

HOME Front

A Monthly Publication of
AMERICAN HOMESTAR

Retail Expansion Continues Across the South!

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

Since the beginning of fiscal '98, we have discussed several strategic initiatives in our presentations to Wall Street and to groups of employees. For this year, our focus has been:

1. Increase our rate of retail growth, from ten new stores per year to a much higher rate of 30 or more stores per year!
2. Focus that retail growth in the Southern market from Arkansas and Louisiana all the way to the Carolina's, so we can increase our vertical integration in the regions where we have recently acquired manufacturing capacity.

We now have our Deep South plants, including the Vicksburg, Mississippi operation and the three Arkansas plants added in the Brilliant Homes acquisition. In North Carolina, the Hearland plant is the first of a planned multi-plant presence in the North Carolina market. As a result, we have a lot of retail growing to do in these regions over the next few years. Our planned growth new demands the addition of 8-10 new stores per quarter! That's what we used to do in an entire year!

How can we grow that fast? We've put together an innovative plan to get the job done: create new "regions" and build each region from start-up to 10-12 stores over the next few years. Here are the results to date"

- A. ALABAMA: We have acquired Corky's and America's Best, a three-store sales center retailer in Montgomery, Prattville and Clanton. Former owner **Jan Davis** is the new Regional Vice President of our Alabama region and is already hard at work looking for new locations and acquisitions. Jan expects to have 8-10 stores in her regional area by the end of fiscal year '98.

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SOUTHERN DIVISION ANNOUNCES NEW GENERAL MANAGERS

Sam Rice, Division President, Southern Division has appointed six new General Managers. In an interview with **Camey Bullard**, Sam's Assistant, the HomeFront was told that **Diane Fults**, the star salesperson at Lot #68, Nationwide Homes - Corpus Christi, Texas has been promoted to General Manager. Diane, a relative newcomer to Nationwide has been a great performer in sales and we look forward to her applying her great sales skills to her new position. Congratulations Diane!

Another new General Manager is **Jeff Herholz** at Lot #64, Nationwide Homes - Spring, Texas. Jeff, along with his team, **Bill Powers**, Assistant General Manager and **Eric Geffert**, Assistant Business Manager will make a winning team at the Spring location.

Relating to the story in the column to the left, the Southern Division wants to recognize the General Managers at the retail locations in Alabama.

Lot #71, Nationwide of Alabama in Montgomery is headed up by **Particia Gilliam**. Lot #72, Nationwide of Alabama in Prattville is under the leadership of **Jade Calbough**. The third Alabama location, Lot #73, Nationwide of Alabama in Clanton is skippered by **Robert ("Bob") Wadsworth**. We wish them all the best and look forward to seeing some pictures from their excellent locations. Working with their RVP, **Jan Davis**, watch out for some strong performance from this winning team.

Last, but surely not least, we are pleased to announce the appointment of "Mr. Number One", **Nathan "Trey"**

(Continued on page 20)

President's Club

21st Century News

Telemarketing

2 Manufacturing News

4 Sales Tips

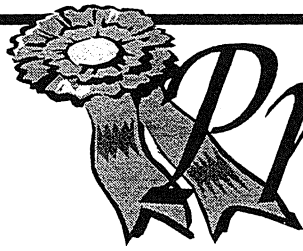
5 Other News

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JANUARY, 1998



Presidents Club

RETAIL STANDINGS

TOP 25 SALES- PEOPLE		LOT#	YTD
Nathan "Trey" Webb	NW-Austin	56	562.86
Minerva Pipkin	NW-Denton	78	526.12
Crystal Sullivan	NW-Denton	78	500.87
Ricardo De La Rosa	NW-Austin	56	489.06
Randy Wilson	NW-Lufkin	79	477.73
John Wells	NW-Seguin	94	445.54
Toby Cooksey	NW-Mesquite	60	427.15
Ronan Ramirez	NW-Lumberton	96	418.88
Roger Williams	NW-Bossier City	74	407.15
Bambi Huddleston	NW-288 (Houston)	28	395.93
Allen Breedlove	NW-Desoto	55	381.28
Christi Lancaster	OCV-Lancaster	51	380.67
Jo McBride	NW-Tyler	59	366.97
Gina Reece	NW-Longview	39	347.64
David Dalley	OCV-Lancaster	51	346.28
Anna Wells	NW-Jacksonville	49	331.47
Keith Gerhart	NW-Abilene	26	326.86
Joseph Woods	OCV-Lancaster	51	325.98
Billy Wayne Wilkerson	OCV-Azle	48	325.3
Myron "Tom" Kline	NW-Denton	78	319.73
David Dunn	NW-Monroe	98	318.31
Robert Stevenson	OCV-Lancaster	51	315.61
Barry Rogers	NW-New Iberia	15	309.8
Garney Gray	NW-Boerne	92	309.12

TOP 5 BMs		LOT#	YTD
Cathy Jackson	OCV-Lancaster, TX	51	807.5
Christine Baker	NW-Mesquite, TX	60	806
Jack Smith	NW-Denton, TX	78	801
Terri Raymond	NW-Lufkin, TX	79	629.5
Trudi DeRouen	NW-Abilene, TX	26	572.5

TOP 20 GMs		LOT#	YTD
Dave Shetler	NW-Mesquite, TX	60	565
Don Simonson	OCV-Lancaster, TX	51	551
John DeRouen	NW-Abilene, TX	26	386
Dennis Williams	NW-Austin, TX	56	369.5
Richard Aranda	NW-El Paso, TX	42	357
Brian Shear	NW-Denton, TX	78	330.5
Phil Essex	NW-Burleson, TX	21	315.5
John Raine	NW-Desoto, TX	55	307
Jim Tierney	NW-Lufkin, TX	79	296
Carrie Shipp	OCV-Azle, TX	48	293.5
Sandy Roberson	NW-Greenville, TX	57	269
Paul Taylor	NW-Lumberton, TX	96	266.5
Jim Rea	NW-Spring, TX	64	266
Jim Mixon	NW-Houston, TX	17	250
Mike Levin	OCV-Ft. Worth, TX	33	243.5
Lou Pommier	NW-New Iberia, LA	15	226
Tim White	NW-Lorena, TX	27	223.5
Peggy Lewis	NW-Lake Charles, LA	16	214.5
David Fortriede	NW-Tyler, TX	59	203.5
Jim Phillips	NW-Farmington, NM	70	189.5

TOP 20 OMs		LOT#	YTD
Kim Stafford	NW-Mesquite, TX	60	429
Linda Toombs	OCV-Lancaster, TX	51	318
Gracie Hernandez	NW-Abilene, TX	26	308
Chere Kelley	NW-New Iberia, LA	15	263
Peggy Duke	NW-Lufkin, TX	79	248
Julia Green	OCV-Granbury, TX	24	246
Betty Haney	NW-Tyler, TX	59	241
Belinda Humphrey	NW-Lumberton, TX	96	207
Curtis Hardick	NW-Austin, TX	56	204
Sean Deloach	NW-El Paso, TX	42	186
Laurie Davis	NW-Granbury, TX	23	186
Chandra Pannell	NW-Denton, TX	78	181
Tiffany Vanlandingham	NW-Oklahoma City, OK	54	162
SaDonna Rogers	NW-Midland, TX	88	162
Renee Bouma	NW-Albuquerque, NM	69	156
Bekki Miller	NW-Opelousas, LA	14	156
Mary Benson	NW-Greenville, TX	57	150
Kristy Neighbours	NW-Longview, TX	39	147
Dana Tideman	NW-Tulsa, OK	58	146
Shana Donahue	NW-Boerne, TX	92	138

Insurance News

by Lisa Smith

OOPS!!! CREDIT LIFE OVERHAUL IS BUSTED

By now, most of you know about the problems with the new credit life forms. If you have not heard, please give us a call. Otherwise, please be patient while we make the corrections. I'll keep you updated.

