

HOME Front

Retailers Kick Sales Into High Gear with Sales Promotions!

Over the past few weeks three sales locations have held major sales promotions harvesting 50 approvals in one weekend. The secret to their success? Some planning, using the tools provided by Corporate Marketing, using the marketing features of the Tracker program, working with lenders and through the use of local advertising and promotional items.

Oak Creek Village - Lancaster. Don Simonson, General Manager is a true believer in the power of promotion. Don has put on eight Sales Promotions in the last nine months. Don has disproven the rule "... for every action there is an opposite and equal reaction." In Don's case, the reaction is far greater. Don said, "We may spend \$12,000 to \$15,000 on a promotion but the payable gross is many times that amount."

During the two day sale, there were 23 deposits taken and they received 17 on site lender approvals. To set up the sales promotion, the Lancaster team hinged off of the Riders in the Sky television advertising and mailed out the corresponding post cards using the Tracker mailing labels. This was followed by a sale specific flier mailed to the same prospects. The sales team then followed up every card and mailer with a phone call to be sure the prospect received the mailed materials and to use the telemarketing techniques (as brought to you by the lovely and talented Lanette Carpenter).



The result, the house was packed! "It's a no lose situation!" Don said. As a result of the sale, Lancaster expects to fund 18 deals with upwards of \$1,000,000 in loans! "To those who say that sales promotions are not worth it, I say, 'Watch Out!'" Don doesn't wait for it to happen, Don Makes It Happen!

Nationwide Homes - Austin General Manager Dennis Williams (seen on the left with his family in the hot air balloon, one of the promotional items for the sale) held a record setting sale October 18th and 19th during which 15 on the spot approvals were landed and two more were garnered on follow-up leaving a total of 17 deals for the sale! How did the Austin team make it happen? They used the tools available and their own creativity.

During an interview after the sale, Dennis stated that he targets for one sales promotion each month. Regarding this specific sale, again, the promotion was done in conjunction with the

(Continued on page 7)

Lancaster's Verdi Takes Customer Service to New Heights!

This month we would like to take the opportunity to take note of a few of our personnel that have performed at levels beyond the call of duty.

While many feel that service is a thankless task, others take the bull by the horns and turn potentially troublesome service opportunities into great success stories.

Case in point, a Burleson customer purchased a home for his 86 year old parents. The home was to be set up near Longview (over 100 miles from Dallas). Upon delivery, there were several service



Jan and John boarding their airplane.

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President's Club

21st Century News

Telemarketing

2 Manufacturing News

4 Sales Heroes

5 Training

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OCTOBER, 1997



Presidents Club

RETAIL STANDINGS

TOP 25 SALESPEOPLE - YTD 9/97			
1	Nathan "Trey" Webb	Austin, TX	431.36
2	Crystal Sullivan	Denton, TX	399.91
3	John Wells	Seguin, TX	363.60
4	Minerva Pipkin	Denton, TX	329.56
5	Randy E. Wilson	Lufkin, TX	326.96
6	Ronan Ramirez	Lumberton, TX	306.58
7	Toby Cooksey	Mesquite, TX	302.45
8	Garney Gray	Boerne, TX	294.44
9	Billy Wayne Wilkerson	Fort Worth, TX	273.22
10	Gina Reece	Longview, TX	266.60
11	Bambi Huddleston	Houston, TX	261.47
12	Pamela Kay Colley	Huntsville, TX	260.62
13	Jeremy Hickerson	Greenville, TX	258.14
14	Robert Emfinger	New Braunfels, TX	256.94
15	Ricardo DeLaRosa	Austin, TX	249.21
16	Keith Gerhart	Abilene, TX	242.94
17	David McMichael	Athens, TX	240.34
18	Christi Lancaster	Fort Worth, TX	238.44
19	Dan Sanders	Boerne, TX	236.58
20	Joseph Woods	Lancaster, TX	230.42
21	David Dunn	Monroe, LA	224.47
22	John Phillips	Bossier City, LA	219.15
23	Barry Rogers	New Iberia, LA	216.74
24	Russell Crawford	Cedar Park, TX	214.47
25	Jo McBride	Tyler, TX	211.03

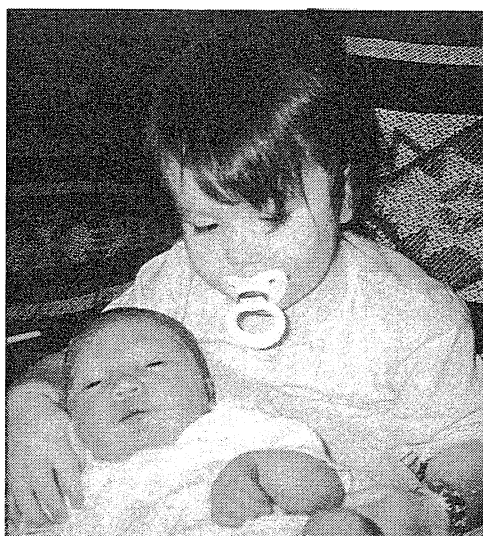
TOP 10 GENERAL MANAGERS - YTD *8/97			
1	Dave Shetler	#60 Mesquite, TX	260.0
2	Don Simonson	#51 Lancaster, TX	244.5
3	Brian Shear	#78 Denton, TX	237.5
4	John DeRouen	#26 Abilene, TX	181.5
5	Richard Aranda	#42 El Paso, TX	170.0
6	Phil Essex	#21 Burleson, TX	169.5
7	Jim Tierney	#79 Lufkin, TX	163.0
8	Carrie Shipp	#30/#48 Azle, TX	153.0
9	Jim Rudolph	#11 Athens, TX	151.5
10	Mike Levin	#33 Fort Worth, TX	144.0

* Sept #s were not available at the time this article was submitted.

TOP 5 BUSINESS MANAGERS - YTD 9/97			
1	Jack Smith	Denton, TX	545.5
2	Cathy Jackson	Lancaster, TX	511.0
3	Chris Baker	Mesquite, TX	460.0
4	Terri Raymond	Lufkin, TX	443.5
5	Trudi DeRouen	Abilene, TX	363.0

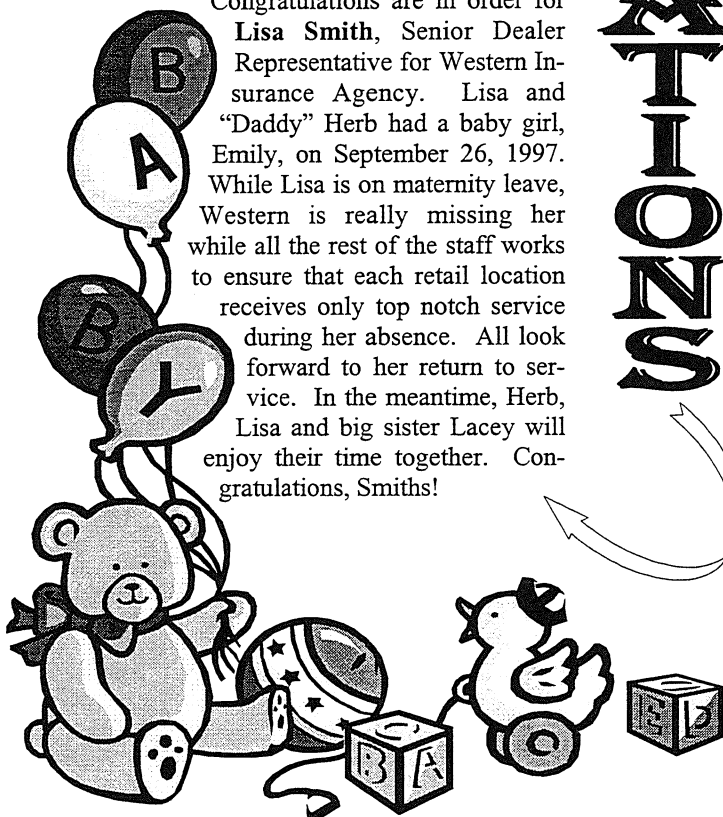
TOP 5 OFFICE MANAGERS - YTD 9/97			
1	Linda Toombs	Lancaster, TX	220
2	Gracie Hernandez	Abilene, TX	208
3	Kim Stafford	Mesquite, TX	199
4	Chere Kelley	New Iberia, LA	182
5	Laurie Davis	Granbury, TX	159

Insurance News by Lisa Smith



Pictured above are Lacey Smith and her new baby sister, Lisa...Could they get any cuter?

CONGRATULATIONS



Congratulations are in order for **Lisa Smith**, Senior Dealer Representative for Western Insurance Agency. Lisa and "Daddy" Herb had a baby girl, Emily, on September 26, 1997. While Lisa is on maternity leave, Western is really missing her while all the rest of the staff works to ensure that each retail location receives only top notch service during her absence. All look forward to her return to service. In the meantime, Herb, Lisa and big sister Lacey will enjoy their time together. Congratulations, Smiths!

Featuring crack reporter,
Laura Wilson standing in
for **Lisa Smith**...



ARE YOU MISSING OUT ON BIG PROFITS FROM THE SALE OF THE NEW AMERICAN BANKER HOME BUYER PROTECTION?

The extended service policy is not just easy to sell...it practically sells itself! With it your customer has protection beyond the original manufacturer's warranty and you and your retail center make top commission dollars. Look how affordable this protection is: For a minimal, one-time investment of \$480-\$580, every appliance in the home has the original warranty *plus* an additional *four* years. A mere \$100 deductible applies per appliance or \$50 deductible per structure failure. Compared to the cost of buying an extended service policy on each appliance, this policy is a genuine bargain. Not to mention, your retail center gets the added benefit of saying to the customer, "We've got you covered"! Let's make our goal this quarter to raise penetration into the 80 percentile range, up from the 60s. Good luck, and *great* commissions!

21st Century Mortgage

Things Keep Looking...

Up!
Up!
Up!

NW & 21st

We couldn't have done it without you! 21st has \$250 MILLION total outstanding loans since our inception. Thank you, Nationwide Sales Pros...

Land/Home Made Easy

Dealers, make your Land/Home deal flow smoothly by following these steps:

Provide the following documents and information as soon as your loan is approved:

- A. Property Inspection Certificate
- B. Acknowledgement of non-refundable fees paid
- C. Land/Home calculation sheet
- D. All conditions shown on approval from Credit Manager
- E. If customer is purchasing land, provide a copy of sales contract
- F. If customer has a land-in-lieu, provide a copy of recorded warranty deed in land.

Normal processing from title work and appraisal to funding is approximately six week.

Always remember, call Beth or Pam if you have any questions. We're here to help!

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 214-320-2667 and request one for your location.

Secret #8 of Inbound Telemarketing What to Say when using a Flip Ad

This article will address how to handle *Type One Flip Ads*. To refresh your memory, a type one flip ad leaves the impression that the ad has been placed by an individual. The reason this is appealing to the prospective buyer is that they feel they can get a bargain from an individual but do not believe they can get a bargain from a dealer.

