

❖ The President's Club Monthly ❖

Nationwide, Advantage, Key, and Instant Living's Monthly Newsletter

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June 1992

COMPANY FINISHES STRONG IN FISCAL 92 SETTING PACE FOR THE FUTURE

A Message From the Chairman.....

Happy 1993, by Buck Teeter
As most of you know, we began our 1993 fiscal year June 1. We are pleased with the outcome of 1992 (which ended May 31), especially the fourth quarter results. It looks as if the long awaited economic recovery in Texas has arrived (and its about time, I might add!). We've all worked hard to be ready for this important market opportunity.

I am very optimistic about the potential of our companies. We will emerge as the company that *sets the pace* in the 1990's.

Our goal is to do a *good* volume while keeping *costs down* and, most importantly, *keeping bottom line profits up!* Focus on the quality of each sale.

We will improve our profit margins as a result of our continuous training programs and company-wide use of the "Model Value Guide" pricing program. It will **MAKE YOU MONEY!**

We will also be working to improve our insurance sales. We have not been doing as well as we could in this area due to lender constraints as well as some of our own oversight. Exciting programs are in store to promote the sale of our insurance products. Increased insurance sales will **MAKE YOU MONEY!**

We are planning to build some of our own product in the near future. Our goal will be to provide you with new products at price points that are not available from our current manufacturing partners. Our new low price, high value products will **MAKE YOU MONEY!** More to come on this subject at our annual meeting in July.

Last but not least, we are continuing to move toward vertical integration in our operations to ultimately provide the best platform for a quality public offering of our stock. This should happen in the next two to three years; sooner if you increase sales and profits.

This also will **MAKE YOU MONEY!**

Get busy now and make 1993 our best and most profitable year. We must do this in order to execute our plan for the future. **1993 IS THE YEAR FOR US ALL TO MAKE MONEY!**

RANDY HARRIS PROMOTED

Randy Harris, formerly of Advantage of Channelview, has been promoted to General Manager of Chuck Sr.'s other location on the Eastex Freeway. It hasn't taken Randy long to turn things around. Since taking over June 4, he's already closed 9 for the month and is forecasting eleven. Way to go!

Nationwide Keeps Growing with Additions of Key Homes and Instant Living Gulf Freeway

Key Homes has joined the Nationwide Group, adding to the fold sales centers in Athens, Texas and Quinlan, Texas. **Jim Rudolph** is the partner in charge of operations and **Bill Williford** is manager of the Quinlan operation. Jim has over 23 years of experience in the industry, 12 of them with Mobile America. He was Vice-President of Key Homes in the Mid-Eighties and had the responsibility of managing up to 20 sales centers. Jim's trademark is his patch-work sports jacket worn only to the annual Christmas party. Bill Williford has been with Key Homes for 10 years and brings to the table an unmatched expertise at getting "impossible" deals financed. Needless to say, he's been busy the past few years.

Nationwide has also just opened Instant Living Mobile Homes, located on Houston's Gulf Freeway. **Butch Newman**, formerly a top manager with Clayton Homes in Florida is the new General Manager and has brought with him salesperson extraordinaire **Doris Jones**, formerly with American Family Hsg. in Jackson, Mississippi. (Cont. Pg. 2)

Craig's Corner

by Craig Reynolds

The Expert

Your customer relies heavily on your knowledge and skill as a sales professional. In fact, the laws which govern our business dealings presume that the customer knows nothing and that you know everything. It is therefore very important to have a thorough knowledge and understanding of the products you sell (home, accessories, insurance and financing). Every detail is important!

I deal with the relatively few sales which were not handled in such an *expert* fashion. One wrong statement about the product; one promise made in haste; one surprise too many, and the sale changes from a positive opportunity to a potentially serious problem. In retrospect, most, if not all of the problems in these cases were easily avoided. They simply did not receive *expert* attention.

A quality sale begins with a quality sales professional who prides himself in knowing his product and his customer's individual needs, fears, strengths and weaknesses. Give your customer, each and every one, the time, attention, respect and accurate information he deserves.

That's why he's dealing with you-the *expert*.
Give it everything you've got, all the time!

(Instant Living, Continued)

In addition, Butch has hired **Rene Ramirez** as his new sales manager. Rene was previously with C&S Magnahome's Austin location and was their #3 ranked producer company wide. Nationwide is proud to have this fine group of people working with us and we expect great things from them.