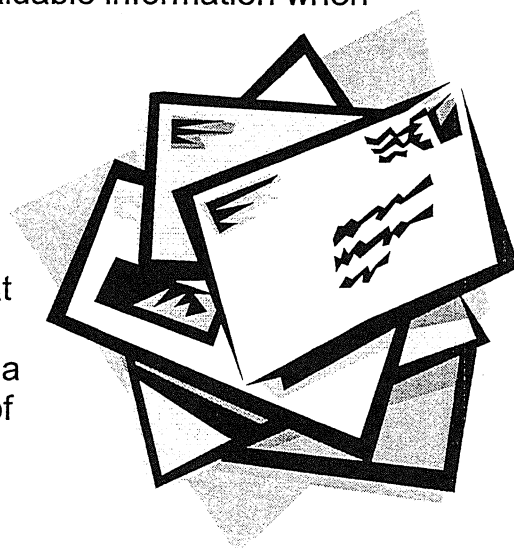
LET'S TALK QUOTES!!

Here at Western, we are available during office hours to assist in quoting premiums. Simply fax me the proper quote form to 281-334 4921. It will be completed and returned as soon as possible. However, if you are licensed and trained, we ask that you only request quotation for those special, price sensitive customers or unusual situations. When Western completes a quotation for you, we will fax a hard copy to your office. Be sure to have this copy handy when completing the application. The coverages need to be identical. If not, you may face a chargeback or additional problems. Also, if any information changes, including address, price, etc. your quote may change. If not corrected, we will haunt you with questions in the future. ~

There is another way to prevent some of our harassment. I've requested this before, but it deserves repeating. Please start attaching copies of our quote sheets, either completed in your office or ours, to your applications. This will provide valuable information when we're checking your applications.

OUR OFFICE IS BEING BURIED...

in return mail that is. It is EXTRA important that all insurance applications include deliverable mailing addresses. Every piece of return mail costs our company in the way of extra man hours and postage. If the mailing address is not known at the time of purchase, please stress to the customer that they call and update their records. Otherwise, they will not receive a copy of their policies and our office will have one more piece of returned mail added to our ever growing mound.



WESTERN'S NAUGHTY REPORT

Our Errors & Omissions Report has been undergoing a facelift. The new report was distributed mid-January for November and December. The entire report is distributed to all Division Presidents and Regional VPs. This report shows the total number of misrated and missing Information policies per location.. Each location, in turn, gets a cover letter with their numbers for the month and copies of all incorrect applications. Please review these and use them as a learning tool. This will hopefully help us correct some of the future errors. (Our Franchise locations are not yet Included in this report. However, we will definitely develop one if the need arises.)

21ST CENTURY



...good
as
GOLD

21st Century Mortgage CHRONICLE

Florida Doctor Prescribes "BUBBA" Cure

Dr. William Eyerly Ph.D. prescribes the bi-weekly mortgage payment as a breakthrough financial cure for homeowners. Dr. Eyerly used this innovative mortgage payment program for his own home purchase.

The Bubba Cure was introduced to the doctor by Lynette Judy of Prestige Homes In Ocala Florida. After scrutinize the "BUBBA tonic, the doctor concluded it is not a quack cue, but one that withstands scientific and financial scrutiny. The complete text of the doctor's findings are printed below...

November 18, 1997

Dear Lynette Judy,

Just wanted to write and tell you how pleased I am with the "BUBBA financing program you encouraged me to select for my manufactured home. What a relief not to even think about my house payment!

Every two weeks, like clockwork, the mortgage company automatically debits my account for half the total monthly payment amount. I do not have to worry about being late or whether the post office will get the payment on time. All I have to do is remember to deduct the amount from my checkbook every two weeks. It's that easy!

When I look at my amortization schedule and see how quickly I am paying down the loan just by making these simple bi-weekly payments, it is amazing. I am saving thousands of dollars in interest and my 15 year note will be paid off in less than twelve. Besides all of these advantages, the timely payments and faster payoff looks great on my credit report. Thanks again for all of your help!

William J. Eyerly, Ph.D.

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

Negotiation is Negotiation is Negotiation!

Whether you are negotiating an arms treaty with a foreign country or negotiating to sell Lear Jets or negotiating to sell Manufactured Housing using a proven Negotiation Model is the only way to get consistent results.

The Negotiation Model we use at American Homestar is referred to as The Critical Path. It is a win/win negotiation strategy. There are five negotiations that make up this Negotiation Model.

They are:	Negotiation #1	Setting the Agenda
	Negotiation #2	Getting the Issues on the Table
	Negotiation #3	Presenting the Solution
	Negotiation #4	Closing the Sale
	Negotiation #5	Closing the Continuation

Each of the Negotiations must be "won" in order to stay on the Critical Path. The beauty of this system is that when you win the negotiation, so does your client. This month we will examine the first negotiation. Setting the Agenda.

The single most important tactical objective in any sales negotiation is Setting and Maintaining Control of the Agenda.

This is the first sale that must be made. Whoever wins this negotiation controls the pace, timing, and ultimate outcome of the sale. Unfortunately in many cases, we let the client win this first negotiation. The housing consultant who does not possess this basic skill will be led around by their prospect for "The Grand Tour." When this happens *everyone loses*.

Why does the client lose? Because they don't know what they're doing. After all, how many homes have they ever purchased?

The Sales Rep loses the sale and his commission check. And, of course, the company loses the revenue stream. Consistent sales success depends on a systematic approach.

"The Critical Path to Selling Homes" The 1st Negotiation - The Macro View

Setting the Agenda

What is the purpose of each of these steps?

VI. Gain Agrmnt To Follow Your Agenda

6. A. They acknowledge that this is a fair way to proceed.
B. Have gained permission to go to Negotiation #2.

V. Define Agenda 4 Part Intro. To the Co Story

5. A. Inform them of your intentions.
B. Relieves their fear.

IV. Estab Rapport What Area Are They From?

4. A. Look for common ground, this will make them comfortable
B. Start developing the relationship

III. Mirror their Personality Profile

3. A. We understand people who are like us.
B. We like and respect people who are like us.

II. Seat Them Get Coffee

2. A. Slow the process down.
B. Offer hospitality, set-up a friendly environment.

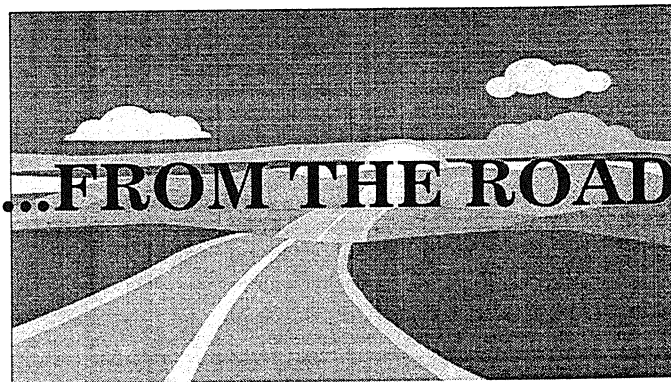
I. The Greeting

1. A. Are they someone elses client.
B. Bring them into your office.

- 1. Exchange Names
—2. First Visit?
—3. Interested In?
—4. Fine, Please Follow me

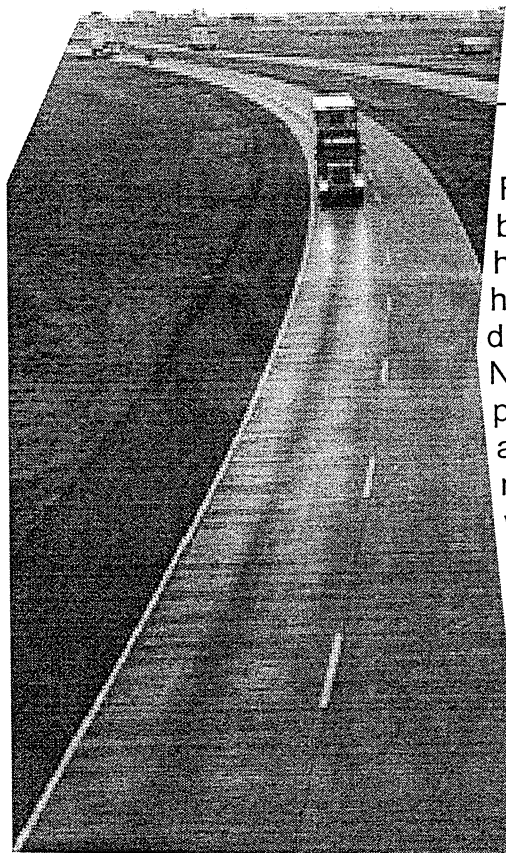
Setting the Agenda continues on page 18.