These ads should be answered by an answering machine or voice mail system. This will mean having a dedicated phone line for the ads.

With a type one flip ad, never use an #800 in the text. If you want to penetrate an area that is long distance to your local number, you can get a local number in that city and have the calls forwarded to your voice mail.

The message you leave on the voice mail should replicate what an individual would say and how they would say it, so use a flat tone and use verbiage similar to the following:

"Hi, this is Billy. I can't come to the phone right now. If you are calling about the doublewide, leave a message after the beep and I'll call you back as soon as I can."

"...Awww, yeah!"

Another example: "Must sell Doublewide on Country Acreage 817-555-5555." (Make sure that you actually have the used home and property you are advertising.)

The prospective client will leave their name and number. Wait until the next day to call them back. The person usually will not remember which ad they called on. Use verbiage similar to this:

Salesperson: "May I speak to Carl?"

Carl: "This is Carl."

Salesperson: "Carl, this is Lanette with Oak Creek Village. You left a message on our answering machine wanting some information on a doublewide. We have a couple of doublewides advertised...do you remember what the ad said?"

Carl: "No, I really don't remember" (This is the typical response.)

Salesperson: "Hey that's no problem. Why don't you tell me what you are looking for and I'll check to see what we have available that fits your needs. For example, how many bedrooms do you need?"

"...Catch you on the flipper..."



(Continued on page 6)

Customer Service to New Heights! (cont.)

(Continued from page 1)

items that needed to attention.

Jan Verdi (*Oak Creek Village - Lancaster*) was contacted regarding the needed service. It was clear to Jan that a personal visit was the only response that would smooth ruffled feathers and regain the confidence of the customer.

Jan's husband, **John Verdi**, just happens to be a private pilot with access to an aircraft. After a little planning, Jan and John flew to Longview and Jan did a walk-through with the customer.

This is an example of service to the extreme! Due to Jan's unselfish actions, a potentially volatile situation was turned around. Within three days Jan achieved 100% customer satisfaction. Given a lemon, Jan made lemonade! Way to go Jan!

Another case in point is brought out in the following letter from a satisfied customer that was forwarded to us by **Jack Maxey**, RVP Region 4 regarding Nationwide - Cleburne and **Brain Boggs**

Linda Holley
Alvarado, Texas

Manager, Nationwide:

I am writing to let you know that your helpful and friendly staff, especially **Brian Boggs**, went above and beyond to assist us in purchasing a mobile home. He helped us in getting the home, and with the problems we had with the home after it was delivered. He was always very concerned that we were happy with our home as well as happy IN our home. When we had problems with our home, Brian was always ready to assist us in contacting and getting the help we needed. I highly recommend Nationwide and its staff, especially Brian to anyone looking for a mobile home. Thank you again.

Sincerely,

(Signed) Linda Holley

Another homerun for service! Taking that extra step in any situation will pay off with great rewards. A satisfied customer is our goal and will lead to many more satisfied Homestar customers. Way to go Brian.

Finally, it's not only the customers that show appreciation for a service job well done. The Team at

(Service continued from bottom of first column)

Nationwide - Tulsa #58 sent the following:

***Kerry Orr** in Tulsa, OK is more than taking care of business. He gets the job done, and done right the first time. He keeps the customers calm, and usually makes them so happy that they send more customers in to buy! We think he is the best service manager in the company! If you don't believe us, call any of our customers!*



Way to go Kerry! Great Job!

Do you have any Service Success Stories? If so, please forward them to the Computer Support office in Austin for publication. Once again, congratulations to this month's Service SuperStars!

Secrets of Inbound Telemarketing (cont.)

(Continued from page 5)

If they do remember the ad and they repeat the ad back to you, simply say:

Salesperson: "Yes, we have that home. It's located in (...give the location of the home...). Did you want to be in that area or would you prefer another area?"

If they say that they want to be in another area, proceed with, "Carl, we can help you find property in almost any area. What area would you like to live in?"

Remember that every year more manufactured homes are sold from individual to individual than by all retailers combined. Many of these people would qualify and be much better off purchasing a new home but we never get the opportunity to talk to them. Type one flip ads allow us the opportunity to speak to this large pool of prospective buyers.

"Life is a place of service," Leo Tolstoy said. "Joy can be real only if people look upon their life as a service and have a definite object in life outside themselves and their personal happiness." If you are not enjoying your work, you should either change your attitude or change your job. And since a job change is probably the less desirable alternative, in changing your attitude you should look for ways to serve others while doing your job!

Retailers Kick Sales Into High Gear with Sales Promotions!(cont)

(Continued from page 1)

Corporate Marketing's television advertising followed by the post card mailers and sale specific flyers (over 1,000!!). Further, target advertising was published in local newspapers. Finally, all flyers were followed up with direct telemarketing.

The organization of this promotion at the location began approximately two weeks before the sale. When asked if it was worth the time and effort, Mr. Williams grinned broadly and said, "Seventeen deals, over \$860,000 in sales, and about \$140,000 in payable gross, what do you think?" We think he has a plan that will go no where but up!

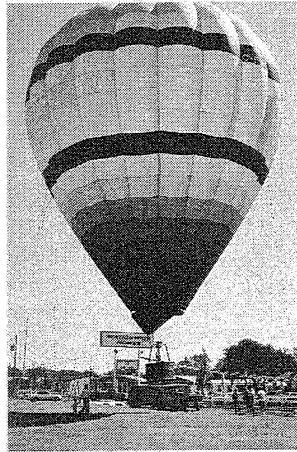
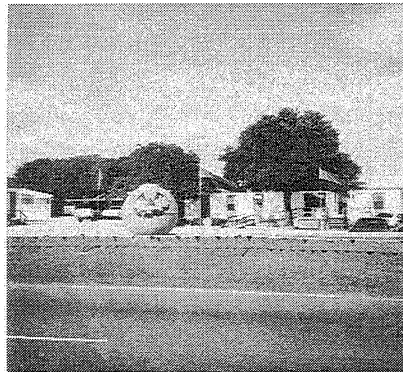
Another Sales Promotion success story is from **Brian Shear**, General Manager at *Nationwide Homes - Denton*.

Brian and crew held their 5th Annual "Un-BOO-lievable Sale" on Saturday, October the 18th. This sale was run in conjunction with 21st Century Home Mortgage's "NO Payments till '98" promotion. Further, the Denton gang used their Tracker program to generate mailing labels to send postcards to all customers. The first weekend was so successful that the sale was extended to October 31!

In addition to the "NO Payments till '98" promotion, Mr. Sam "No Fear" Winn of American Homestart - Burleson added his unique brand of marketing wit to this special occasion. To round things out, Brian gave each new home buyer a free 4 x 6 deck and every visitor was asked to register for a microwave give-away and vote for the best office decoration by the sales staff!

The combination of customer participation and aggressive advertising, direct mail and telemarketing harvested 13 big new deals for the Denton gang!

Aggressive marketing, using the tools provided by our corporate Marketing and Training Departments results in successful sales promotions and more sales for your locations!



Region 8 Eagle Winner!



Congratulations to **John DeRouen** of Abilene, pictured above with Western Division President **Ray McKinney** (right) for a great first quarter.

John's sales center sold 40 homes during the first quarter! Great selling folks!



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

Retail Editors

Dwayne Teeter

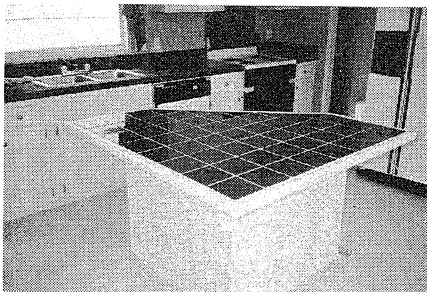
Tom Jewell

Richard Eklund

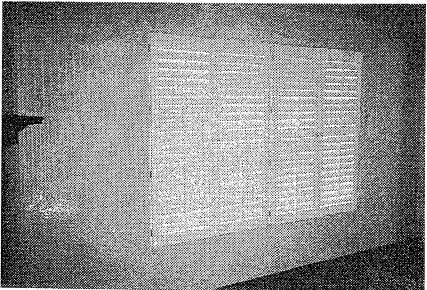
Travis Prescott

BURLESON **STAR** NOTES

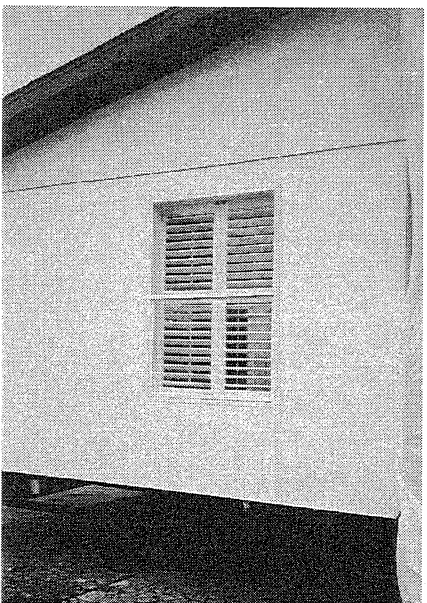
By Charlie Lohin



Ceramic Tile Island Cabinet ▲



Shutters (Inside) ▲



Shutters (Exterior) ▲

1. Add color, sparkle, & function to your next stock unit by adding easy-to-clean Ceramic Tile to an Island top. This eye catcher comes complete with full 6" tiles bordered by a cabinet-matching sturdy wood edge. Available now on all optional Islands for \$150, and all Triangle Islands for \$175.

2. American Homestar of Burleson's new Plantation Shutters add distinctive southern charm to any room in your inventory. Highlight Breakfast Nooks, Dens, Living Areas & Dining Rooms with these beautiful, fully-operational shutters. Designed with louvers that easily tilt to allow a flood of light, these white, real wood window treatments also pull open wide in classic shutter-style. Order your next home with the look that leaves your customers *shuttering*... Plantation Shutters - only \$175 per window.

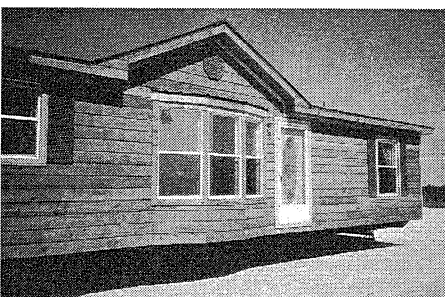
3. American Homestar of Burleson's new Walk-In Bay Window, designed to fit in any room with an exterior wall longer than 9', adds charm to any home! This new option includes 3 oversized 30x58 windows with full drape treatment. A natural for dining rooms, this Walk-In Bay concept actually extends the floor a full 11" allowing room for oversized tables, chairs, etc. The new Bay Window also adds exterior distinction to your inventory. Stop traffic & satisfy the most discerning customers - order your next stock unit with the new Walk-In Bay for only \$350; offered with pride from the craftsmen at American Homestar of Burleson.

