

◆ The President's Club Monthly ◆

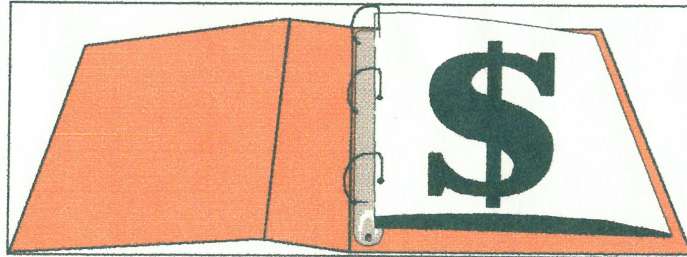
Nationwide, Advantage, and Instant Living's Monthly Newsletter

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THE NEW MODEL VALUE GUIDE

What
Will It
Do For Me?



How is
This
One
Different?

It will make your job easier. If used properly, it can be a tool which will guide you and your customer through every standard and optional feature a home offers, while building value in a simple, straightforward way. Also, because of its certificate-like appearance and functional structure, it will add credibility and professionalism to your sale. Most importantly, though, it will **put money in your pocket!** It will hold your grosses so you can make more money per deal-That's why we're all here! All of the company's salespeople are professionals, doing a challenging job which changes every day. With this tool and the higher margins which will come with its use, you will be paid what you are worth- A LOT!



Craig's Corner

by Craig Reynolds

SOMEDAY I'D LIKE TO BE A PRESIDENT

Who is this President and what does he do? Actually, he is and he does everything! Responsible for the success of his company, he must be leader (more than just a "manager"). He is a team player. He molds the attitudes and performance of the team. He rewards achievement and shuns mediocrity. He is never satisfied with the "status-quo". He sets the pace.

HIS COMPANY IS A REFLECTION OF EVERYTHING HE DOES.

He plans, anticipates and executes. He is thorough and complete. He knows his business; what drives it, what will improve it and also what can make it fail. Most importantly, he knows how to get the job done and does it!

HIS COMPANY IS A REFLECTION OF EVERYTHING HE DOES.

He makes thoughtful and informed decisions. He approaches every challenge with an answer-not just a question. He seeks counsel and advice.

HIS COMPANY IS A REFLECTION OF EVERYTHING HE DOES.

What would I do if I were President?

Each of us IS a President. I am president of ME. You are President of YOU. Imagine a company of 200 Presidents! To all of you Presidents out there.... **GO GET 'EM!**

When I was asked to figure out a new format for the Model Value Guides, I could not help but consider how ironic the situation was. After all, I was not what you would call a religious user of the previous formats. I did use them in many situations, but more often than not, there would be something about a guide which would trip me up with a customer. So, when I started this project, I tried to look at all of those previous problems and solve them in a way relative to a salesman's way of doing things. Briefly, I will spell out a few of these problems and what was done to correct them.

1) The Problem of Two Books- Having an Oak Creek Guide and a Redman Guide made it twice as hard to keep track of changes in inventory. This time, we're combining everything into one book.

2) Two Formats- Now that we've narrowed it down to one book, the best features of each of the previous guide's formats have been combined into one new, streamlined model. The Oak Creek Guide had very little to offer with the exception of a professional looking paper and border.

Let's face it, their MVG looked more official than the titles to these homes. Anyway, we kept the look but got rid of the mish-mash rhetoric & the 5-part A/C, Delivery (etc) bump at the bottom, replacing it all with a cleaned up version of Redman's format. Separate detailed lists of all Standard Features as well as all display-model options give you a functional, professional presentation tool- all of the information you need on one convenient document.

3) Factory Support- One of the biggest problems with previous MVG's is that we expected the factory to help us maintain them. That didn't happen. So every time there was a change in a home's standards, each salesman would have to wing it. Not anymore. I will now do all of the guides here at the home office. Once your lot is set up with them, you will receive a guide roughly one week before its accompanying stock model arrives. At a Saturday meeting, you will discuss the new model and update (continued...)

Model Value Guides

(continued from first page) your books. This is the only lot-based maintenance that should be required. Each President will be given 10 additional copies of each home's MVG, so write on them at your will. If your lot starts to run low, call me and I'll print more!

4) Packages- How many times have you been unable to name every item included in the Ultra Package? Have you ever been at a loss for the specifics of the Comfort Package? Have you ever been asked how much a customer could save by purchasing options in a group and not known the answer? For answers to these questions and more, just turn to the back of each MVG and that home's packages will be spelled out in great detail, right down to the savings.

5) House Specific- This is a term I use meaning that these documents are figured for the individual home you are selling. In other words, if you have a 1989 Walden on your lot, the standard features on your guide will be for that year and that model. The option prices will also be that accurate.

