

◆ The President's Club Monthly ◆

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

Editor: Dwayne M. Teeter

August 1992

COMPANY EXPANSION CONTINUES

Dealerships Added in Granbury, Stephenville

Nationwide of Fort Worth has recently added its second location in Granbury, 45 miles Southwest of Burleson. The area is a thriving market for mobile home sales and is almost void of competition. It is located on 3 acres of highway frontage and has a permanent building providing first class office accommodations. The land had been the previous home of another dealer and required very few improvements.

Serving as General Manager will be none other than **Mr. Bruce Reynolds**. He has been in the industry since 1980 and is known by many in our company who worked with him at Mobile America. Bruce's working knowledge of the area, our lenders and the industry will make him an important member of the Nationwide Team. We're sure he and his group of sales professionals will be very successful.

Bruce's right hand man will be **Gary Robson**, who is transferring from the Burleson location. Since joining the company in April of 1991, Gary has been a consistent producer of quality deals. He's a home run hitter, folks, and has the results to prove it. As a matter of fact, Saturday, August 22nd, was the day Granbury had its first customer. Gary took the up. By the time the people had left, Gary had the title to their current home and a \$3,000 check. Remember, this was their very first customer! We'll see if they can maintain that 100% closing ratio!

Stephenville, 80 miles Southwest of Fort Worth, is the site of Key Homes' third location. The manager, **Theresa Thomas**, brings to the table 20 years of experience and is a welcome addition to the company team. She will carry the Sheraton and Sheraton Ltd. product from Redman's plant in Athens, Texas. Also, as a middle to upper-middle price product, she will sell homes made by Southern Energy in Alabama.

Both of these new locations will continue the trend of opening low overhead sales centers in rural communities, much like **Jim and Dawn Clark's** highly successful Jacksonville location.

We wish both loctions the best of luck and look forward to great things in fiscal year 1993!

1st Quarter Sales Contest Heats Up!

Channelview's **Jack Doss** continues to lead the pack in the 1st Quarter Sales Contest. However, Tyler's **Sandy Arkelin** may be the one to beat after climbing all the way from 17th to 2nd place. Sources on the grapevine maintain that Sandy has a terrific carry-over of mostly new sales with good payables. Hanging tight are Albuquerque's **Al Duran** (3rd place) and Eastex's **Noel Casares** (4th Place). Considering only 10 pts separates 2nd from 8th place, its still anybody's ballgame. Remember, no gambling please.



Running Away from the Pack.....the top 10

Jack Doss	Channelview	65.5 pts
Sandy Arkelin	Tyler	57.8 pts
Al Duran	Albuquerque	57.3 pts
Noel Casares	Eastex	51.4 pts
Dusty Kollman	Mesquite	48.7 pts
Al Cassidy	Lancaster	48.0 pts
Terry Massey	Eastex	47.9 pts
Tom Wilson	Lancaster	47.8 pts
Gary Robson	Granbury	46.7 pts
Jack Williams	Jackson.	44.7 pts

Craig's Corner by Craig Reynolds

EASY DON'T PAY MUCH!!!

I first heard that several years ago, here at Mobile America and for some reason, it's stuck with me. As sales activity climbs and the workload grows, we all have a natural tendency to look at how tough things are becoming. After all, it would be easier to lay back a little and just let the market carry us. We're doing better now than we have in the past seven years. What more do you want?

The simple truth is- it's not what we're doing but what we're *capable of doing* that's the real measure. If we're capable of selling a "strong" deal but settle for a weak one, we've taken the easy way out. If we're capable of generating a \$50,000 net income, but instead settle for \$20,000; we've taken the easy way out again. If we're capable of maximum performance (we've proven that we are) we cannot allow ourselves to settle for less- ever!

Easy never did pay much! It will pay even less in the future. Let's all earn maximum pay, together, through consistently exceptional performance.

Insurance Sales Jump in July

By Laurie Lowery

I don't know what was said at the annual meeting in Bermuda, but it had to be good. With the exception of two locations, *Physical Damage Insurance* sales increased across the board. In fact, the company's average insurance penetration jumped from 62% in June to 80% in July. These numbers are due in no small part to the superior performances of three locations that successfully sold insurance on every deal:

NATIONWIDE/ADVANTAGE/KEY
July Results- Top Three Sales Locations
Physical Damage Insurance Penetration

Channelview	100%
Instant Living-Houston	100%
North Texas	100%

(Where's Albuquerque?)

Coastal would also like to recognize the top ten insurance salespeople in the company:

NATIONWIDE/ADVANTAGE/KEY
Y.T.D. Results-Top Ten Salespeople
PHYSICAL DAMAGE INSURANCE

1) Gay Clary	Jacksonville	\$9,996
2) Terry Massey	Eastex	\$6,858
3) Noel Casares	Eastex	\$6,644
4) Vivian Lowery	Tyler	\$5,209
5) Randy Wilson	South	\$5,187
6) Jack Doss	Channelview	\$4,230
7) Tom Wilson	Lancaster	\$4,005
8) Mandy Teel	Eastex	\$3,742
9) Doris Jones	Instant-Gulf	\$3,411
10) Trice Battle	Mesquite	\$3,294

Note that 60% of the top ten are from Houston locations & 40% of the top ten work for "Mr. Insurance"-Chuck Carney, Sr. Kinda makes you go "hmmmm."