Product Announcements

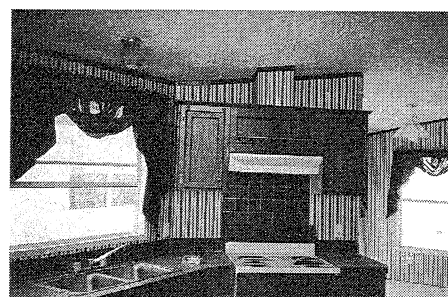
Starting with homes produced on October 21st (serial #2722 & after), all secondary bedroom window treatments will change to valances & mini-blinds. This new standard effectively makes the American Homestar of Burleson product include mini-blinds on all windows except bathrooms. Enjoy!!

American Homestar of Burleson now gives even more value for your dollar. The ever-popular lined cabinets with adjustable shelves option now includes tip-out drawers under the Kitchen sink. Great for sponges, scour pads, etc... Wow!!

Designer extraordinaire Nancy Cantu has revised the Country Charm decor group to include a brand new Kitchen wall vinyl. Watch your mail for a sample of the "Paisley Stripe Evergreen" pattern. This new stripe tends to hide batten strips extremely well. The old panel "Oak Bluff Evergreen Stripe" will be available for retail sold homes until January 1, 1998.



Bay Window (Exterior) ▲



"Paisley Stripe Evergreen" ▲



Move over Roger Williams, looks like **Everett Phillips** is coming on strong at Bossier City. A new "closer" is born.

Who said a navy seal can't take down a deal! **George Wetherall** in Lufkin is *being all he can be!*

What's cookin'? Well, it's **Brian Cook** at

■ Mesquite!
■ Lordy, lordy - look who's 39 again and can sell, sell, sell... it's **Crystal Sullivan** at Denton!!

■ Things are o.k. in OK City with **John Toney, Chris Silvia, Troy Ellefson, Laurie Sheehan, Greg Benzing, & Pamela Bond.**

■ Watch out for **Pam "I Am" Colley**, Huntsville's sales pro moving toward the "Top Ten"!

■ There's two minutes left and we're down by a touchdown - who do you give the ball to?!? **Larry Thomas & his team** in Amarillo, of course. They finished September with a stunning 7 retail deals on Burleson homes. This is "Heisman Trophy Winner" footwork!

■ **John Wells** from Seguin continues his quest to be the #1 retail salesperson for Burleson products with 3 homes sold in September alone.

■ A big "Welcome Back" to **Dave Schwartz** at the South Freeway location. Always a

BURLESON **STAR** NOTES

By *Charlie Lohin* (Cont.)

big supporter of Burleson products, we know **Dave & his crew** will continue the fine tradition of selling our homes.

There are big things happening in A&M country . . . **John Jackson & his**

corps at the Bryan location are moving out the old and bringing in the new. He's getting rid of that aged inventory to make room for some hot selling Burleson homes.

Tid Bits

(Continued from previous page.)

It's great to see that **Trey Webb** from the Austin super center has discovered there's more to life than singlewides. He's finally found out "*there is gold in them thar Burleson doublewides*".

Fab 5 For September (YTD)

1.	Nationwide/Burleson	Phil Essex	94 Floors
2a.	Nationwide/Mesquite	Dave Shetler	60 Floors
2b.	OCV/Lancaster	Don Simonson	60 Floors
3.	Nationwide/Tulsa	Tom Wilson	58 Floors
4.	Nationwide/Austin	Dennis Williams	46 Floors
5.	Nationwide/Seguin	Kevin Shawthorn	44 Floors

("Shear-persistence" will soon be getting Nationwide/Denton on the Fab 5 list. Keep up the good work Brian and Company!)

Great Job!!



By *Reta Hill*

"All Franchisees Prepare for Success" as written by the Franchise Master - Rick Carver

Below are some outstanding comments by Franchisees who have purchased a log home from Silhouette:

David Mintzer, Westwood, Henderson

"The home has been on the lot for 10 days, but has only been set up for 4 days. Traffic went from around 30 customers per week to around 150 per week. The first weekend that the home was on the lot, we had close to 100 people. We've sold 3 Heartlands to people who came in just because of the log house."

Keith Huffman, Choicenter, West Jefferson

"Traffic has increased by 10 to 15 people per day. We had 6 customers by lunch on Tuesday and we took 2 good apps. We've sold 4 homes in the last 2 weeks to customers who came on the lot just to see the Silhouette. I think 3 out of 4 customers come in just to see that home."

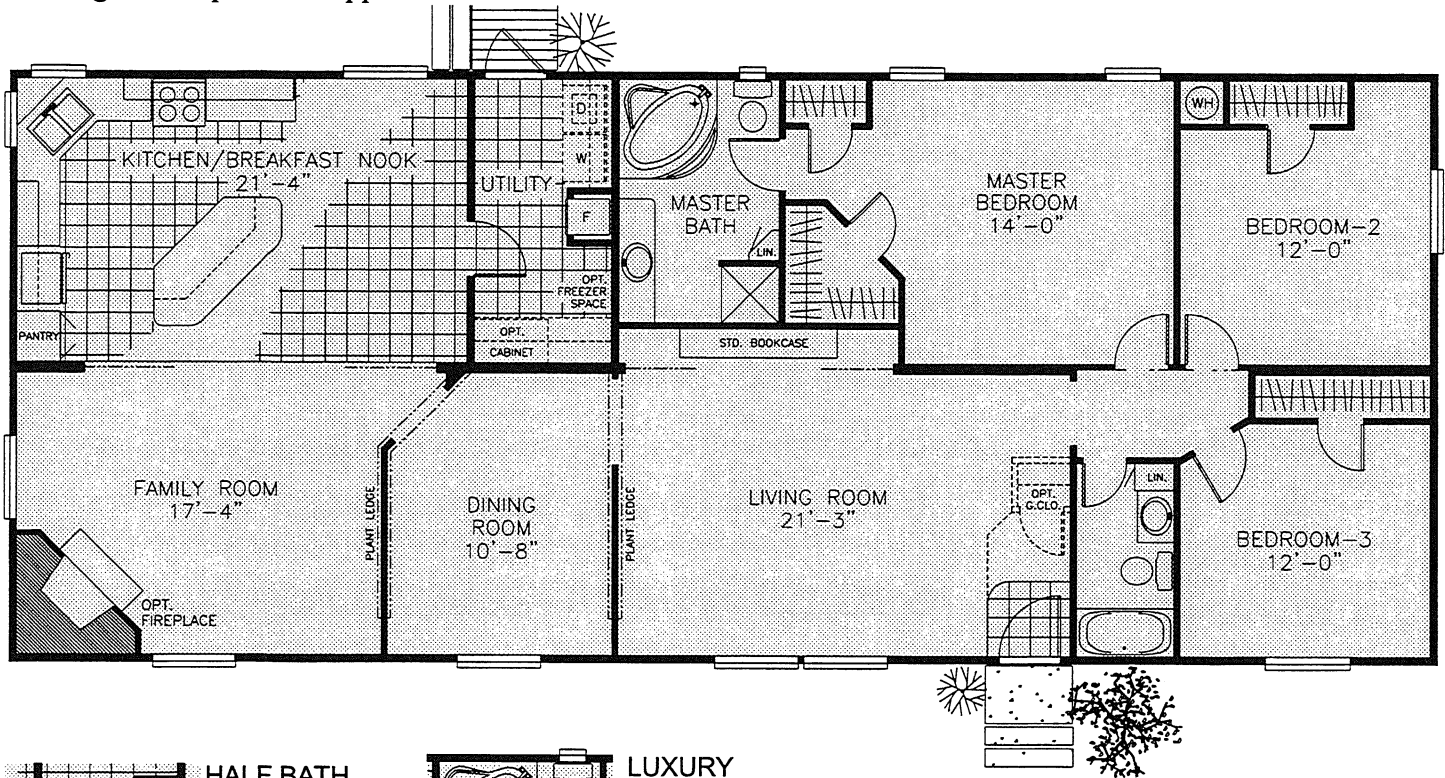
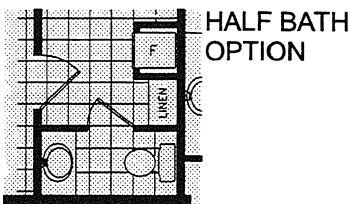
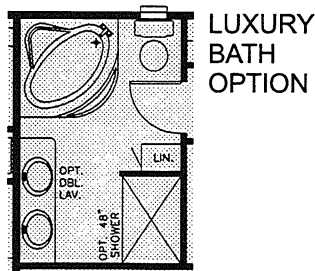
Larry Godfrey, Choicenter, Hickory

"The 'Log' has really worked for us. During the first 2 Saturdays, 300 people came in, and traffic has tripled during the week. This home has even brought in an upgraded clientele. We sold 2 of these homes & took deposits on 3 additional log houses. We took 2 more apps on log homes and then sold 2 other homes to people who came in just to look at the 'Log'."

It seems that the only problems these Franchisees now have is the need for more staff while their staffs need a plan on "how to not be overwhelmed". This, too, could be your lot's problems . . . order a Silhouette log home today!!

New Northstar 571

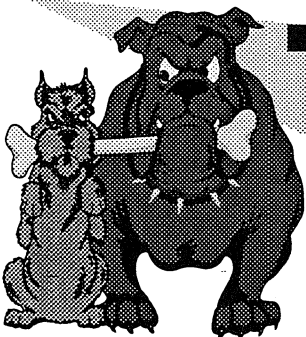
Walk into this *bad boy* and see if you wouldn't like to own a house with this many dynamic characteristics. Our new Northstar 571 includes a large bookcase with mirrors on both sides in the formal Dining Room which is surrounded by two separate living areas - a Living Room & a Family Room; all three rooms featuring our very popular plant ledges. In addition, this house sports a larger Master Bedroom, a Luxury Bath with standard corner linen closet, a huge Kitchen with an island & plenty of countertop space, and an enormous Utility Room with optional base & overhead cabinets. Don't let this one get away from you . . .
.....it's got some powerful appeal.



Note To:

All Northstar Dealers

If you haven't already received your new Northstar line, give us a call immediately! We don't want you to miss out on the opportunity to sell one of these hot new products!!!!