News



Meet **Jack** and **Sherrie Barnes**, top terminal agents from Athens, Texas.

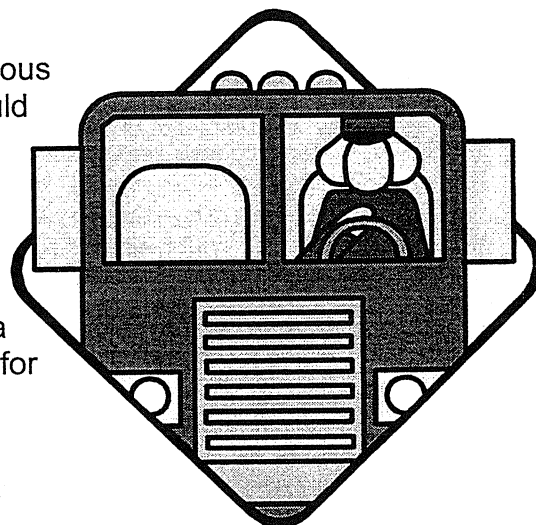
They received top recognition during the recent award trip. Joining them with our congratulations are **Larry Moran**, President and **Gene Huff**, Vice President of Operations. They are a big part of the hard working force that Roadmasters has become has and will continue to stand for.



For the past five years Roadmaster Truckers have been a quiet force battling the wind, weather, and hectic schedules. It has become a tradition that we honor the top terminal agent and the truckers for their dedication and hard work over the previous year. In November, thirty-seven of those special, dedicated people spent four days in Puerto Vallarta, Mexico. We are proud of our fleet and we are also proud of the many who have made Roadmasters a part of the winning American Homestar family!

As an effort in continuous improvement, we would like to announce the promotion of **Howard**

Hull to director of marketing. Howard started with Roadmasters five years ago as a driver and was soon promoted to Regional Manager in California. He has a vast knowledge in all areas of our business and will be a big asset as we approach our sixth year. Thank you all for the support of Roadmasters.



(Continued from page 1)

- B. ARKANSAS: **Dave Miller** has been promoted to RVP of the Arkansas Region. Today, he has one store, but he is hard at work matching proven management talent with good market opportunities. Our new approach calls for locating a new store only in markets where we have a proven manager available to run it. Dave expects to have several stores in operation by the end of the fourth quarter.
- C. TENNESSEE: **Mike Hastings** joined the Homestar team as RVP several months ago to build a Tennessee/Kentucky Region. We recently completed our first acquisition in Gallatin, Tennessee. Mike looks for talent first, good markets second, and then toward becoming Number One! Mike is currently looking at a number of promising new store opportunities.
- D. NORTH CAROLINA: **Bobby Sauls** and **Jeff Norris** are busy overhauling the North Carolina Homes operation and developing the American Homestar Home Center retail presence in 12 North Carolina/Virginia markets. **Mike Meyers** has recently joined us as a new "growth" RVP to start developing new locations in western North Carolina and in South Carolina.

We plan to expand this new "growth RVP" concept as we focus on more retail growth in more and more states. We want to have more RVPs, each focused first on finding or growing the talent, second on finding the right locations, and then assuring a successful and profitable high-performance start-up of each location.

Good luck to all of our RVPs as they keep Homestar growing across the South!

Making Money with American Homestar Tracker

This article marks the first in a series that explores the many ways that using Tracker can make a location additional sales. It is essential to understand that before any of the various tools explored in future articles can be exploited, the location **MUST** perform the three fundamental Tracker tasks **EVERY SINGLE WEEKDAY MORNING**. This month's article details these tasks, listed below:

- 1) Enter previous day's opportunities into the system
- 2) Update returned call-back sheet information into the system
- 3) Print new call back sheets.

Why should these activities be performed every weekday morning? Because Tracker is designed to be used only Monday through Friday, not on the weekends. As salespeople are not to do any data processing; the Office Manager, who typically does not work weekends, should instead perform this activity. Why shouldn't salespeople enter their own data? For a number of reasons. First, it is very difficult to control the quality and timeliness of the data being entered when various people are responsible for the activity. Also, the data entry screens are not secure. In other words, any salespeople can access other salespeople's data. Another key reason is the fact that many salespeople are not inclined to perform data entry. As typing skills are not a prerequisite for a sales job, a process that could take only moments for a typical office manager may take many minutes for some salespeople.

When entering the previous day's "ups" each morning, keep in mind that the data must be **ACCURATE** and

(Continued on page 19)

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

Tom Jewell

Robin Cooper

Retail Editors

Dwayne Teeter

Richard Eklund

Travis Prescott

SELL YOUR STRENGTH:

*American Homestar of Burleson....
the Market's Value Leader Just Got better!*

More Comfortable

•
Energy Efficient

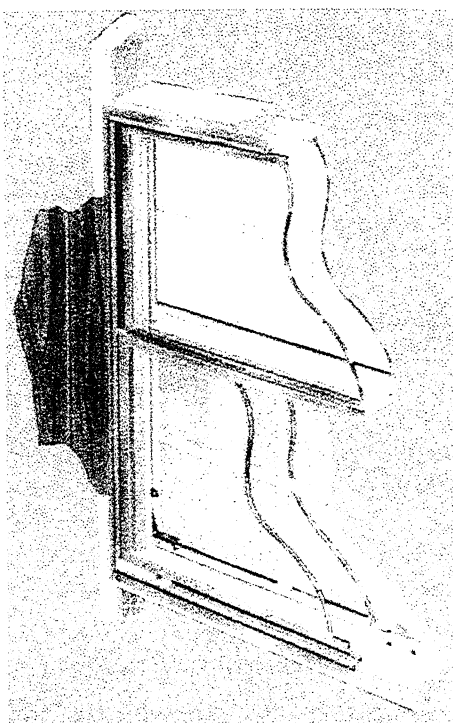
•
H.U.D. Friendly

•
Saves Money

•
Quieter

•
Cleaner

•
Easier to Sell



Now your customer receives storm windows in every American Homestar of Burleson home...
STANDARD!!!!

Standard Storm Windows Make An American Homestar, Burleson Home....

1 More Comfortable: Storm windows form an insulating air blanket that protects the home from the temperature extremes of the Southwest. Air infiltration and drafts around windows are virtually eliminated.

2 Energy Efficient: Study's show that windows are a homes biggest culprit for energy loss! Storm windows fill the gap! A storm windows insulating properties help the home maintain it's temperature longer; therefore, your heating and cooling equipment work less... saving energy!

3 H.U.D. Friendly: Most homes now meet HUD Thermal Zone II requirement standards. Storm windows increase the homes energy efficiency enough to allow their shipment to the snow-bound mountains of New Mexico or the windswept plains of Kansas!

4 Saves Money: Using less energy saves money during every season, during every month!!! Lower bills make customers happy!

5 Quieter: The insulating properties of storm windows helps sound proof the home from road noise, thunderstorms and even kids!

6 Cleaner: Even West Texas dust storms don't penetrate homes equipped with storm windows.

7 Easier to Sell!: Storm windows are a value your customer can see and touch!

BURLESON **STAR** NOTES

By *Charlie Lohin*

(Cont.)



Carrie Shipp and her bunch have discovered the joy of Burleson homes with 3 retails in the month of December. Way to go!!!

A big welcome back to **Ed Sargent** at the Houston, 288 location. There was a noticeable drop in sales when he went on vacation. We fully expect that trend to be reversed with Ed's return.

Jim Mixon and **John Milby** are going international. It's all hush hush, but the south of the border connection could mean big bucks for the Gulf Frwy. Sales Center.