This past weekend I was able to put the guide into action. After finding a couple the right home, I moved inside and spent over 30 minutes going over the standards, options and packages their home included. As a result, when I got down to the bottom line price, it seemed only logical that it cost as much as it did.

Folks, this is a turn-key deal. I will arrive at your lots at some point in the future and go over the new program in more detail. I'll have the books and the guides and you can customize them with floor plans and option price lists at your discretion. At this point, the only thing holding us back is time. Because of the production and printing processes involved, it takes upwards of one week to do an entire lot's Model Value Guides.

Redman of Athens Changes Walden and New Moon Lines

To further differentiate their Mid-Line homes from their Limited Line counterparts, Redman has made a number of common optional upgrades standard. The following list pertains to all 1993 Models:

NEW MOON STANDARD CHANGES

1. Hardboard Siding
2. Illusion Bay w/ 2 Columns on the front end

3. Blown Acoustic Ceilings T/O
4. Deluxe Door Casings: LR, DR, Kit, Hallway
5. 3" Ceiling Cove: LR, DR, Kit, Hallway
6. 3" Crown Molding around Cabinets
7. Base Center Shelf in Kitchen
8. Raised Panel 5-Piece Cabinet Doors
9. Crystal Globe in the Kitchen
10. 3" Woodgrain Mirror Trim in Master Bath
11. Chandelier
12. White Lined Drawers

WALDEN STANDARD CHANGES

Same as above except there is no Illusion Bay or Columns Included.

Please contact your sales rep with any questions.

Nationwide Reaches Out

On April 15, 1992, two police officers entered the home of Ruby Peden, an 83 year old Houston Resident who claimed her social security check had been stolen. What they found inside was a rat infested cesspool filled with old newspapers, empty dog food cans and any other kind of filth or garbage you can imagine. The roof was leaking, the refrigerator had long since stopped working and there was only one burner operating on the gas stove- she used it as her only source of heat. The two officers, moved by her terrible predicament, set out to change Ruby's life.

They called Channel 11, Houston's CBS affiliate. In the next 11 days, "Miss Ruby" appeared on the television news eight different times and made the cover of every local paper. The entire city began to reach out in response. Veterinarians, physicians, eye wear suppliers, even hair stylists began to provide free goods and services to the helpless widow who had long since lost the ability to take care of herself. Even a local builder committed to building a new \$25,000 home on the same grounds where her home had been for 30 years- free of charge. That's when Nationwide South got involved.

President Jim Taylor contacted the City and arranged to have one of his mobile homes placed near the building site so "Miss Ruby" would have a comfortable place to live until her house was finished. When the day came to deliver, Jim and Sales Manager (cont..)

Randy Wilson were at the soggy site laying plywood under the home and spotting for the hired driver.

As a result of South's generosity, Randy Wilson accepted an award from the H.P.D. on Jim's behalf at a ceremony attended by many Houston dignitaries. That's the Nationwide Spirit!

Mesquite/Lancaster Show Huge Success

Despite terrible weather, Larry's & Don's Blue Ribbon Sale was a big hit May 16 & 17. 32 Deposits were taken resulting in 22 probable sales for the combined locations. John Raine and Billy Dean Alt walked away with individual honors for top salespeople. Larry Speck summed up by saying "the promotion turned a very wet and dreary weekend into a marvelous success!"

WHO'S HOT?

The Fourth Quarter Contest Leaders!

1. Dave Davis74.3 Points
2. Wayne Whitehead.....53.6 Points
3. Skip Crosby.....49.1 Points
4. Vivian Lowery.....47.7 Points
5. John Raine.....45.8 Points
6. John Harper.....44.9 Points
7. Sandy Arkelin.....43.7 Points
8. Yvonne Lujan.....43.0 Points
9. James Lee.....41.2 Points
10. Randy Wilson.....40.0 Points

As you can see, its tight going into the year's best month. Nationwide South should be well represented in the final standings- they have four salesman in the top ten!

Al Duran at Nationwide of Albuquerque sold 5 houses in April- Four of them NEW! His strong sales production and excellent product mix resulted in 28.5 President's Club Points for the Month! Way to Go, Al! **THE NEW GUYS COME ON STRONG!** Despite a short amount of time on the job, both **Alan Cassidy** of Lancaster and **Buddy Hopkins** of Tyler finished Number 1 on their lots in April! Wow!

THE GOLD LEVEL

Congratulations to those who have Attained the Distinction of Reaching the Elite Gold Level

1. Randy Harris, Channelview, 264.7
2. Randy Hise, Albuquerque, 250.5
3. Jack Doss, Channelview, 243.2
4. Vivian Lowery, Tyler, 214.3
5. James Lee, South, 207.5
6. Dave Davis, Mesquite, 203.0