TOP DOGS for SEPTEMBER:

1. Lancaster:
2. Mesquite:
3. Fort Worth/820:
4. Burleson:
5. Boerne:

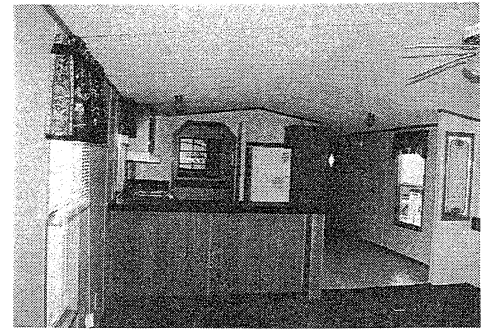
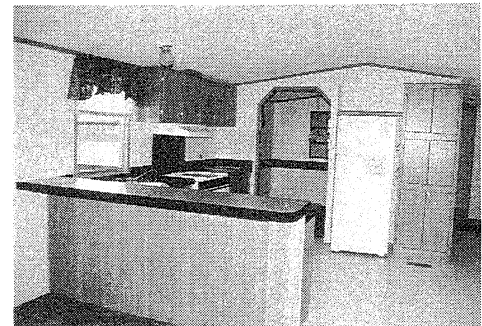
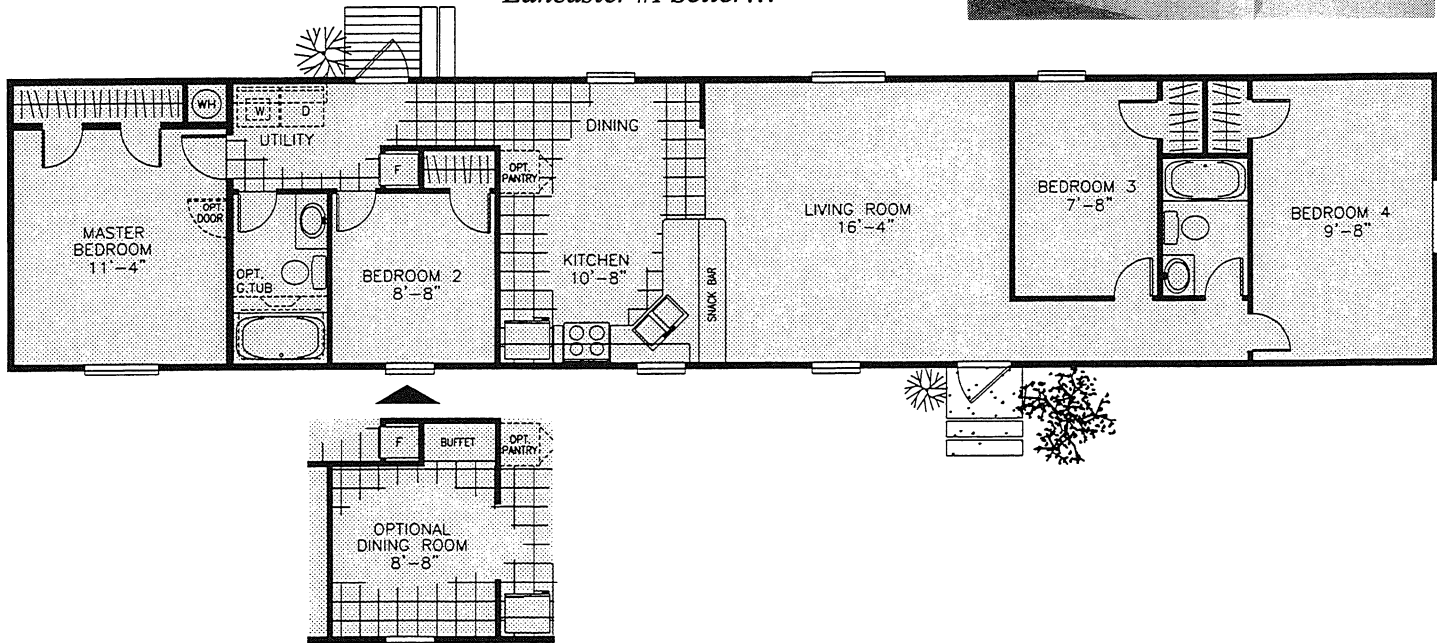
The Simonizer Does It Again
You The Man, Dave
Mike Levin' It Up on 820
Phil Exits #4 For The Month
Brandon Burnin' Up The Charts

LANCASTER NEWS (Cont.)

by Brian Shaw

The 698 LE 4-Bedroom and/or Formal Dining Room Is On FIRE!!!

If you don't already have one of these on your lot, we don't know what you're waiting for. This floorplan is the best thing since the invention of the 16' wide. The versatility of this floorplan is what makes it so very unique. It can either be a great 4-bedroom or it can be a 3-bedroom with a formal Dining Room option featuring a buffet, wainscot, grid mirror, brass chandelier, & an archway. Since we came out with this floorplan 2 months ago, we've already customer sold 16 of these floorplans. With a record like that, this model is soon to be the *Lancaster #1 Seller!!!*



Sales.....A Tough Profession

Have you ever been stumped on what to say when a customer is standing right in front of you? And then, when you finally say something, you just end up bashing somebody else's product?!? Well, there's a better way to bash a competitor's product without being so bluntly insulting. The best way to do this is by researching your nearest competition to find out what your competitor is doing differently than you, whether it be price, sales strategies, or maybe something as simple as construction. **Here are a few tips on how to bash the competition while feature benefitting a Lancaster home:**

- 1) 2x4 End Walls & Side Walls on Metal-Sided Homes as Opposed to 2x3 with a 1x4 Runner, 4' Construction;
- 2) We use H-Clips on Ceiling Panels as Opposed to Butting the Panels Together;
- 3) 2x3 Interior Walls as Opposed to 1x3's & 2x3's;
- 4) Non-Corrugated American I-Beam as Opposed to Corrugated;
- 5) Outriggers are 5'-8' on Center as Opposed to 15'-16' on Center;
- 6) 12" I-Beam on Singlewides Over 60' as Opposed to 10";
- 7) #2 Grade Lumber or Better as Opposed to #3 or #4;
- 8) 2x6 Floor Joists 16" on Center as Opposed to 19" on Center; and
- 9) R11, R11, R22 Insulation as Opposed to R7, R7, R22.

UNDER THE OAKS

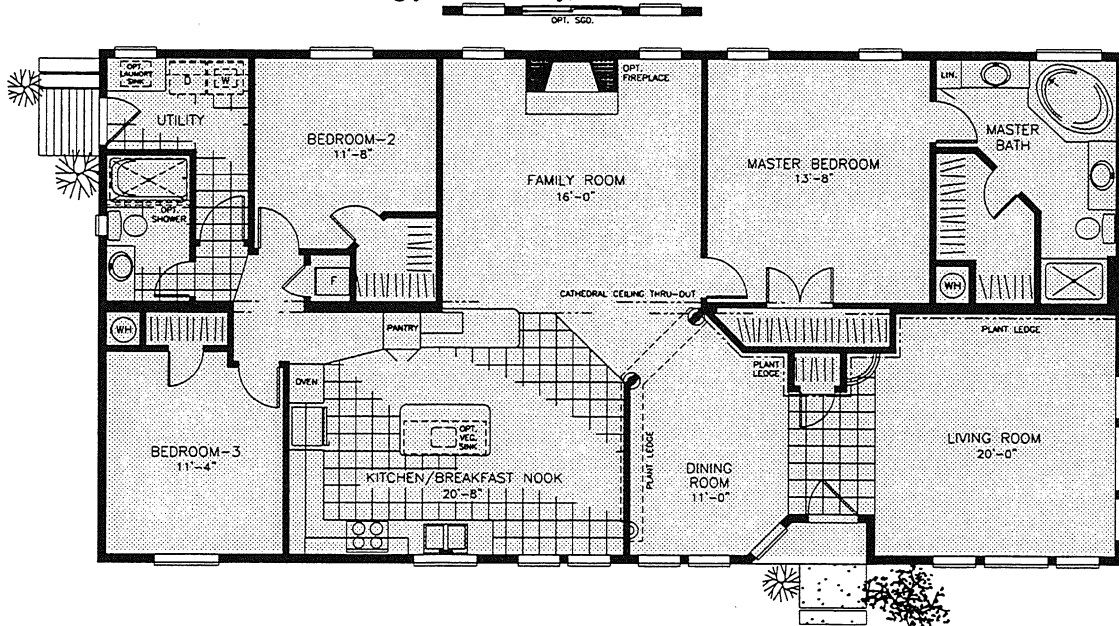
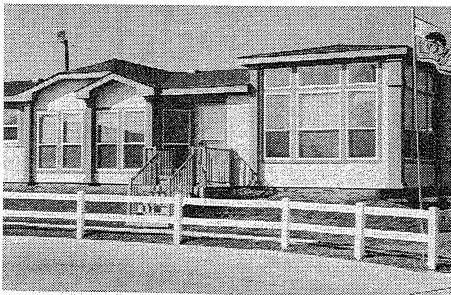
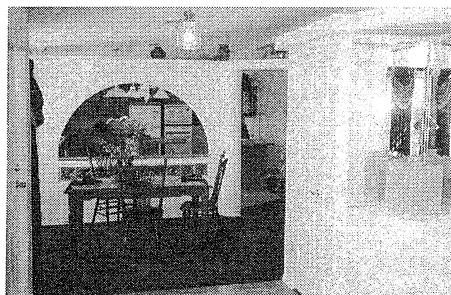
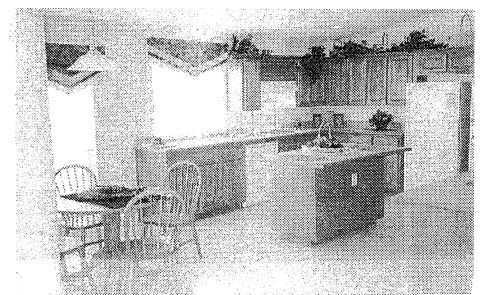
By Charley Boyer

The "Oak Creek "Meridian Residence Series" Introduction is a Huge Success!!!!

A SPECIAL THANKS goes out to everyone who attended the *spectacular introduction* of the "All New 1998 Meridian Residence Series Home - Model #2060" on September 24th at Oak Creek Village in Fort Worth, Texas. Everyone must have loved this *truly awesome* new Meridian home by Oak Creek because to date, we've received over 15 stock model home orders which is amazing since it's happening during a time period when the common response to pleas for stock orders is, "Not until my inventory gets down".

By the way, the two initial prototypes at OCV Lancaster and OCV Fort Worth have both generated a retail sale in the first week each home was displayed! Nationwide of Spring doesn't even have a Meridian stock model yet but still managed to sell one to Mr. & Mrs. McCloud off the literature alone. Talk about turning your inventory, huh?? Great Job!!!

MODEL 2060



We want to take this opportunity to say thank you to the following people for making this New Home Intro a great success!!!

- Oak Creek's very own Johnny Lindsey & Larry Davis for the super Burgers & Dawgs during the show!!
- Mike Levin and his staff at OCV Fort Worth for putting up with all of us for the day!
- The Lost Creek Golf Club for allowing all of us "duffers" to terrorize their golf course & dining room.
- Leon Dooley & his golf team for giving all of us a golf Lesson at the "1st Tournament of Champions" golf outing.
- All of our participating suppliers who donated cash & prizes for the Promotion & Golf Tourney!

The Whispering Oak Says.....