The Newcomer of the Year Award goes to...

Joe Madrid at Instant Living in Albuquerque. Not only did Joe take money a whopping 18 times to finish first in June's deposit contest, he closed May with 5 deals (3 of them new) and an impressive \$24,371 payable gross. Keep up the excellent work, Joe, and we will see you at the top of next year's President's Club roster!

Your Coastal Connections

Coastal Insurance Agency announces that, effective June 1, 1992, **Laurie Lowery** (formerly Teeter) has been promoted to Dealer Marketing Manager. What this means to you is that there is now one regular contact person for you to call when you need assistance with any dealer insurance question or quote. She will also be calling you and stopping by the locations to assist in your insurance education needs. In her absence, you may still contact the customer service department under the direction of **Charla Ferguson** who has also been promoted to the position Customer Service Manager. As always, **Laura Wilson** is available to everyone in the absence of one of her staff people. Please congratulate both of these ladies! They have earned their important positions. By the way, Coastal's local phone number in Houston is 335-1540 and their long distance number is 1-800-833-8071 (Texas only). Laurie's personal extension is #26.

Did You Know?

Since 1971, Mobile America (our parent company), has sold over 35,000 homes representing more than 1/2 billion dollars in sales!

The Coastal Challenge By Laura Wilson

Make the most of your mobile home retail sale by including those insurance products that are beneficial to your customer. As a result, you will end up with extra dollars in your own pocket. How do you go about doing this? Well, for starters, refresh yourself with what Coastal has to offer:

1) **Physical Damage Insurance**- On lender financed deals, it's required. The customer is going to get it somewhere. Why not from us? We have the top insurance companies with the best coverages available. Don't pass up those cash customers, either. There are even easy payment plans available for those who want them.

2) **Life Insurance**-Credit Life is more or less on hold right now BUT Coastal is a fully licensed agency that

offers standard life coverages and a brand new term life policy that is financable along with the home through Security Pacific. For other customers, Coastal has a premium finance facility. Coastal will quote and bind by FAX direct to your location.

3) **Extended Service Products**-Coastal has arranged to provide Home Buyer Protection coverage on New and Used homes. New homes may be written at closing or within the first 11 months after the initial sale of the home. Policies on used homes must be written at closing or at point of delivery. They must be 1987 models or newer. Both of these programs can be purchased with cash or through premium financing. We're working on the lender finance option but its not quite in line yet. We're even working on the direct billing option. This way, your customer will pay a down payment and the company bills them for the balance.

Dig out your notes from past insurance training sessions and if you need us to help you "cipher" what you wrote, call and ask us questions. We're here to help you in any way we can and don't mind repeating explanations. Coastal always stands ready to figure premiums and, when needed, to talk directly with your customers. Selling Coastal Insurance will be a mutually profitable relationship!

8 POINTER PROGRAM

A number of units have been selected for our new "8 Pointer" program. If one of these homes is sold in the next 90 days, the salesman is eligible for 8 "aged-inventory" points in addition to whatever President's Club points for which he may also qualify (ex: new home, fast start, etc.). These will be the only homes offered on this program so please, don't ask!

Manufacturer	Serial Number	Size	Location
Torch	0986	12x37	Fort Worth
Torch	(sold!) 0983	12x37	Channelview
Oak Creek	2770	28x60	288 South
Oak Creek	4118	28x60	Eastex Fwy
Redman	2841	14x70	Jacksonville
Oak Creek	(sold!) 3308	16x44	Jacksonville
Redman	2871	14x60	Mesquite
Oak Creek	3144	28x70	Albuquerque
Oak Creek	4112	28x80	Albuquerque
Oak Creek	4123	28x64	Albuquerque
Redman	5916	16x80	Instant-Alb.
Redman	5927	28x60	Instant-Alb.
Redman	6095	16x64	Midland
Redman	6944	28x52	Midland

You must mark your commission sheet "8 Pointer" to receive your points. This inventory is available for sale by all salespeople. Call the lot if you need add'l info.

Boss for a Week by Chuck Ladd

Yes, I heard. All you boss types and you major money makers are headed for Bermuda. So, I've got a question-Who's in charge while you're a gone?

I guess, since I wasn't invited on the trip, I'll assume that role. Of course that means complete control: sales, service, profit management & inventory plus anything else I can dream up. I know how important stock is for each of you so fortunately, I've spotted some old Scott's, Sunrizon's (hardboard), and Flintstones. If you find them on your sales center when you return, you'll know I took care of you.