■ Congratulations to **Dean Whaley** on his promotion to G.M. in Rosenberg. With all his experience selling Brand "F", he should know what not to sell. We look forward to a growing market for Burleson homes in Rosenberg.

■ Welcome to **Jeff Herholz** to the thriving Spring Sales Center. His sales crew of **Joe, Elvis, Jerry, Bill** and **Eric** are hot for Burleson products. **Connie Snyder** has her hands full keeping this crew in line. Good luck Jeff, we know you will do a great job.

■ A great big "Atta boy!" goes out to **John Binsted**. He sold a Benchmark 780 to Mr. & Mrs. Heminghaus. **M Heminghaus** is the C.E.O. of

■ **Diamond Shamrock Corp.** John reports they are ecstatic about their new Burleson home and will recommend us anytime. I see mega referrals in your future, John.

■ It's good to have **Bill Wakim** back after his recent surgery. As good as his New Braunfels crew is, they sure missed his presence and wisdom. Welcome back Bill.

■ Speaking of New Braunfels, **Craig Bryant** made one of his smarter decisions when he purchased a model 820-4S (remember those?) from the Seguin Sales Center. It is a great, full tape and texture home once manufactured by us. I also understand **John Wells** made only \$17,000 GP on the sale.

Fab 5

We would like to thank all the retail lots for their business in 1997, but a big "Thanks" and a big "Way to Go!" to the lots who were Burleson's Fab 5 for 1997.

1. Nationwide-Burleson
2. OCV-Lancaster
3. Nationwide-Mesquite
4. Nationwide-Tulsa
5. Nationwide-Austin

Bill Straub
Don Simonson
Dave Shetler
Rick Vaughn
Dennis Williams

102 Floors
70 Floors
62 Floors
60 Floors
56 Floors

The race has begun for 1998. We look forward to huge year!!!

Note: Brian Shear vows to crack the Fab 5 in '98.

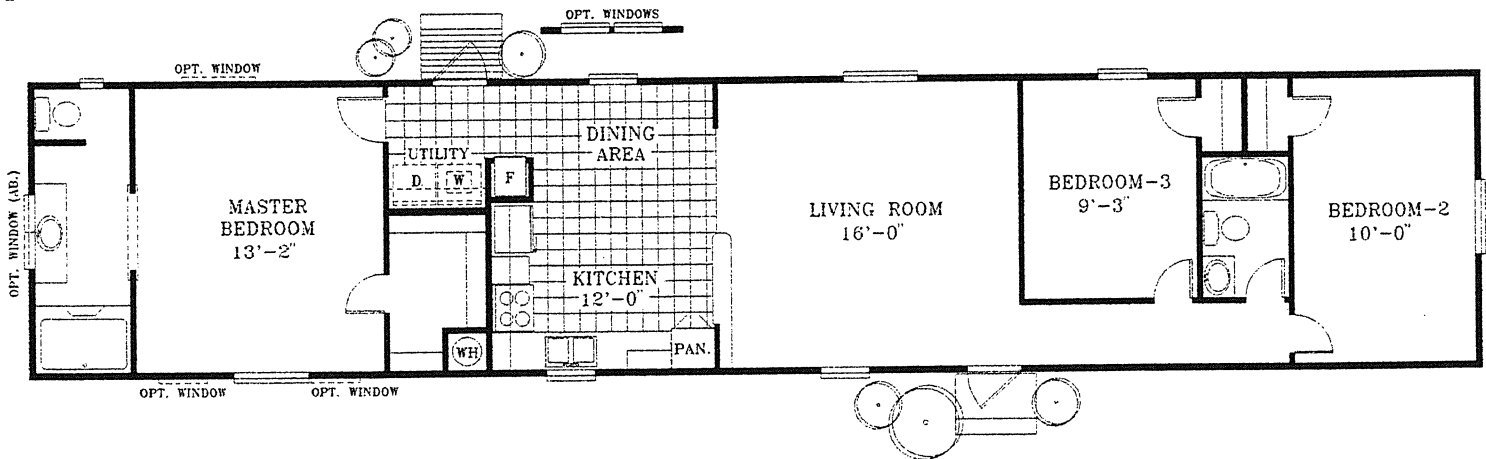
Great Job!!

LANCASTER

by Owens, Shaw, Green, and Adam Sandler

648LE - Storming Up the Competition!

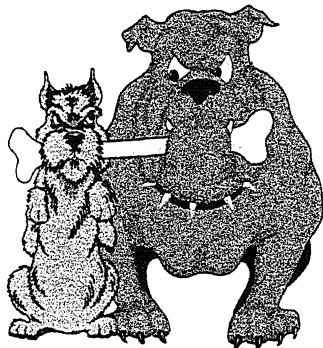
It's not El NINO that is causing the 648 to storm the competition. The 648 is heating up and causing waves in the marketplace. Yes, this promotional house has had tremendous success since its introduction in December. After the initial stocking of the Homes for the Holidays Promo, 27 retail sold 648s were booked in December and the first part of January AND more are being sold everyday! **Reminder!!!!**--- The Last Day to Order this home will be Jan 30th! All orders, stock or customer sold, that are P.O.ed by Jan 30th will have our discounted price. **DO NOT MISS OUT! GET YOURS ON ORDER TODAY!**



TOP DOGS for DECEMBER:

1. Oak Creek Village - Lancaster
2. Nationwide - Denton
3. Nationwide - Austin
4. Nationwide - Seguin and Nationwide - Tyler
5. Nationwide - Desoto and Nationwide - Gulf Houston

We want to congratulate **Carrie Ship**, GM of Oak Creek of Azle, for being one of the Top Dogs in October, 1997. HomeFront made a print error by printing Nationwide of Azle.



Don Simonson, GM of Oak Creek Village/Lancaster, does it again! Oak Creek Village of Lancaster has been on the Top Dog list ever since the days when Manufactured Homes were called "trailers". **WAY TO GO LANCASTER!**



Don Simonson (Left) and Brian Owens



Brian Shaw and Carrie Ship

NEWS (Cont.)

LANCASTER

by Owens, Shaw, Green, and Adam Sandler

New Standards at Lancaster for 1998!

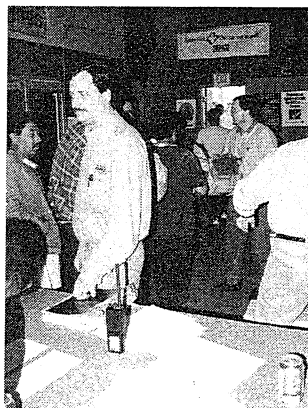
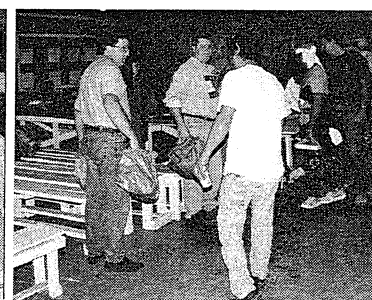
Look what you can feature/benefit now to the customer as a standard feature with no additional cost!:

- White panel boxes are now standard on all our homes being produced. More residential look as well as it matches our white furnace covers. (Effective with SN#7152 and all homes after)
- Shut-off valves are now standard on all homes built after February 1st.
- Fireplace mantles will now match the color of the Kitchen Cabinets (Crystal oak, Cherry oak, or Silver oak). Either tile or rock fireplaces. (Effective with SN# 7104 and all home after)
- All Limited Edition models will now have a 2 arm deluxe light fixture above the vanity in the Master bath, standard. (Effective with SN# 7125 and all homes after)

Please make sure your sales staff is updated on the new changes as well as your customers.

Optimize Your Lancaster with "R" Values

Lancaster is now offering upgraded insulation options to give your customers that energy savings home. Our new options can upgrade the Roof Cavity to R-30 on doublewides, and R-28 on singlewides. Singlewides and doublewides we are now capable of upgrading the floors to an R-22 and the side walls to an R-13. Add Storm windows and you'll have lower utility bills and cost savings to your customer as well as great feature benefit items to create more value to your customers. Order these on your next stock unit!



