98
3	Laurie Davis - Granbury, TX	96
4	Kim Stafford - Mesquite, TX	94
5	Linda Toombs - Lancaster, TX	79

A note about points....

We are working from a new computer program and there are definite bugs to be worked out. If you feel there is a discrepancy in your points. Please send me as many details as possible by fax at 281-334-9737 so I can investigate and correct your points. It may take me a week or two to respond to you but you will hear from me either over the phone or in writing. Thank you for your patience. -Laurie Lowery x739

Everytime you do a good deed, you kick the devil in the pants! Tim Allen

Back to School Sale in Azle

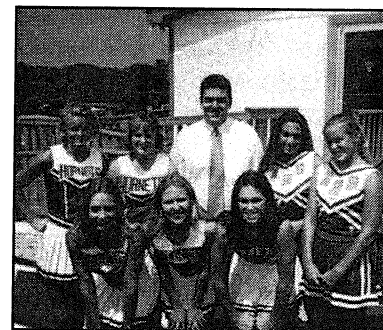
Saturday, August 9th was a busy day for Lot #30 in Azle. **Carrie Shipp**, G.M. and her crew had their "Back To School" sale. **Robert Schwab** from 21st Century was invited to be present to do on the spot approvals. It was worth the trip for the lot because four approvals were given. **Wayne Wilkerson** excelled in sales for the month. Among all the "buyers" present were also a few vendors and factory reps. We want to thank them for all their donations and hard work. **Jess Wilmouth** from Lane McDuff cooked hot dogs, and the **Azle High School Cheerleaders** were present to serve drinks



Carrie Shipp, right and Robert Schwab

and register customers for door prizes such as ceiling fans, telephones, microwaves, grills, and plants that were donated by the reps and vendors. **Parrish Michner** from American Homestar in Burleson was present to show homes as well as **Paxton Green** from American Homestar in Lancaster. **Crystal Sharp** from Sharp & Sons Const. donated a deck to the sale. **George Neely** stopped in to help out with land

locations and **Marie** from the Azle News stayed on the phone most of the day calling "tracker customers" to remind them of the sale. **Mary and Joe Cannon** with Ultimate Interiors worked very hard in decorating the homes. **Kenneth McCollum** from Atlantic Air came by and donated some of those "fine Atlantic Air koozies". Everyone knows those come in handy!



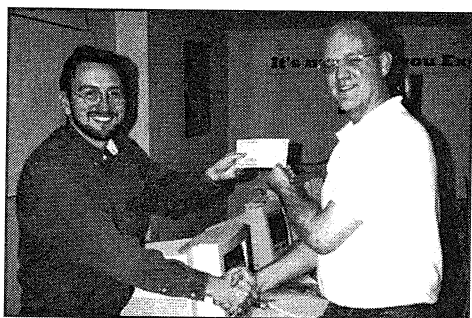
Robert Schwab and the Azle Cheerleaders

Friday evening prior to the sale, the Azle crew took Robert out to eat at Cattleman's Restaurant in the historic Ft. Worth Stockyards district. Everyone enjoyed the best steaks in Texas and some (not to mention any names, Ashley) went as far as to sample "calf fries" YUM!

Carrie Shipp was very pleased with the turnout. A drawing was also held for a vacation donated by Atlantic Air and given to **Ray Nesmith** who purchased an American Homestar Burleson, model 724 from Wayne Wilkerson. The main purpose of the sale was to drum up business for the location, as many improvements have been made to the lot. A contribution was given to the Azle High School Cheerleaders for their trip to Nationals. Their help and hard work was greatly appreciated. Good Luck Girls!!

THE LEARNING CONTINUES!

Two more full house Tracker Training Sessions were held in Austin during



Curtis Hardick and Dwayne Teeter

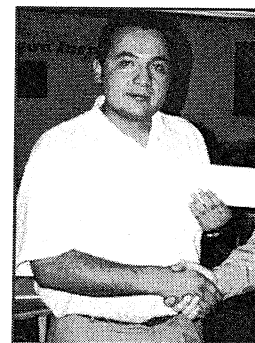
August. Some real stars came out during these sessions. **Curtis Hardick**, Office Manager, Nationwide Austin and **Lorenzo Hernandez**, Office Manager, Nationwide New Braunfels both "aced" the four section tests scoring 406 out of a possible 406 points! Way to go guys! Also in attendance were representatives from our new locations in Colorado, Idaho and Washington.

And More Yet. . .

Our friends in North Carolina are getting a visit. **Dwayne Teeter** and **John Smith** are taking the show on the road in September. The guys are on their way to North Carolina where they will be conducting two back to back two day seminars for the twelve newly acquired locations in that area.