Option: Give your trip vouchers to me and you can be "boss for a week!"

JUNE ANNIVERSARIES

Bill Cobb	Albuquerque	5 years
Randy Wilson	South	2 years
Tom Wilson	Lancaster	2 years
John Sherrill	Ft. Worth	1 year
Debra Maxey	Insant Alb.	1 year

Nationwide of Fort Worth Lends a Hand

Those bad to the bone, high-margin pros at Burleson have proven that just because you make it big doesn't mean you don't have a heart.

Recently, Housing Consultant John Sherrill was contacted by Jane Johanning of the Care Corps, a non-profit organization which helps destitute people who have no churches, family or friends to rely on. She told him about Lillian Harnar, a 73 year old woman whose mobile home was in such terrible condition that she had fallen through the floor on a number of occasions. The woman's stove is her only source of heat and she is constantly finding wild animals which have crawled into her house through the damaged underbelly. Ms. Harnar suffers from severe arthritis and is unable to maintain the home herself. Care Corps said they needed a new mobile home for the woman but everything they had found so far was too expensive or in terrible shape. John immediately (cont...)

(Ft. Worth Cont'd.) got to work locating a suitable home. With Ray McKinney's help, they found a trade in the field which would work nicely. Normally, homes like these would be sold "as is, where is" for a little more than what was invested in them. Move them quick and fast is the general rule. This time, though, the guys walked the home with the Care Corps reps, detailing all the work needing to be done to make this house a home. An estimate was done and it was determined that the sale would be done for Nationwide's cost. After repairs, they ironed out all of the details concerning delivery and made sure this woman would be comfortable. All in all, John and Ray put 12 to 15 hours into a deal which didn't result in a single dollars worth of profit. "It wasn't about the money," John said, "it was about helping someone." Well said, Mr. Sherrill, well said.

PRESIDENT'S CLUB SILVER LEVEL

The following people earned more than the 150 pts. necessary to reach the elite silver level of the President's Club.

Gary Robson	Ft Worth	164.0 pts
Tom Wilson	Lancaster	163.1 pts
Roger Jackson	Ft Worth	162.5 pts
Yvonne Lujan	Albu.	162.2 pts
Al Duran	Albu.	159.7 pts

Congratulations to you all!

PRESIDENT'S CLUB Bronze Level

The following people earned more than the 100 pts. necessary to reach the bronze level of the President's Club.

Dawn Clark	Jackson.	139.4 pts
Joe Woods	Lancaster	138.9 pts
Walt Goswick	Midland	136.3 pts
Randy Wilson	288	133.1 pts
Skip Crosby	288	132.2 pts
Wayne Whitehead	288	131.8 pts
Dusty Kollman.	Mes.	122.3 pts
Randy Taylor	Tyler	117.0 pts

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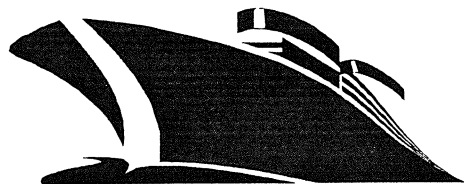
THE PRESIDENT'S CLUB

Year End Results

Gold Level

Randy Harris	Channelview	279.3 pts
Jack Doss	Channelview	273.5 pts
Randy Hise	Albuquerque	265.1 pts
Dave Davis	Mesquite	253.4 pts
James Lee	288 South	229.4 pts
Vivian Lowery	Tyler	227.8 pts
Sandy Arkelin	Tyler	227.8 pts
John Raine	Lancaster	205.0 pts

These professionals (and a friend of their choice) will be cruising on the high seas-tanning, drinking, eating and playing for seven fun filled days. The ship departs from New York City on July 19th headed for Bermuda- the Golf Course Capital of the World. Congratulations and have a fantastic time!



(Bronze Level, Cont'd)

Benny Bulger Ft Worth 116.3 pts
Jim Snow Denton 110.3 pts
John Sherrill Ft. Worth 102.8 pts
Billy Joe Alt Mesquite 100.1 pts
Way to go, people, and good luck next year!

Davis Cleans up in 4th Quarter Contest!