As defined by Websters - "*Meridian*": n 1. The highest point reached by a heavenly body in its course; 2. The highest point of power, prosperity, etc.; Zenith.

Don't you just love it!?!?!?

*Good Luck and
Good Selling!!!*



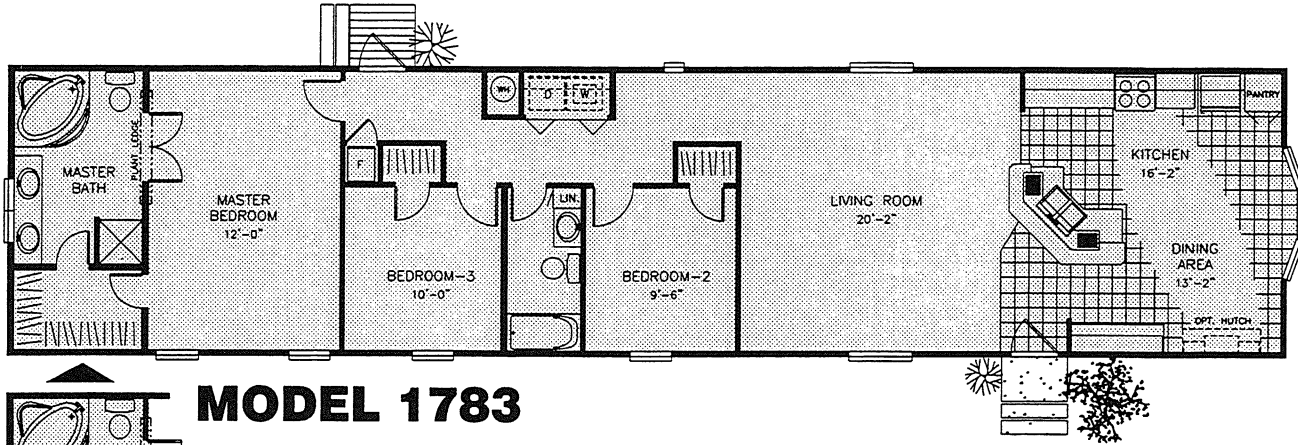
(Cont.)

By Charley Boyer

Oak Creek Introduces a New "Mega-Wide" Southern Star 18x82 Front Kitchen

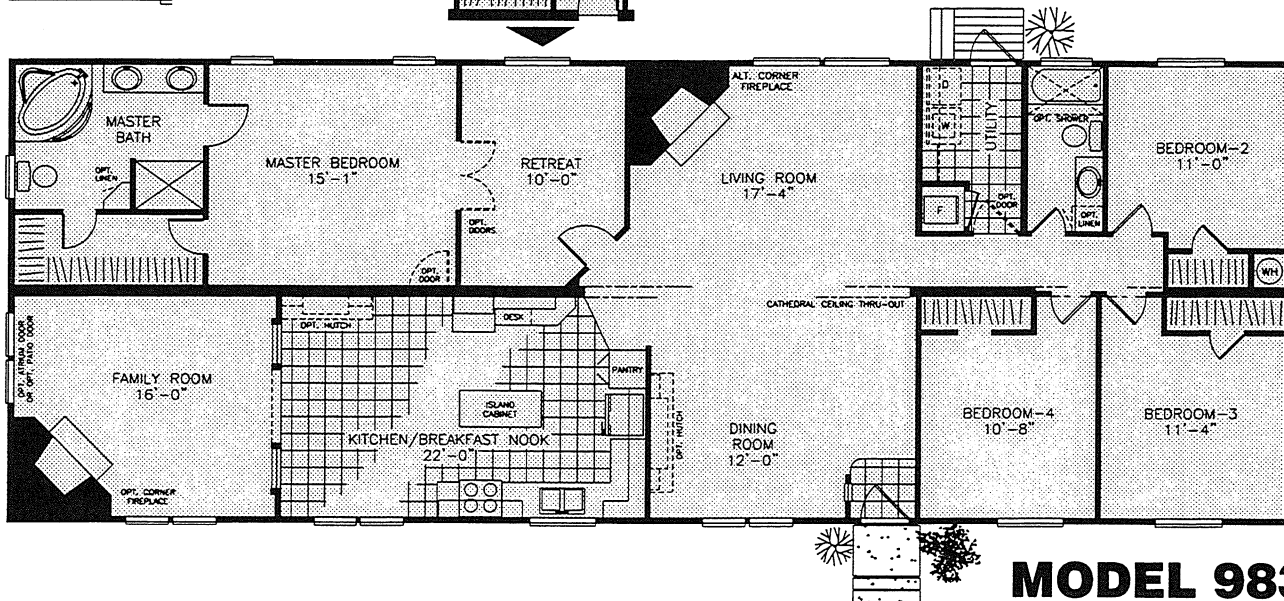
In case you were completely mesmerized by the Meridian Show home and don't remember the other home on display, let me remind you: The newest addition to the Southern Star line of single-section homes includes the new Model #1783, an 18x82 3-BR, 2-BA Front Kitchen.

This great new single-section home includes 1370 sq.ft. of great living for those customers who demand more living space in an 18'-wide home. The Front Kitchen contains a monstrous food preparation area complete with 45 cabinet doors - the most in any single-section home on the market. We've included the high impact looks of the #1780 pass-thru bar with extra storage in adjacent counters and the highly popular microwave-ready pantry cabinet.



MODEL 1783

For those of you who've had success with the 16'-wide version (#1762), you'll have to get this great new home on your location NOW!!



MODEL 983

Southern Star Model 983 Gets a Face Lift!!!

When you ask, we respond! And the results include great new features to one of our best selling models - our Southern Star #983 28x80 4-BR, 2-BA w/ Retreat. The #983 has been our replacement for the Redman Model #643 which they *ripped off* from us in 1990.

Your comments regarding the Kitchen marriage wall being barren & out of place have been heard. We've concluded that you're right, so we've *dolled up* this area to resolve your concerns. Pictured here, you'll find that we've added extra cabinetry and a desk to the marriage wall side of the Kitchen to make the area look more in balance. In addition, we've omitted the raised bar on the island & made the overall size of the bar larger which is a feature found in most new residential homes today!

When ordering homes from older design stock units, please advise your customer of these Kitchen changes - but if absolutely necessary, we'll build the old-style Kitchen until the end of November.

STAYTON

By Jon Moon & Erin Summers

The Stayton Team was looking GOOD at the 1997 Portland Manufactured Housing Show held at Portland Meadows September 4th through the 7th. Capitalizing on the diverse strengths of Gordon Gutches, Kenco Homes of Vancouver, Washington proudly displayed the "Volume Ceiling" option on the Summerhill S7-64547. The "ooohs" & "aaahs" of the crowd were heard throughout the Meadows; in fact, many shoppers toured the home not just

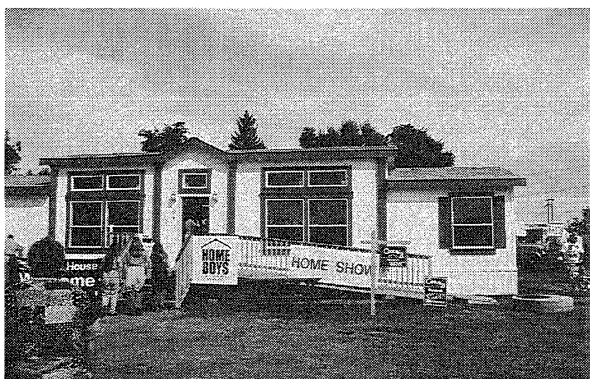
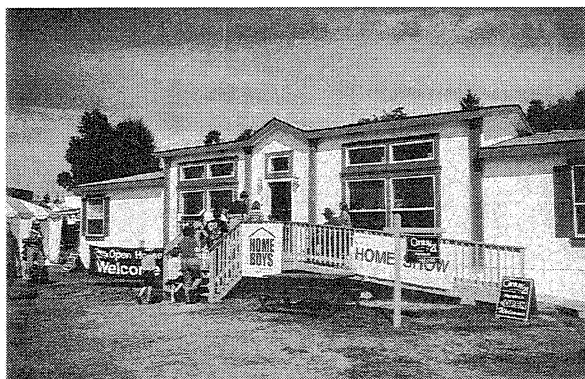
once, but twice, and in some instances, three times. The "Volume Ceiling" option utilizes a triplewide home roof system at the back door side of a doublewide resulting in nearly 10'-high ceilings to create a truly spacious and open feeling.

Meanwhile, on the other side of the mountains at the Eastern Washington State Fair, the Home Boys were showing off the front door side "Volume Ceiling" option. An estimated count of 40,000 fair-goers found out what TODAY'S

manufactured homes really can be. (Photos below)

On September 12th, the Sales Team served up a huge Appreciation Lunch to the entire Stayton team to thank them for the very beautiful Show Homes. The food was hot, it was served quickly, and there was plenty!

We all look forward to "showing off" what Stayton has to offer at future shows &/or fairs.



GROWING...We Do It Every Day!

We began our first full week of 9 floors per day on September 29th - way to go, Team! The transition has gone well and we appreciate everyone's hard work & commitment to quality! **THANK YOU!**



Carriage Homes' Spotlight of the Month

Our spotlight of the month is on our Purchasing Agent, Tim Donaldson. Tim is a graduate of the University of Alabama who majored in Political Science and minored in History. He is the proud father of a 19-year old who is currently attending Nursing School, and twin sons that are 10 years old.

Tim has been with the company for a total of six years beginning his tenure at Silhouette, and then moving to Carriage when we opened in 1993. Presently, Tim has the best inventory turns of the Alabama plants and says the other guys will never catch him!!! Way to go!!

A very dedicated, hard working individual, Tim Donaldson is committed to the excellence of our company. We just wanted to take this opportunity to let him know how much we appreciate him and the job he's done even though Mike (our GM) gives him a hard time. We still love you!!!!

Boise BULLETIN

By Ken Hollibaugh

Sales Update

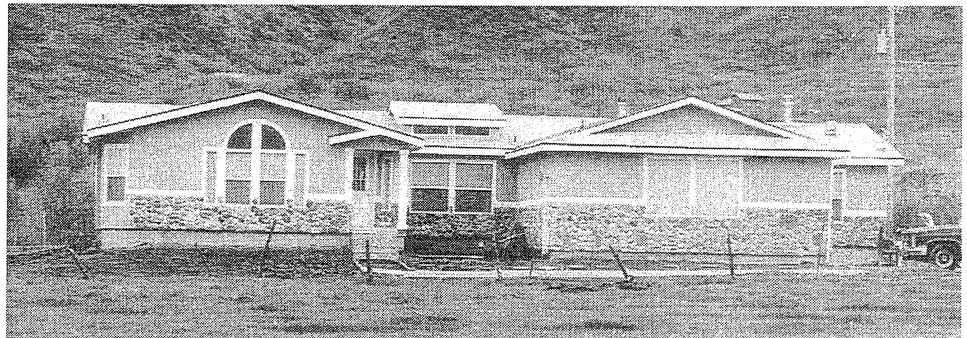
The Guerdon Boise Sales Team is eagerly preparing for our Annual Home Show! The official introduction of our 1998 product will begin November 17th at the Boise Plant. We will be displaying four fully-furnished, decorated model homes that will feature new product strategies for the upcoming year. Key strategies, just to mention a few, include offering:

- A full tape & texture product line which will eliminate all vinyl wall board from our homes;
- Raised volume ceilings that can be optioned into existing doublewides to create a raised 10' ceiling throughout much of the home;
- New faucet packages; AND
- The 1st 32'-wide product in the Pacific Northwest!