Turkey for You, Turkey for Me

by Adam Sandler

**Turkey for you, Turkey for me,
Everybody likes Turkey!**
I like to eat that Turkey ...ca-u-u-u-se it's good!
**Turkey in the oven, buns in the toaster,
never take down my Lancaster 648LE poster!**
**Turkey wrapped in aluminum foil,
Don Simonson likes to sell Lancaster Moboils!**
**Turkey and Sweet Potato pie,
Brian Owens only had one eye!**
**I ate that Turkey all day long,
-20 Million Lancaster Customers can't be wrong!**
**Gobble Gobble Goo, Gobble Gobble Giggles,
I wish Lancaster's only cost a nickel!**
**Everybody got Turkeys for Christmas at
Lancaster because they're good!**



(Left to right) Gary Leonard (Supervisor), Bob milazzo (Purchasing Mgr.), Donnie Anderson-Big TV, Neil Scarbrough (GM), Gary Brian (Production Mgr.-Hiding), John Verde (Production Mgr.)

Santa Claus Showed Up at Lancaster!

American Homestar of Lancaster and Santa Claus showed our appreciation to our plant Associates with over 250 gifts given away for Christmas. Everyone received a gift! Give aways included 2 TV's, Cotton Bowl Tickets, Cowboy Tickets, Stars Tickets, Maj.'s Tickets, Gift Certificates, Cash, B.B.Q. Smoker, Stereos, Hats, Golf Shirts, and etc... We would like to thank all of our Associates, because without them nothing is possible.



(Back row, left to right) Juan Cervantes-BBQ, Romolo Reza-Cowboy tickets, Jose Aguilar-cash, Martin Mendez-Mav's tickets, Bob Davenport (Supervisor)
(Front, left to right) Tyrone Toussaint-Timex clock, Keith Woods-Cottonbowl tickets

UNDER THE OAKS

By Charley Boyer

29 Reasons You Live Better in an Oak Creek Home

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



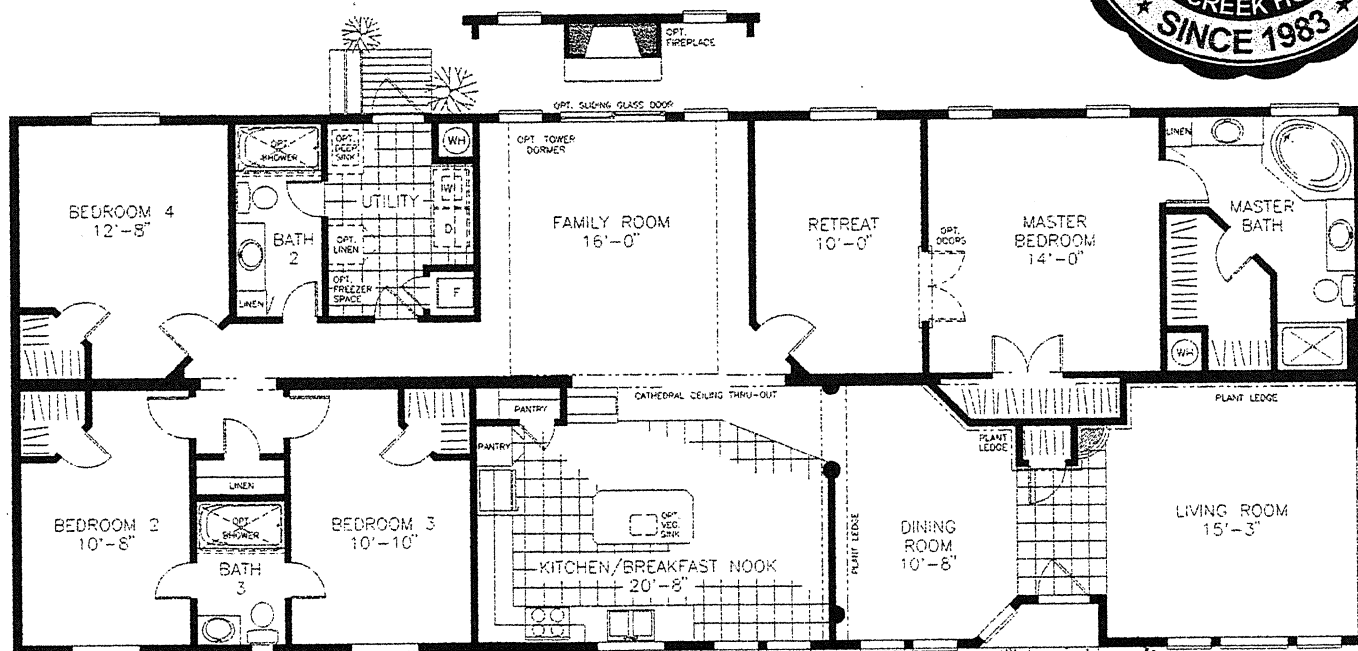
The Oak Creek Energy-Saver Home

Every Oak Creek Home is also an Oak Creek Energy-Saver Home. Standard features such as weather-tight construction, heavy-duty thermal-barrier walls, an extra-insulated water heater and a high efficiency furnace combine to ensure you both maximum comfort and low, low utility bills. An Oak Creek Energy-Saver Home is a smart investment for you and your family - one that means lasting value, exceptional economy and cozy living for years to come.

The Meridian Series Has a "Big Brother"!!!

Introducing the newest addition to the Meridian Residence Series of Quality Homes, Model 2082, a huge 32' x 82' home with 4 bedrooms, 3 full size baths, and a Parents Retreat too! You asked for it, your customers have demanded it, and now the Meridian Residence Series includes this 4 bedroom version. We plan to prototype this exciting new plan in early February with mass production available soon thereafter!!

2420 Square feet of luxurious living space in a two-section home! Who needs a triple-wide with all of this High Residential home??



Ceiling Fans and Wire & Brace for Fans Now Include "Separate Light Switches"

Effective with all production after February 2, 1998 all wire and brace for ceiling fans or ceiling fans we install, will be wired for a separate switch to control the light fixture. Care should be taken on homes we provide with the wire and brace option, since the ceiling-mounted electrical box will now contain two sets of electrical wires. A diagram on how to wire the fan and light switch should be included in the Ceiling Fan Installation Instructions.

The Whispering Oak Says...
1998 is the year of the Star.....
....."Southern Star"!!!!!!

*Good Luck and
Good Selling!!!*

STAYTON

By Jon Moon & Erin Summers

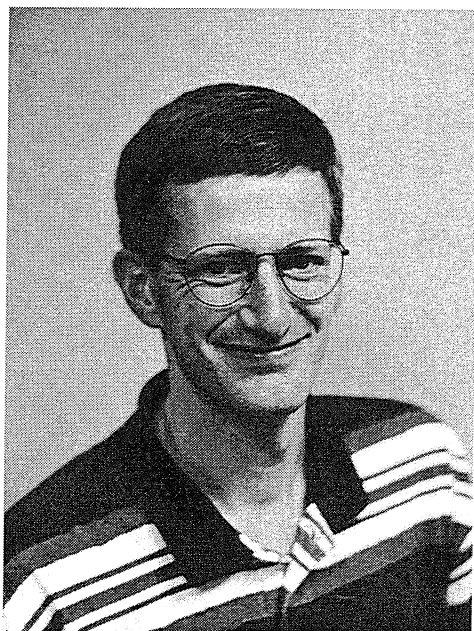
Scoop

Village People On The Rise...

The latest additions to the group are:

DeTray's Quality Homes - Auburn, WA
 DeTray's Quality Homes - Olympia, WA
 DeTray's Quality Homes - Puyallup, WA
 Premiere Homes, Inc. - Portland, OR
 Premiere Homes of Washington, Inc. - Chehalis, WA
 Ridgecrest L.L.C. - Pendleton, OR

*...That's
 Oak Creek
 Village
 People.*



The Times... They Are a Changin'...

OUR favorite controller, James Roelofsen, couldn't take the rain any longer. He is headed for the "Sultry South" Arlington, Texas to be exact, as he has accepted the "King Controller" position. (At least that's what he told us!) You will be GREATLY missed James.