The lovely and talented **Dave Davis** exploded to an incredible start in March and never looked back. Over the course of the three month contest, Dave had not one but TWO months in which he scored 50+ President's Club Points. In fact, he led the pack by such a huge margin, a single \$150 insurance sale in the month of May would have been enough to win the big money. When asked what he planned to do with his winnings along with the huge commissions he's been bringing home, Dave replied "I'm gonna spend most of it on my good buddy, Dwayne M. Teeter. He's quite a guy." We were hoping he would start up his own low-interest floor planning source.

The Final Results are as follows:

- 1) **Dave Davis** Mesquite
124.7 Points \$2,000.00
- 2) **Wayne Whitehead** South
74.4 Points \$1,500.00
- 3) **Skip Crosby** South
74.2 Points \$1,000.00
- 4) **Al Duran** Albuquerque
72.4 Points \$750.00
- 5) **John Raine** Lancaster
71.0 Points \$500.00

As you can see, only 3.4 points separated 2nd from 5th place. In other words, if **John Raine** (for example) had sent in two of his deals before the 20th of the month (remember the Fast Start Program?), he would be \$1,000 richer today! Maximize your sales, Gentlemen!

Don't Forget the Monthly Deposit Contest!

As many of you know, an excellent way to make a little extra cash is by winning the monthly deposit contest. the way it works is (continued....)

(Deposits Continued) as follows. The person in the company who takes the highest number of deposits in the course of a month wins \$100.00. Second Place wins \$50.00. Remember, you must take at least \$100.00 or a customer's original title for it to qualify as a "Deposit". No hold checks are acceptable! Also, the person with the highest average deposit (minimum 8 to qualify) wins \$100.00 and 2nd place wins \$50.00. Updates on the contest are faxed from Dwayne by Wednesday of each week.

1st Quarter Contest Announced!

The First Quarter President's Club Contest will be set up just like the previous quarterly contests. The salesmen with the most President's Club Points over the course of June, July and August wins **BIG** money!

First Place.....\$2,000.00
Second Place.....\$1,500.00
Third Place.....\$1,000.00
Fourth Place.....\$750.00
Fifth Place.....\$500.00

Most of last year's top producers will be vacationing together for a week in July. This means everyone else will have a jump on them for this contest!

Briefly.....

Sam Hernandez and **Ray McKinney** at Nationwide of Fort Worth have set up a promotional campaign designed to attract the largely untapped Hispanic market in the metroplex. The radio promotion consists of 60 second spots (purchased in prime-time hours for \$12 bucks a piece!) describing what Nationwide has to offer. In the middle of the commercial, Sam Hernandez promotes himself and the location in Spanish. "Its designed to set up appointments because many of these people can only be helped by a bilingual salesman," Sam says. With six other salespeople, Sam spends a lot of time making sure he gets all the traffic he can handle. Keep your eye on this man. He's headed for the top!

Model Value Guide Results in Big Margins

Many of you already have the Model Value Guides and from what you are saying, its use is paying off **big**! **John Raine** in Lancaster spent a lot of time going over his guide with a customer, and when he got to the price, it seemed only logical. The result- an \$11,000 payable gross for Mr. Raine. Those mamma-jammas in Fort Worth use the system religiously (as everyone should) and as a result, their margins are up \$1,500 per deal. Don't be weak! Pay yourself what you are worth by holding your price!

If you don't have your guides yet, you will soon!

WHO'S HOT?

Noel Casares (Eastex)-Not only did Noel finish in 2nd place in both categories of June's deposit contest, he also has 5 deals closed already for the same month. The man's on fire!

Jack Doss (Channelview)- What can you say about him that hasn't already been said? 2nd place for the year in President's Club points, 1st place in the month of May on his own lot (selling all NEW homes!) and even winning 1st place in the Deposit Contest! I think his results do the talking!

Jack Williams (Jacksonville)- An incredible 5 home month in May resulted in \$17,052 payable gross and 29.6 P.C. points. Way to Go!

Joe Woods (Lancaster)- Sold 9 homes in May for an incredible 54.2 President's Club pts. Wow!

Al Duran (Albuquerque)- An unbelievable May! 6 houses, 5 of them NEW!, \$23,625 payable gross and 43.7 P.C. points. Holy Cow!

Dennis Brinkhus (Denton)- Recently named Sales Manager of Nationwide of North Texas. Welcome to the team!

Dave Davis (Mesquite)- I hate to be redundant, but.....ELEVEN houses in May! Enough said.