These innovative model homes will serve as the cornerstone of our new product offering. We at Guerdon/Boise continue striving to meet &/or exceed our customer's expectations while equipping our retailers with the best weapons in today's competitive marketplace.

Photo Contest Winner: Homeplace of Twin Falls, Idaho

Nick Perron has sent in this month's winning entry A Builder Series Home - Model 8639 - which has captured the essence of this product line. It's easy to understand why this series is so popular. Just add a little imagination and you have a beautiful home; one that's virtually indistinguishable from site-built homes. Congratulations to Nick Perron and the Homeplace team on a home well-done!!!



GERING GOSSIP

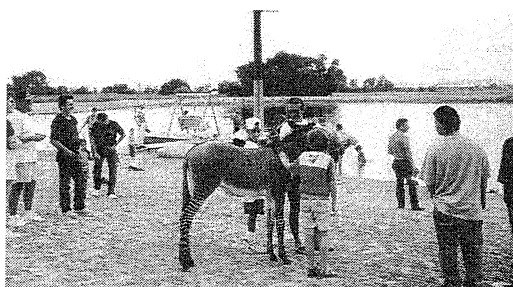
By Doug Tollin



Annual Plant Picnic

Mouthwatering hot dogs, beefy hamburgers, tasty potato salad, crunchy chips, bueno beans, mucho caliente peppers, spicy pico de gallo, refreshing sodas, etc... were all on the menu during Guerdon "Magnolia" Homes' Annual Employee Picnic which was held Saturday, September 6th. The event was arranged and organized by Harold Parks, a member of Magnolia's industrious maintenance personnel, and the entire plant and accompanying families were all on the invitation list. Games and events were organized for the adults as well as the children, including horse shoes, volleyball, swimming, paddle boats, tours of the *Fillingham Exotic Animal Farm*, and a "mongo tug-of-war" pitting some of the *office-types* against some of the *plant-types*. (I, Doug Tollin, am very proud to mention that I took 2nd place in this company skirmish.)

Several employees, their families, &/or significant others spent the afternoon having alot of fun and enjoying the companionship of their fellow co-workers and loved ones. Many thanks to those in the Production & Maintenance Departments for taking the time to make this such an enjoyable and relaxing event for everyone. See you all again next year!



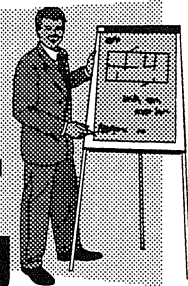
GERING GOSSIP

By Doug Tollin



(Cont.)

Retailer Training



The Gering Division hosted a Retailer Sales Representative training session on September 10th to help with efforts to improve communications with our front-line forces.

The 22 "trainee" participants were given an expanded plant tour and a guided walk-thru of Gering's newly

decorated show homes. Afterwards, "trainees" were treated to a hamburger cookout lunch at the *Fillingham Exotic Animal Farm* with Teri Ward (Receptionist) and Shawntae Kleager (Purchasing Secretary) serving as our "Bodacious Barbecue Chefs".

Following the cookout, "Dean John Fillingham" subjected "trainees" to 3 hours of open air classroom training supplemented by "Professors Rollie Coe, Bobby Allbaugh, Doug Fillingham, and Roger Phillips". The curriculum covered home specifications, home order forms, changes in the product standards, and new available options.

We were very pleased with the participation and every "trainee" reportedly felt their time had been very well-spent and all claimed to have learned a bunch!

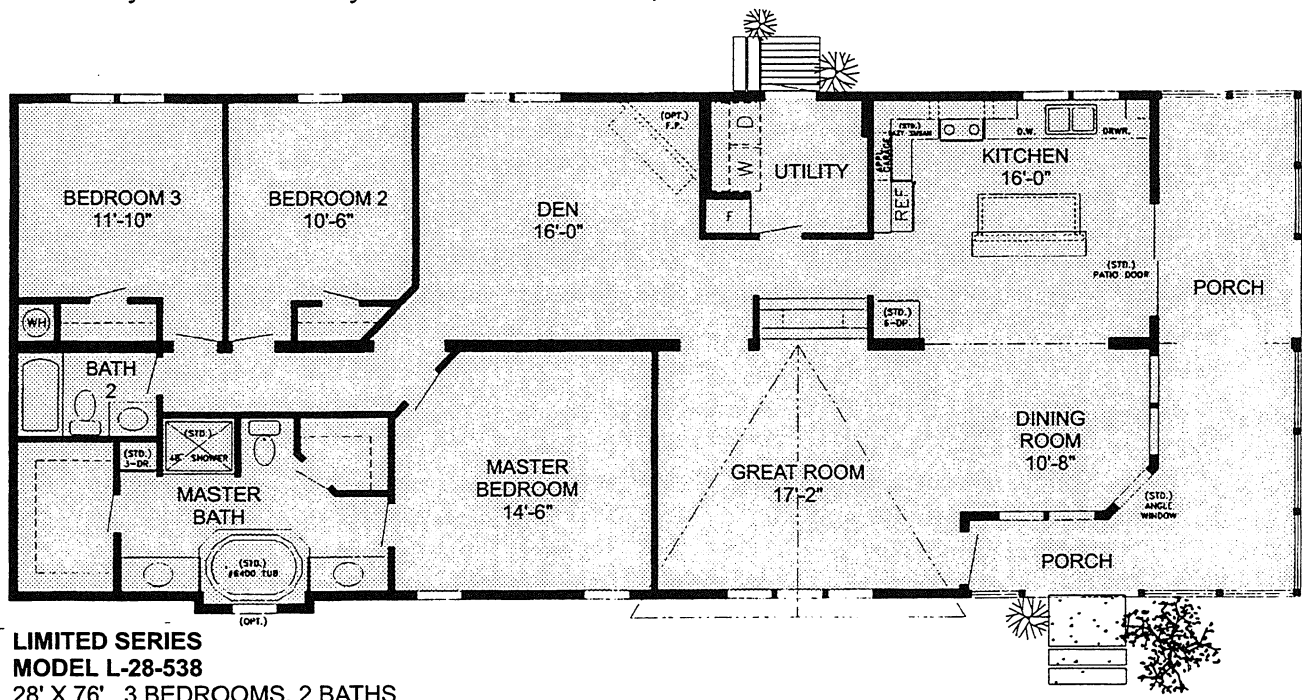
Sensational Suggestions

Congratulations to our Winner, **Sherry Fisher**, for her Safety Suggestion of the Month which is selected by our Safety Committee. Congratulations are also in order for **Martin Delgado** for his Production Suggestion of the Month as selected by our Production Committee. In appreciation of their great suggestions, both winners were awarded gift certificates to Bush's Gaslight Restaurant. Thanks, Sherry and Martin!



Check Out Brilliant's New Fall Line-Up!!!

Fall has definitely arrived and **Brilliant Homes** is very proud of the hard work put into the preparations for our first Fall Show! Tons of enthusiasm was demonstrated over this new experience with plans to make it a most successful first showing! New products featured at the Tunica Show in Mississippi during October included one Singlewide 16x84 Limited Series, one Triplewide 41x72 Shadow Brook Series, and two Doublewides - one 28x76 Limited Series (see floorplan) & one 28x72 Bay Breeze Series. If you missed them in Tunica, check 'em out now!



Vicksburg (cont.) BLURB

By *Melanie Hood*

New Receptionist

You'll be hearing a new voice answer the phone at the Magnolia Vicksburg plant - we'd like to welcome aboard **Ann Cotton** as our new Receptionist. Welcome, **Ann**.

New Baby



Congratulations to **Michelle Lynn**, our Sales Secretary, who gave birth

to a bouncing baby boy, **Jonathon Wesley**, on August 25th!! Fellow co-workers *showered* her with gifts in anticipation of **Jonathon's** arrival back on August 1st. During her maternity leave, **Michelle** will be temporarily replaced by Linda Matheson of Manpower until her return to work on October 6th. Way to go, **Michelle**, and welcome to the world, **Jonathon!**

NEW RETAILERS

We would like to welcome the following new retailers:

AAA - LaPlace, LA
AAA - Hammond, LA
AAA - Slidell, LA
AAA - Biloxi, MS
AAA #3 - Pearl, MS
AAA #7 - Pearl, MS
Johnson Homes - Tuscaloosa, AL
Showmart - Tulsa, OK
Showmart - Durant, MS
Simmons Housing, Inc. -
Brookhaven, MS
(*Jackey Simmons, Owner*)

New Dealer of the Month:

Congratulations to our October
Dealer of the Month:

Magnolia Home Center
Hattiesburg, MS

Soccer Sensations

The Fall Season for Youth Soccer began this month, and this year, Magnolia Vicksburg is sponsoring an Under 12 Boys team. Our very own Keith Johnson (Sales) and Lynda Ragan (Accounting) are molding these youths into great soccer players - they started the season off with a 2:0 record.

New Graduates

Take a look at the 2nd Supervisory Communication Class who graduated earlier this month.



Seated, L. to R: Robert Smith, Michael Davis, Eddie Duffin, Michael Johnson, Percy Shorts, Eddie Tillman, Sylvester (BB) Warner, Terrance Cruel, Lee Bomer, & David Flowers
Standing, L. to R: Timothy Carr, Joe January, Joe McGloster, & Nehmiah Ford.
Not pictured: Raymond Lewis

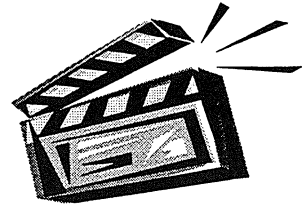
Warm Greetings

Just a little HELLO from our plant
Supervisory Staff!



Seated, L. to R: Irving (Chico) Washington, Jimbo Hall, Daniel Clark
Standing, L. to R: Rusty Goodwin, Larry McCormick, Bruce Buckley, and Percy Herrington

September's Lifestyles of the Retail Famous



Siskel & Ebert Agree!

Two thumbs way up for "Mr. Cancun" **John Wells of NW-Seguin, TX!** John signed a 6 new, 1 used contract in September for just shy of \$40,000 in PG and the #1 box office spot in the Presidents Club! This makes you #3 in the Company YTD, John. John's co-star, **Toby Cooksey of Mesquite** an action packed month, closing 3 new and 2 used for 24K in PG. Best supporting actor in a payable gross role was Austin, TX's own **Ricardo Delarosa** who negotiated over 27K on 2.5 deals (1.5 new!). Never gone with the wind, **Nathan "Trey" Webb**, also from NW-Austin, is back in the #1 YTD Presidents Club position after continuing his comeback with 3 new and over 22,000 payable gross.