The second fold, and hearty hip, hip, hooray, goes out to Shari Aus (No photo. Sorry Shari), formerly of Payroll/Human Resource fame. Shari has made the choice to take on the Bookkeeper/Office Manager position. Good luck Shari, this bunch can be a little unruly!

**Show
 Time
 is
 Around
 the
 Corner**

Salem Oregon Manufactured Home Show
 March 3 - 8, 1998 Salem, Oregon

Puyallup Home Show
 April 1-5, 1998 Puyallup, Washington

State line Home Show
 May 8-10, 1998 Post Falls, Idaho

Vicksburg BLURB

By Melanie Hood

CONGRATULATIONS!!

Congratulations go to **Sammie Lewis** (cabinet shop) on his recent marriage to the former **Kathy Bell!!**

WELCOME ABOARD

We would like to welcome aboard **Bill Bleck** - Purchasing Manager

NEW DEALER OF THE MONTH!!!

Congratulations to the new Dealer of the Month - Oak Creek Village of Bay Minetta, Alabama - **Ray Harper**.

Service Award Ceremony

Awards For Tenure For The Second Half Of 1997 Were Given As Follows:

25 Years	Percy Herrington - Supervisor
10 Years	John Bezzard - Maintenance
7 Years	Dennis berry - Floor Department
7 Years	Dale Sampson - Wood Roofs
7 Years	Gerald Little - Parts
5 Years	Nehmiah Ford - Plumbing
5 Years	Raymond Smith - Frames
5 Years	Mary Berry - Final Finish
5 Years	Francis Harris - Electrical
5 Years	Peggy Tenner - Electrical
5 Years	Michael Atlas - Walls
5 Years	Hed Winn - Floors
5 Years	Terrance Crnel - Cabinet Set
	Robert Walker - Ext Tops



TOP 25 DEALERS OF 1997

Brilliant Homes has had a great 1997 and we would like to recognize those dealers who helped us make 1997 the best ever!! Listed at the right are our Top 25 Dealers in order:

BRILLIANT HOMES OF BRILLIANT, ALABAMA TOP 25 DEALERS OF 1997

- | | | |
|----|---------------------|-------------------|
| 1 | CIRCLE R HOUSING | ANNISTON, AL |
| 2 | COUNTRY INVESTMENTS | KIEFER, OK |
| 3 | DELTA HOUSING | LONGVIEW, TX |
| 4 | LOVING HOMES | KENTUCKY |
| 5 | SOUTHERN LEISURE | LEXINGTON, MS |
| 6 | FREEDOM HOMES | OKLAHOMA CITY, OK |
| 7 | SANDERS | HAMMOND, LA |
| 8 | ALL STAR | MARIETTA, GA |
| 9 | HUNTINGTON M/HS | HUNTINGTON, WV |
| 10 | WHITE COUNTRY | SEARCY, AR |
| 11 | CADDO HOMES | GLENWOOD, AR |
| 12 | JIM RUSSELLS | MUSKOGEE, OK |
| 13 | SANDERS | SUMMERDALE, AL |
| 14 | SEALS M/HS | DECATUR, TN |
| 15 | TATMAN MOBILE HOMES | OPELOUSAS, LA |
| 16 | MADISONVILLE M/HS | MADISONVILLE, TN |
| 17 | ELLIS SERVICE CORP | BIRMINGHAM, AL |
| 18 | CMHS | LUMBERTON, TX |
| 19 | OAK TREE ESTATES | MARTINSBURG, WV |
| 20 | SHOWCASE HOMES | KNOXVILLE, TN |
| 21 | COUNTRY BOY M/HS | TUSCUMBIA, AL |
| 22 | BLOCKERS M/HS | MONROE, LA |
| 23 | CLOVERBROOK HOMES | GREENSBORO, NC |
| 24 | CISCO SALES | SAN JUAN, TX |
| 25 | BEL VISTA | LEBANON, IL |

GERING GOSSIP

By Doug Tollin

The annual glitter and glitz of the Guerdon Christmas Party shown brightly on December 12, 1997. Events taking place that evening included employees regaling in scintillating conversation, partaking in the consumption of a sumptuous meal (not to mention the beverages) and the collection of a variety of prices.

Much of the entertainment that night however, was no match for the vent spectacular...that is...the honoring of employees who, through hard work, have dedicated themselves to the shaping and success of the Guerdon/Magnolia Division of Gering, NE. Employees were honored for loyal service ranging from five years to twenty-five years, and included the following:

Guerdon Christmas Party, a Spectacular Event

25 Years - The BIG Winner:

Bob Goldman

20 Years:

Sam Castillo

Floyd Ventura

10 Years:

John Ramos

Ken Kuntz

7 Years:

Henry Urdiales

Joe Gutierrez

James Lara

Michael Wagoner

5 Years:

Robert Carrizales

Bertha Godina

A
SINCERE
THANK
YOU
AND
CONGRATULATIONS
TO
THESE
LOYAL
EMPLOYEES!

Silhouette

By Reta Hill

As we start off 1998 we would like to give special recognition to our sales team. They have worked extremely hard during the 1997 Physical year, and it shows. Sales for 1997 were over \$34 million - a company record!!! Our hats are off to the guys...and gal that compose our sale team.

We had two salesmen that sold over \$6 million each. Our #1 salesperson (not salesman) was Judy Parnell. Following hot on her heels was Jim Miller.

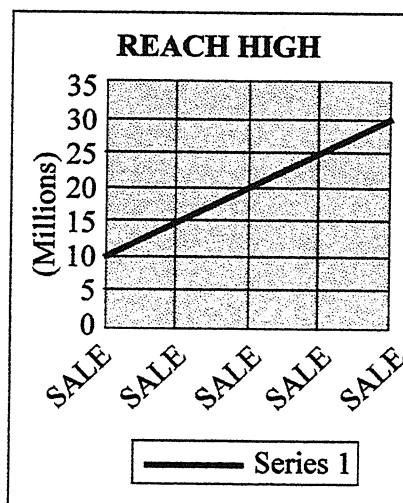
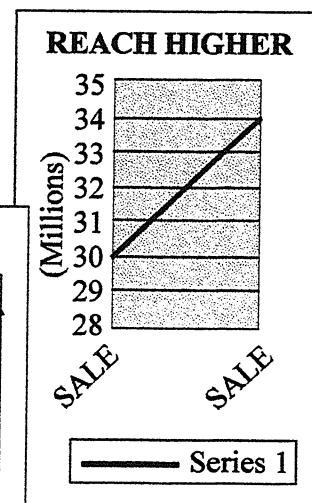
We also had 3 salesmen that sold over \$4 million in 1997. They were Mike Hall, Rick Lowman and Robert Newton. Richard Burrell, Randy Huffman, John Mitchell and Greg Lee are also to be commended for a job well done.

SALESPERSONS BEWARE...

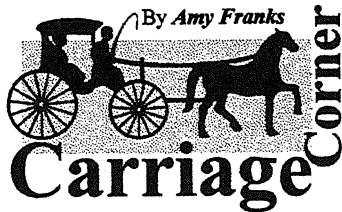
...THE ROOKIES ARE AFTER YOU!

"LET'S TALK SALES"

\$34 MILLION



Great Job - Sales Force!
It Takes a Team to Reach Goals!!



Monthly Safety Drawing

Our monthly Safety drawing for no accidents went to **Todd Duffee**, Sidewall Department. The prize for the end of the year was a cruise to the Bahamas or a trip to Disney World. Todd chose the trip to Disney World. Congratulations Todd!!!!



"Chinese Christmas" and Dance Lessons

We would like to thank everyone who came to our annual Christmas Party. We participated in "Chinese Christmas", and everyone had a great time!! Of course, we were all a little surprised that we had our very own John Travolta employed with us. Al Paris, Special Projects Manager, showed us all a thing or two on the dance floor. By the way, anyone wanting dance lessons can contact Al here at the office.