After that sojourn, they will return just in time to conduct yet another seminar in Austin. If you haven't attended the two day Tracker Training Session and need it, please contact the Austin MIS office and get on a waiting list. The need for training on Tracker cannot be stressed enough. No tool will benefit you if you do not know how to use it

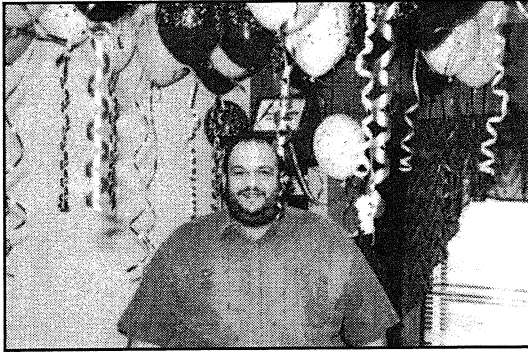
MIS NEWS



Lorenzo Hernandez from New Braunfels

Nationwide

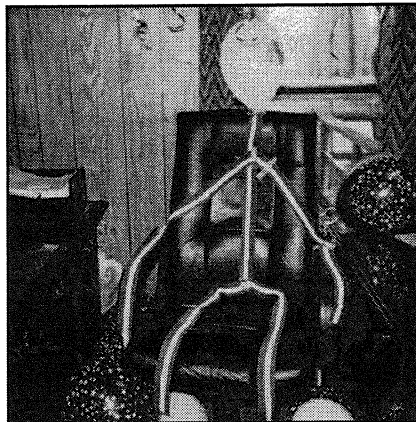
DENTON WELCOMES NEW GM, BRIAN SHEAR



#78, Denton welcomed new GM, **Brian Shear** on June 27th with great enthusiasm and lots of balloons. Brian

expects to be back at #1 within a very short time! With a new location uplift in the works, the addition of several new sales staff, and Brian's new energy - - Watch Out!

Also welcome to **Linda Furtado, Tom Kline and Lonnie Van Winkle** - - watch these new folks help the location grow!



New RVP Named for Region 6

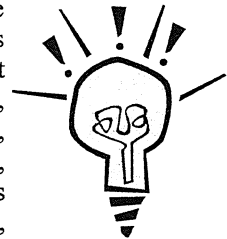
Sam Rice, Southern Division President for Nationwide Housing Corp., has announced that **Randy Coffman**, former General Manager at Nationwide - Austin has been selected as the new Regional Vice-President for Region 6. Replacing Randy at the Ben White location will be **Dennis Williams** from Houston 288 South. Congratulations guys!



GM's, BM's, OM's; Your life could be easier if you practice the IBM Pollyanna Principal!

Diane Miller from the Huntsville location has offered to make several Excel spreadsheets available to any that are interested.

These spreadsheets include customer analyses worksheets (ratios, credit rating forms, direct check, trade valuation, narratives, Customer To-Do, etc.), Check Lists for Sales People, Logs (BM, OM, etc.), Commission Sheet, contract control sheets, and an interactive/interrelated Weekly Status/Monthly Income/Business Manager's Report.

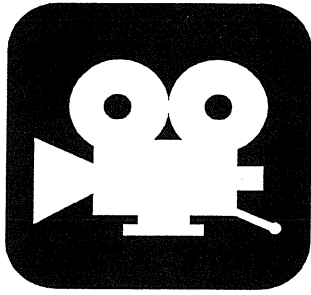


Diane has invested a lot of effort in these spreadsheets and she'll be happy to discuss the benefits of preparing these reports and forms on the computer rather than generating them manually.

Contact **Diane Miller** in Huntsville for more information. Oh, the IBM Pollyanna Principal? "Machines should work, people should think!"



Our apologies to **Lettie Montoya**, Top Gun from the June '97 Tracker Class who is being congratulated here by **Marc Crane** of the MIS Department. Lettie's picture got left in the camera. Congratulations again for a job well done!



New Multimedia Advertising Campaign Announced!

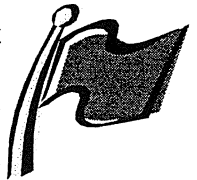


Our next TV campaign featuring *Riders in the Sky* will air starting September 17, 1997. The featured home special in the commercial is a 4 bedroom/3 bath, 28 x 80, with a biweekly payment of only \$244. The TV spot is tagged to indicate "Sale Ends October 31st. "

The commercial will run in all major markets in Texas, New Mexico and Louisiana.

In addition to the television advertisement, each Sales Center will receive a 6' x 12' banner, oversized post cards and a newspaper advertisement kit that supports the sale theme. Further, a prerecorded radio spot is available. A copy of the television schedule will be sent to each location. The advertisement will feature the national toll-free telephone number (888-775-4040).

Sale kits will be sent during the week of September 8 to each Sales Center. Each kit will contain a VHS video of the television commercial, a full color drawing of the banner and postcards, a newspaper ad kit, details on computing the monthly payment, and a sale outline. Banners will ship direct to each Sales Center on September 12.



The staff of each location should review the sale theme and change their existing advertising to compliment the theme. A major promotion that includes this theme should be planned. The 11.5 inch by 6.125 inch post cards are printed in four colors on one side and left blank on the other side so they can be printed locally for Tracker promotion. Everyone should be aware that the advertisement will run Wednesday through Sunday night and the tag includes "Open Sunday."

Everyone one should become thoroughly familiar with sale models (Burleson Model 780/782 or Lancaster Model 580), did we mention that it might be helpful to be sure that you have at least one of these models on your location? When prospects ask to see the home advertised on TV with 4 bedrooms/3 baths and the \$244 payment, we need to make certain it's available!

Encourage your team mates to work in conjunction with this multi-media campaign and to brush up on their Homebuyer Interview worksheets, interview and qualification techniques.

Good Luck and Good Selling!