#1

#2



Secrets & Lies

Its really no secret that **Randy E. Wilson** is #5 in the company YTD. But the truth is, he is not from Longview, TX as previously mentioned. Randy is from Lufkin, TX and is not to be confused with everyone's favorite General Manager/comedian, **Randy Wilson of Rosenberg, TX.** So sorry for all the confusion. Big "E."s cameo performance in September earned him 101 points on 5 new and change. Nice work!

#3



ACTION!

Don Simonson, GM for OCV in Lancaster, TX, is no stage mother, but he must be proud of his boys. **R.D. Thomas**, another recent Cancun trip winner, had the 4th highest PC points in September with 4 out of 5 new and 24,300 PG. **Charles Jerger** also took down 4/5 new for 20K in receipts. And, **David Dalley** rolled 'em with 3 out of 4 new and 19,000 PG. NW-Greenville, TX's hometown hero is **Jeremy Hickerson.** Jeremy closed 4 new w/ over 24K in the bank. Last year's Top 10 box office draw, **Gina Reece from Longview, TX** (did I get it right?), is poised for another award. She was #6 in September with 96.38 points on 3 out of 5 new deals.

#4

#8

#5

#6

You look marvelous!

#7 Pamela Kay Colley of Huntsville, TX continues to rocket to stardom with over 26K PG on just 3 new and 1 used. **Bambi Huddleston from NW-288 in Houston, TX** landed herself in the Top 20 in September shortly before holding up an entire bus load of rowdy Cancun vacationers while she had her nails done! 3 new, 18K payable gross and great cuticles. **Mark Ouchley from Monroe, LA** can't do lunch because he's too busy cashing his checks from the 5 deals he made. Rounding out the Top10 is **Shawn Bolin from new Sprindale, Arkansas** location. Shaun also closed 5 - for 82.44 PC pts!

#9

#10



The BIG Break...

Danny Williams, on location in Mesquite, TX, does his own stunts, selling 3 of 4 new in September. Leading man, **Allen Crawford from El Paso, TX** tops the charts with 5 deals, 4 of which were new. No stranger to the bright lights, **Huntsville TX's Susan Bryant** killed 'em with 3 new and a whopping 25K in receipts. **John Phillips** from little 'ol Bossier City, LA made it big with 6 deals (4 new) this last month. Tabloid regular, **Gary Grant** (not to be confused with Cary) out of Tyler, TX, made a respectable 15K on 3 new and 1 used. **Terry Tauzin, Opelousas, LA's** pride and joy, also closed 3 of 4 new with over 16K in payables.

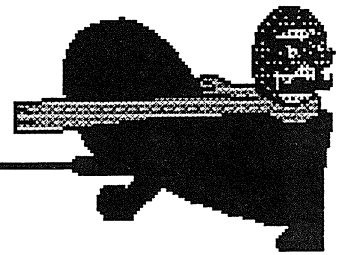


Leading Men

Bravo! to **Craig Bryant of New Braunfels, TX** for 25K on 4 deals, 2 of which were new. The following superstars all closed more than 4 deals in September with 3 or more new: **Ron McClure of NW-Burleson, TX,** **Ed Sargent of NW-288 Houston, TX,** **Dave Crocker of NW-Tyler, TX,** **James Hunt of Springdale, AR,** **Joseph Plum of NW-Spring, TX,** **Jeff Taylor of NW-Azle, TX,** **Russell Crawford of NW-Cedar Park, TX** and **Dan Conley of NW-Lufkin, TX.**

Nationwide NC Homes, Inc renames Sales Centers....

American Homestar Home Center



Top 5 Sales Centers

#1	South Raleigh	Ashley Pierson, GM
#2	Smithfield	Frank Shealy, GM
#3	Claxton	Craig Ryals, GM
#4	N. Raleigh	Mike Griffin, GM
#5	Youngville	Rob Schuerch, GM

Top 5 Sales Salespeople

#1	Vince Barbour	South Raleigh
#2	Ray Stallings	Smithfield
#3	Mike Woodruff	Claxton
#4	Art Ball	High Point
#5	Chris Wilkins	Durham

Congratulations to All Top Producers for the Month of September...

YTD Sales Centers

#1	Durham	Maynard Wilkins, GM
#2	South Raleigh	Ashley Pierson, GM
#3	North Raleigh	Mike Griffin, GM
#4	Youngville	Rob Schuerch, GM
#5	High Point	David Kinney, GM
#6	Claxton	Craig Ryals, GM

YTD Salespeople

#1	Chris Wilkins	Durham
#2	Vince Barbour	South Raleigh
#3	Bettye Cox	North Raleigh
#4	Vincent Dunn	North Raleigh
#5	Walter Prince	Youngville

New & Improved

TEAM VISION CHALLENGE

October 1st thru November 30th

What is it ?
What is the challenge?

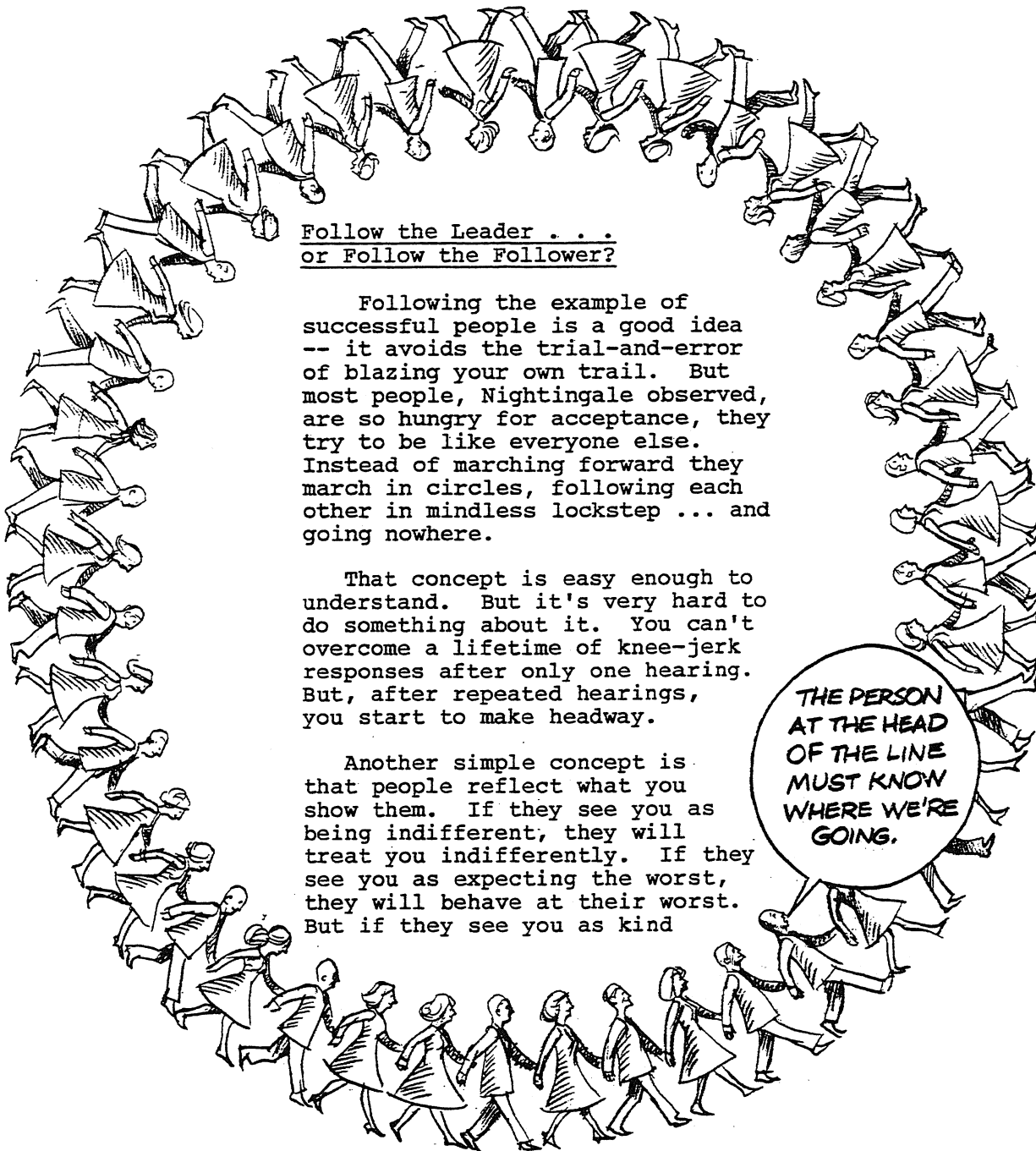
The Team Vision Challenge is the 2nd contest of fiscal 1998. Each team member i.e. salespeople, GM, OM, BM at a retail sales center that meets their "challenge" quota for the period 10/1 thru 11/30 will receive the following:

50 BONUS PC POINTS EACH

**-A SUPER COOL "TEAM VISION" DENIM JACKET
THE "TEAM" GETS \$1,000 FOR A SPECIAL CELEBRATION**

PLUS - If your team meets the new home quota, each salesperson receives an extra \$50 X-mas bonus per new home he/she sold during the contest.

EXECUTIVE SELF-IMPROVEMENT



Follow the Leader . . . or Follow the Follower?

Following the example of successful people is a good idea -- it avoids the trial-and-error of blazing your own trail. But most people, Nightingale observed, are so hungry for acceptance, they try to be like everyone else. Instead of marching forward they march in circles, following each other in mindless lockstep ... and going nowhere.

That concept is easy enough to understand. But it's very hard to do something about it. You can't overcome a lifetime of knee-jerk responses after only one hearing. But, after repeated hearings, you start to make headway.

Another simple concept is that people reflect what you show them. If they see you as being indifferent, they will treat you indifferently. If they see you as expecting the worst, they will behave at their worst. But if they see you as kind

and caring, they will treat you with care and kindness.

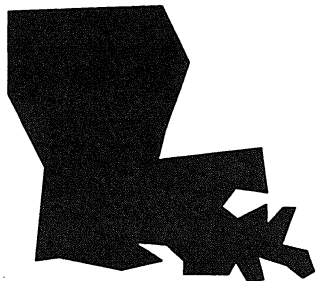
Could you change the image you present the world after only one hearing? I doubt that anyone could.

Through the miracle of tape recordings, you can hear those messages again and again -- while dressing, while driving, while doing chores -- till they become part of your life. And, in doing so, you can indeed change your life.

Lake Charles wins the Louisiana SweepSteaks!

Peggy Lewis' Lake Charles won the annual Steak, Pork Chops & Beans Contest among three of the Louisiana locations. After finishing third last year, Peggy's team put together a winning performance this year.