10 Best Reasons To Purchase A BAYCREST Series Home

- 1 Vinyl lap siding with OSB sheathing on double-wides!!
- 2 13/16" Structure wood floors with 25 year warranty!!
- 3 Sidewalls, endwalls, partition walls, and roof are screwed and nailed forming a Super Structure!!
- 4 Vaulted throughout on all double-wides!!
- 5 Residential-blown textured ceilings!!
- 6 Residential receptacles and light switches, not RV switches!!
- 7 Water shut-off valves on all commodes, lavatories and sinks!!
- 8 4-Drawer stack in Master Bath!!
- 9 Name brand General Electric appliances!!
- 10 2 x 8 Floor joists on 16 ft. wide models!!

Another big Triple was introduced at our 1998 Home Show. The home, as displayed, features a great looking Pergo wood floor in the kitchen -nook area, maple cabinetry with color coordinated knobs, Moen faucets, and an enormous living areas with two tower dormers. You 've really got to see this house !!!

On December 6, we celebrated the completion of the setup of our show. To thank our

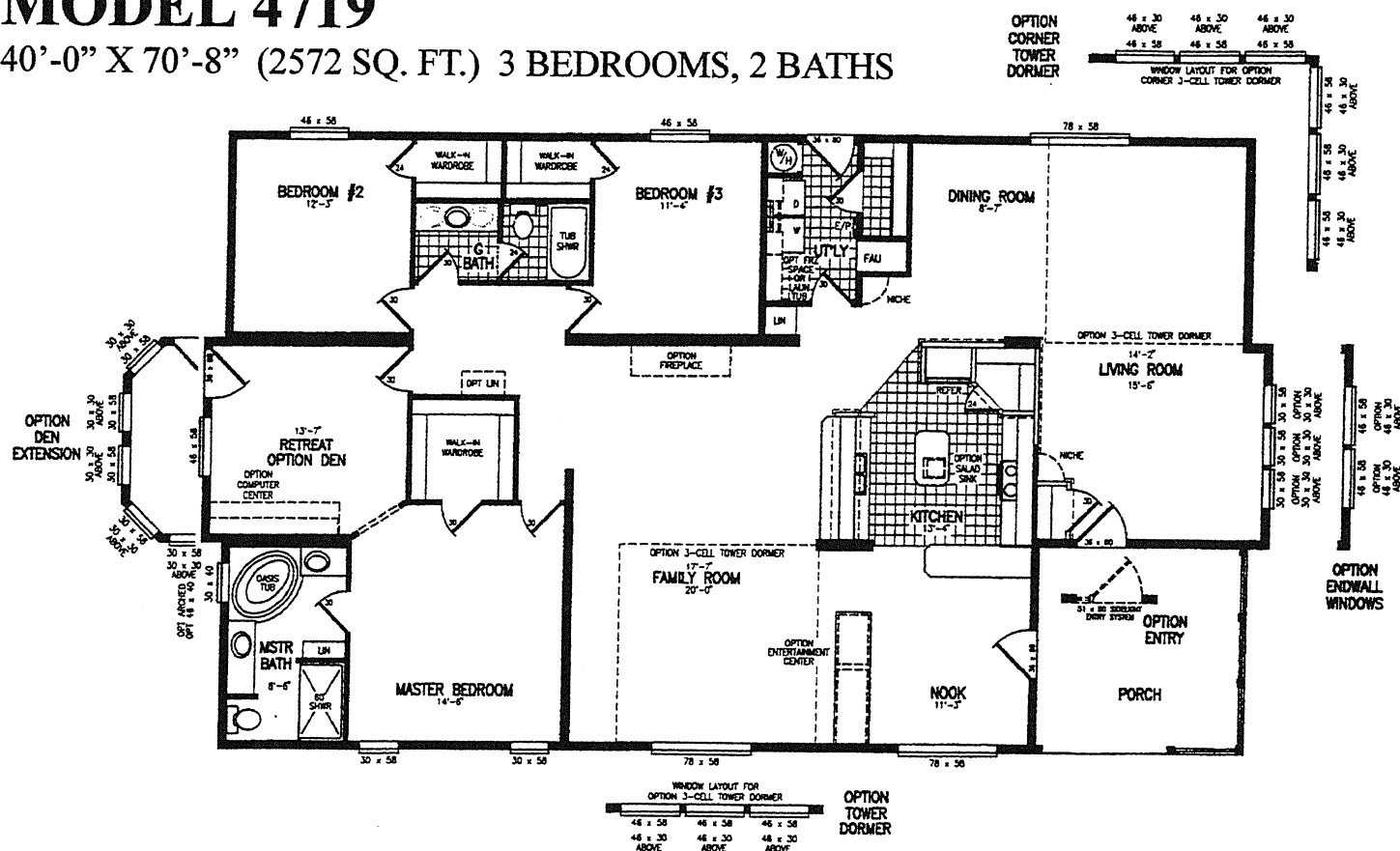
employees we had open house for them and their families. Hot dogs and hamburgers were served. Tours of the factory and the homes were given. A tremendous burden is placed on our production department when we start these shows and they responded with extraordinary effort. They completed the project on time and the houses looked great. Again thanks to **Bill O'Donnell** and all his production staff on a job well done.

Terry Workman has moved out of his cave-like office (a rather large closet) and into the bright lights

of Quality Control. Terry has worked for us as a Production Supervisor, Safety Manager , and now takes the helm of our QC Department. Congratulations and Good Luck!!

Cyndi Barlow-Burns joins our service department as a coordinator. She is married and has one daughter, **Lanyssa Marie**. Cyndi and her husband just recently bought a new home. In her spare time, if there is such a thing with a three year old, Cyndi likes to quilt, bake (bring us some goodies), garden, camp and play the piano.

40'-0" X 70'-8" (2572 SQ. FT.) 3 BEDROOMS, 2 BATHS



Setting the Agenda - The Micro View

(cont. from pg 5)

Greeting

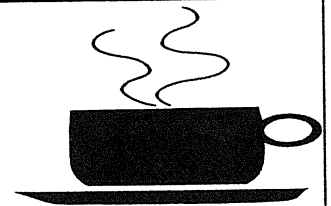
1. **Exchange Names** "Welcome to Nationwide, My name is _____. And your name?"
2. **First Visit?** "Is this your first visit, or have you spoken with someone here before?"
3. **Interested In?** "What kind of home can I interest you in today?"
4. **Go to Your Office** "Fine, Please follow me." (Turn and walk to your office - - don't look back.)

Seat Them - Coffee

90% of the time you will not meet resistance in coming into your office. Once you have them seated ask them . . .

"How do you take you coffee?" (Slow the process down)

To determine the dominate buyer observe their seating position.



Build Rapport

"What area are you from ?" (Be conversational)

Tell Them Your Agenda

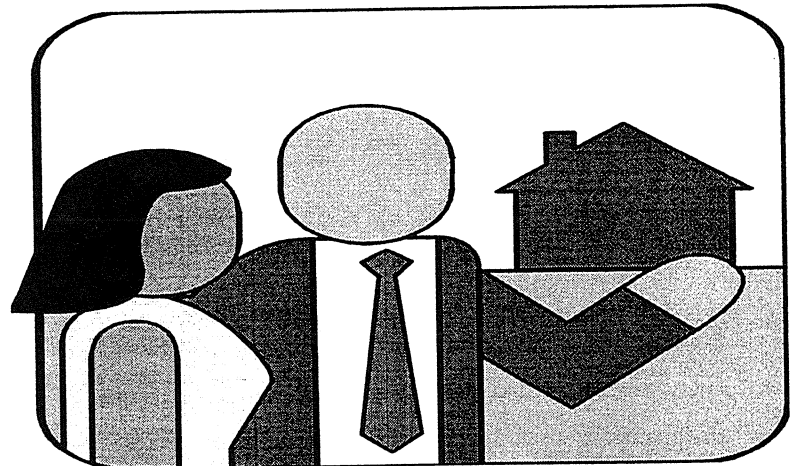
"Dave and Dayna, let me explain how we normally show homes. We use a simple four step process:
First, I would like to give you a little information about what we feel our company has to offer you and your family.
Next, I would like to gather a little information about what you are looking for in your home.
Then, third, I will take you out and show you every home we have that fits the information that you've given me.
And last, when we do find a home you like, we can return to the office, and I'll get you plenty of information for you to take home to consider."