As the name implies, the winner gets steak at the annual picnic, second place gets pork chops and third place gets feed beans.



As seen below, the winner receives an honorary tiara which will be displayed at that location for the next year, while the third place finisher receives a symbolic can of beans which will be displayed at their location for the year.

Interestingly enough, while Peggy is showing the tiara with great pride, why couldn't we find the can of beans on display in Lake Charles last year?

In an attempt to save face, **Lou Pommier**, GM at New Iberia was challenged to a hoola hoop contest, unfortunately, Peggy won that contest too!

Both Peggy and Lou better watch out though, the rumor is that **Kash Mullins**, GM at Opelousas is gunning for the Steak next year! Good Selling Louisiana!



Has your location received its stock of Letterhead and Business Cards? If your location has been upgraded to Tracker 4.0 you can now generate temporary business cards and print location specific letters using a generic letterhead. If you haven't received your supplies yet, please contact **Laurie Lowery** at (281) 334-9739.

MIS NEWS

Yarborough and Shetler Excell in Tracker Training

Congratulations to **Shannon Yarborough** from the Nationwide - Huntsville location on her Top Gun award for the October Tracker Training Seminar. Shannon, pictured to the right, narrowly edged out **Dayna Shetler** in a race to the wire.

Currently there are two training sessions scheduled in November, both of which are fully booked. If you use Tracker and have not been to class yet, please contact our offices at (512) 457-0661 to make arrangements for the next available class.





Party Crew! **William Coyle** (NW Gulf Frwy), **Ann Milby**, (John's wife from #17), **Yolanda Coyle**, **Cheryl Cowie** (#28), and **Deanna Rodriguez**.



The Lumberton Crew: (l to r) **Ronnie Ramirez**, **Melanie Godsey** (guest), **Paul Taylor** (GM) and wife **Susan Taylor**.



The newly weds, **Chanel & Vincent Dunn** from #4, Raleigh, NC

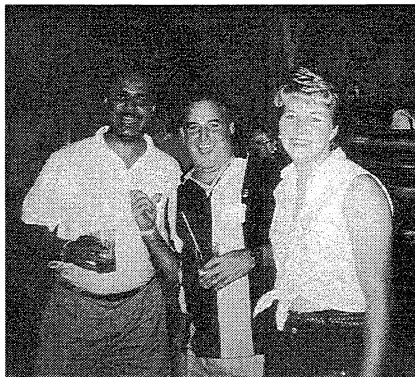


AGED INVENTORY CONTEST WINNERS PARTY ON

October 7th through the 10th, Cancun, Mexico played host to 48 of Nationwide Housing Corp.'s finest. The group stayed at the Sun Palace all-inclusive resort which offered everyone a suite overlooking the ocean, an in-room jacuzzi, a choice of 3 tour packages and of course, free food and drinks. What more could you ask for? Everyone had a great time diving, fishing, swimming, shopping, golfing and relaxing. We even managed to fit in a wedding! **Vincent and Chanel Dunn** from Raleigh, NC were wed on Thursday evening in a semi-private ceremony overlooking the water. It was beautiful. We will have to return again next year and celebrate their anniversary.

Welcome Cocktail Party

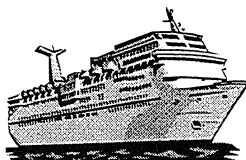
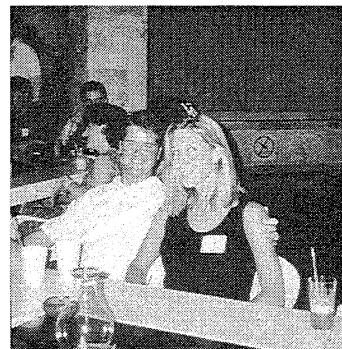
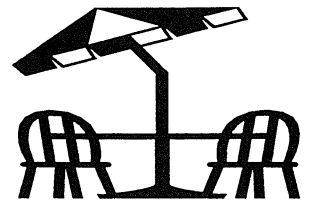
To the left are **William Coyle** (Gulf Frwy), **John Wells** (Sequin) and his wife, **Penny Wells**.



The "Pros" from Athens, **Angela** and **David**



Doris Jones, left, a guest of **Bettye Cox** from #4 in Raleigh, NC enjoy the Welcome Cocktail Party.



The newly weds **Ashley and Meg Pierson**, from South Raleigh, NC (#7) relax at the Welcome Cocktail Party.

The American Homestar University RAINING Guide

by Laurie Lowery

OCTOBER 101

October's class was another monster class with over 30 participants. Contest winners are as follows:

Company Story:

1st Place: Steven Evans OCV-El Paso, TX
2nd Place: Kelly Olvera NW-Lytle, TX
3rd Place(s): Leon Overton NW-Las Cruces, NM
Will James NW-Bossier Cty, LA
Mike Smith NW-Denton, TX
Lina Camacho NW-Las Cruces, NM
John Hernandez NW-Las Cruces, NM
John Toney NW-Oklahoma City, OK
James Campos NW-Las Cruces, NM

Feature/Benefit:

Leon Overton NW-Las Cruces, NM
James Campos NW-Las Cruces, NM
Steven Evans OCV-El Paso, TX
Highest Test Score: John Cramer NW-Burleson
LAS CRUCES TEAM

HITS THE MARK

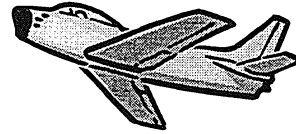
It is rare in our experience of acquiring retail sales centers to find a group of managers and salespeople as motivated and enthusiastic as those coming from our two newly acquired locations in Las Cruces, New Mexico. Our hats are off to you for the amount of time and effort you all put in to preparing for the October Basic 101 class. It is clearly evident in the list of contest winners above. Great job!

RECENT GRADUATE PUTS TRAINING TO WORK



Tammy Stone from NW-288 in Houston, TX was familiar with the Company Story/Interview process but was not actively using our selling system on a day to day basis when she arrived at class in September. After spending nearly a week eating and sleeping the system, she returned to try it out on the real world. Tammy's first "up" got the entire "pony show" from start to finish. When she closed the customers and asked for a deposit, the couple did not have the means to leave one. Tammy informed the customer that unless they had something of value

Congratulations to the Top Gun Winners for the month of OCTOBER:



Steven Evans
James Campos
John Cramer
Kelly Olvera
Will James

OCV-El Paso
NW- Las Cruces
NW - Burleson
NW - Lytle
NW - Bossier Cty

that she could hold until a deposit could be secured, she could not convince her GM to take their home off the market. The couple relinquished the wife's \$8,000 wedding ring, which Tammy wore nervously for 4 hours until the couple came back with the \$5,000 deposit. The moral of this story is that Tammy took the time to do the complete company story and interview process which enabled her to sell the customer on our company and our homes, build credibility in herself and find the perfect home to suit the customer's needs. Without all these things, this customer would never committed to purchase the home by leaving an item of such monetary and sentimental value. Nice work, Tammy!



A STAR IS BORN SERIES an interview with Gina Reece, #3 Salesperson for Fiscal 1997

Laurie: Tell us about your family. Do you have children, pets or both?

Gina: I have 4 year old twins, Samuel and Lorelei, that are always going and going, like the Energizer Bunny! I tell all my customers that I come to work to get a little rest. Everytime I sell a house it is for them and that makes me happy. I am able to provide so well for them and I always enjoy our quality time together.

Laurie: Besides your children, what motivates you?

Gina: Money. Shopping. More money!

Laurie: What was your professional and educational background before you came to this industry?

Gina: I attended Kilgore College for two years, majoring in English. I worked at my father's law firm while in college as a legal assistant. I also co-owned a small business.

Laurie: How did you make the transition from college student/entrepreneur to manufactured homes?

Gina: A friend of mine was employed at Nationwide in Longview. She had to leave town for a family emergency and asked me to come in to help her with some paperwork. I joined her for a tour with some of her customers. Afterward, I took her next up and sold them a



A STAR IS BORN SERIES (cont.)

(continued from previous page 23)

home.

Laurie: What skills helped you be successful in this business?

Gina: Goals. Daily, weekly, monthly, quarterly and yearly business and personal goals. I focus on these goals constantly. Also, stay "positive". a good attitude is contagious and people like doing business iwth an upbeat person they feel they can trust. Do what you say you will do.

Laurie: Have you ever just shown a home without interviewing a prospect?

Gina: No, I never show homes without the interview process because this takes the control away from me and without control, I will never sell them a home. If you have someone who is not willing to sit down and go through the company process on such a big investment, then how serious can they really be?

Laurie: Was it difficult becoming comfortable with our selling system in the beginning?

Gina: Not at all. Once you become comfortable, using perhaps your own verbiage, it is an asset that will become your #1 selling tool. It will set you aside from your competition and your customers will respect and appreciate your professionalism.

Laurie: Do you have a mentor in the company?

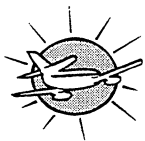
Gina: Yes, **Jim Clark** is my mentor. He has taught me about enthusiasm and perseverance. Also, if you work hard, it pays and pays.

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

Gina: Having fun! Running the #1 lot for American Homestar and laughing all the way to the bank!

Thanks for a great interview, Gina!

Gina Reece is a salesperson at our Longview, TX retail sales center. She is currently #10 in the Presidents Club year to date.



RETAIL POCKET FOLDERS ARE ON THE FLY!

By the time you read this, you should have received your supply of beautiful Nationwide or Oak Creek Village pocket folders. These folders come with two specially designed inserts that can be used both inside the folder and on their own. Fill them up with floor plans, brochures, and any other marketing material that may be of interest. But, please make sure that every valid customer gets one of these folders, not just those A+ prospects. We are also working on a customized envelope that will allow you to mail a folder full of great marketing information to prospects that call or come by. Fax orders for additional supplies to the Marketing Department at 1-281-334-9737.



Region 4's New Big Dawg!

It looks as though **Tim White** is *really* doing a number in Waco (lot #27) these days because heads turn when the Big Dawg comes to town! Pictured here are Tim and the crew in Waco accepting the Big Dawg award for having the highest pre-tax numbers for the first quarter in Region 4. Nationwide - Waco has not been the same since Tim rolled in. Not only was Waco the #1 lot in Region 4, but was also #1 for the entire North Division.

Tim has done a fantastic job building a GREAT TEAM in Waco and says they plan on the "Big Dawg" being a permanent resident.

There are a lot of other GM's in Region 4 that have plans for the "Big Dawg" to be mobile this quarter.

Outstanding job and congratulations to everyone at Nationwide - Waco.



THE EAGLE IS RETIRED!

Larry Speck presents the retiring Eagle to **Don Simonson**, GM at #51, Oak Creek Village - Lancaster. Don and his winning team won the Eagle 10 out of 12 quarters and therefore it's final resting place was well earned. Congratulations Lancaster!