Gain Agreement to Follow Your Agenda



"How does that sound to you - Okay?"

Once you have gained their agreement to follow your agenda you have "Won" that negotiation which means they have won also, and you are on your way down "The Critical Path To A Sale". Next month, "Negotiation #2, Getting the Issues on the Table."



Making Money with American Homestar Tracker (cont. from page 7)

(Continued from page 7)

TIMELY. Enter garbage into Tracker, it will spit it right back at you. Every piece of information is important. Without the complete picture, Tracker will not be able to provide money-making services to its users such as follow-up letters, reports and filters/lists. Especially important is the information relating to the customer's housing preferences (new, high-end, 3 bedroom, single-section, for example), the next-call date (which determines when a call-back sheet for this prospect will be printed) and the customer status (which determines how the system will treat this prospect).

Getting all of the information from the prospects, to the salespeople and into the system can be a great challenge for many General Managers. Without a doubt, the best approach for ensuring that accurate information is entered on a timely basis is by providing salespeople with as many relevant and profitable tools and system feedback as possible. For example, if a sales manager printed a list of customers who were interested in a new home every time one was received, the salespeople would be more inclined to make sure they entered accurate information about prospect's housing preferences. If a sales manager was regularly given advertising profiles before making advertising decisions, he or she would be more interested in making sure the information was entered accurately. If the system's tools are ignored, a salesperson will not have any incentive to enter the information. And why should they?

Updating returned call-back sheets is an important task that, as mentioned before, should be performed by an office manager. However, a sales manager or G.M. should be interested in making sure that the salesperson's new comments meet two criteria: 1) they should contain information relating the content of this most recent call and 2) they should include the game plan for the next call. "Left message" or "talked about 965" are not adequate responses. "Bringing in Down Payment on Saturday, call Friday to verify" is a memorandum which meets both of these important criteria. It notes what was said and what the salesperson is going to do next time he or she makes a call. This is important, because many of these prospects become faceless names over time, and these comments are the only information that distinguishes them from other people. Over time, long and detailed phone call histories of each prospect should print at the bottom of each call back sheet.

Shown on page 19 is an example of a real call-back sheet, with actual comments which can be considered good examples of this point. Next month, we'll begin discussing specific tools in Tracker and "how" and "when" they should be used.

Do your call back sheet look like the one below? This one belonged to a former #1 Salesperson who is now a General Manager! Good luck and Good Selling!

Prospects Name: Nita House		Prospect ID: 42	
Co-Buyer's Name: Relie Nita House		1st Cont. Date 1/21/98	
Address: 1313 Mockingbird Lane		Old Dime Box	TX 77542
Home Phone Number: (512) 327-3540	Desired Payment	Desired Price	Target Sale Date:
Work Phone Number: (512) 251-8200	\$350.00	\$35,000.00	12/15/98
Last In	Memorandum: (Write New Comments Below Memo)		
N, Wide, Br, End	Try to get them back in. 1/24/98 going out of town until Monday, talked to mom, she would tell them I called. 1/27/98 said going to get in, Neta's car is in shop so that may cost \$, try to get them in, tell about inventory reduction 1/31/98 have decided to put things on hold, Keep on mailing list ask if they have gotten any closer. 2/15/98 She stopped by after I called, and said may be ready just need to make a decision. 2/21/98 left message - if they need any help or had any questions. 2/28/98 said Neta has probably backed out, she said if they do anything it would be from here, call if we get any new houses in. 3/15/98 Talked to Neta, told her about the 999 Barn Burner we just got in, said they would be by 3/23 to take a look, call back on 3/22 to verify. 3/23/98 Came in, looked at Barn Burner, left a deposit!		
Original Salesperson: Quad Webb			
Old Status B New			
Next Call: ___/___/___			

(Continued from page 1)

Webb as General Manager of the new Lot #93, Oak Creek Village at Boulder Ridge Community in Pflugerville, Texas (Home of the fighting Pflugers). As the number one salesperson in the company, Trey didn't have anywhere to go but up! Boulder Ridge Community is a new venture combining retail sales and a park development.



Contratulations to all of the new General Mangers!

Important Contract Changes

Home Office has advised us that there are a couple of changes that will effect paperwork and if not tended to, can hold up commissions.

Check to be sure that the Lien Holder's address on your contract documents is correct. There have been some recent changes.

If you should have a deal that changes from the original signing sales price to a new sales price, revised contracts have to be prepared, signed and forwarded to the appropriate parties. If the sales price has changed less than \$2,000.00, the revised contract must be forwarded to the home office at the same time as it is sent to the lender. Be sure that all documents that change are forwarded with the contract.

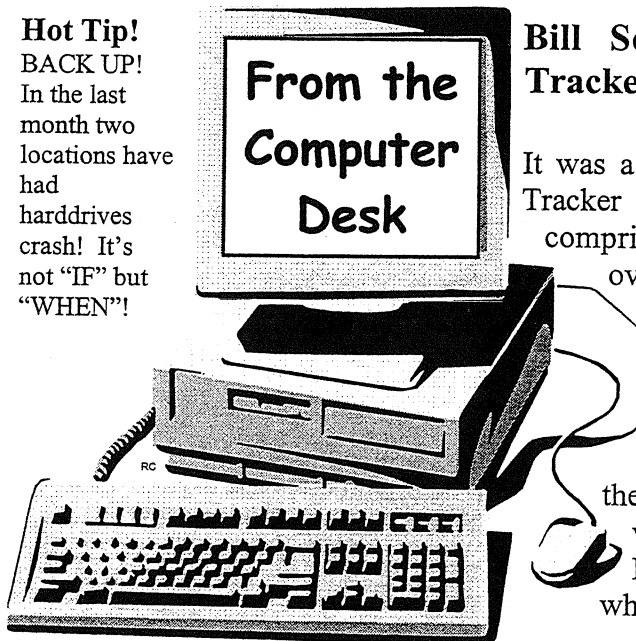
If the change in sales price is more than \$2,000.00 a complete Deal File needs to be sent to Home Office with "Rebook" written on the front.

Commissions will not be released until the appropriate documents have been received!

Hot Tip!

BACK UP!

In the last month two locations have had harddrives crash! It's not "IF" but "WHEN"!

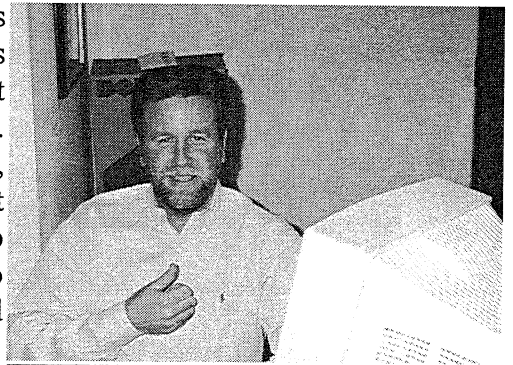


Bill Sedwick, Nationwide Homes, Azle, Leads the Tracker Pack in January

It was a fight to the finish! For those of you that haven't been to Tracker Training, the class is comprised of four sessions over two days with a test after each session.

Bill Sedwick, General Manager at Azle wouldn't give up the fight. Going into the final session the lead was 3/4's of a point!

But Bill showed us what he is made of and came through for the win! Congratulations Bill!



A big thumbs up from Nationwide Homes, Azle's General Manager, Bill Sedwick

American HomeStar Tracker

Help us help You! We at the computer office have received an alarming number of calls from retail locations saying that there hardware or software on their computer is not working correctly or at all! After discussion with the users at the locations we have found several location are attempting to install upgrades of Windows or MSOffice (word processing, spreadsheet, etc.). Please contact us before purchasing these items. In some cases the software is not compatible with Tracker, in other cases the upgrade will make applications disappear! It is much easier to solve the problems before they happen. Give us a call!