We at Coastal appreciate your tenacity and hard work! Remember, each \$1,000 of physical damage insurance you sell gets you one point closer to the

Yikes! Many Birthdays Overlooked by Careless Editor

The Editor wishes to extend his most sincere apologies to those who got a year older without the required harrassment:

J. DeBose	Eastex	July 9
Jack Doss	Channelview	Aug. 16
Juan Torres	Channelview	Aug. 22
Lynda Steward	Channelview	Aug. 24
Lee Aswell	Channelview	Aug. 24

The President's Club In Summary

The President's Club was formed in 1987 to recognize the company's top performers. Aspiring members are judged not only on sales volume, but also on a number of other criteria: what they sell, how old it is, how efficiently they get the deal to the home office and how much insurance they sell along with the home. Points are awarded on the following basis:

- 1) For each \$1,000 in Payable Gross-1 pt.
- 2) For each \$1,000 in Physical Damage or Life Insurance (including credit life)-1 point. Also, if you sell an extended warranty product, you will receive a flat one point credit, no matter the price.
- 3) For each new home-3 Bonus Points
- 4) Fast Start Points- If a deal is *into the home office* by the 20th of the month, the salesperson will be awarded 2 points. If a deal is *received* by the 25th, the salesperson is awarded 1 additional point.
- 5) The Aged Inventory Program- Until further notice, bonus points will be offered on homes which have been on the lot for an extended amount of time. Age is determined by invoice date. The program works as follows:

- 1) 6 months old to under 9 months old-1 bonus P.C. Point
- 2) 9 months old to under 12 months old-2 bonus P.C. Points
- 3) 12 mos. to under 15 mos. old-3 bonus P.C. Points
- 4) 15 mos. and over-4 Bonus P.C. Points

There is also an "8 Pointer" Program for certain houses in inventory. These will be published in the President's Club Monthly.

To give you an idea of how the points can add up, check out this example from July's business. Wayne Whitehead at the South SuperCenter sold a new 28x70 Redman. His payable gross on the deal was \$3,232 and the customer purchased \$788 in physical damage insurance. Because the home was over 15 months old and the deal was into the home office by the 25th, Wayne's total on that one deal was a whopping 12 points! His only other deal that month happened to be an "8 Pointer." Consequently, Wayne finished July with 24.4 President's Club points on just 2 deals! You get the Point!

All totals are accumulated by Dwayne

President's Club Levels

Gold Level.....200 Points
Silver Level.....150 Points
Bronze Level....100 Points

REWARDS

Gold....President's Club Watch
Silver...Pres. Club Mounted Clock
Bronze....Framed Pres. Club Certificate

Nationwide rewards top performers throughout the year. Just ask last year's GOLD LEVEL members- they're the one's with the good tan!

SEPTEMBER BIRTHDAYS

John Sherrill	Ft. Worth	7th
Jeff Davis	Mesquite	10th
Kevin Hinman	Instant-Alb.	14th
Greg Burnett	Midland	18th
Chuck Ladd	Key Homes	19th
Chad Stephan	Denton	20th
Debra Keller	Albuquerque	28th
Vicki Uecker	Tyler	29th
Sam Hernandez	Ft. Worth	30th
Roger Jackson	Ft. Worth	30th

Model Value Guide Success Story

Every salesman, at one time or another, has come across an "expert"-you know, the kind of customer who thinks they know more about your product than you do. In most cases, they either were once in construction or sales and as a result they have you (in their minds at least) all figured out. Well, recently at the Mesquite sales center, Trice Battle came across someone who was so primed with accurate information, they really could be called an "expert." Customer John Doe, as we'll call him, claimed to have a son who worked for Redman as a sales representative as recently as a year ago, and this was verified through Charlie "Hoops" Lohin. His son, he continued had briefed him on the specifics of size in relation to price and as a result, he knew exactly what to pay for his house. Knowing that his work was cut out for him, Trice hit the pavement and showed the man a few doublewides. To make a long story short, he settled on a 28x56 Redman Walden Limited. (continued....)

(Continued)Before quoting a price, Trice returned to the office and pulled out his *Model Value Guide*. Starting at the standards section, he systematically featured and benefitted the home all over again. After detailing the options, Trice got to the bottom line price. The customer felt that, based on what his son had told him, this figure was too high. In fact, the amount he counter offered would have resulted in a poultry \$2,000 payable gross. Undaunted, Trice elicited the help of **Russ Madden** to play the role of the "invisible bad guy." Using the guide, Trice steadfastly held his price, maintaining that the "discount had already been given upfront" and that his "boss simply could not give up anymore." When, the dust had settled, Russ and Trice finally accepted a cash offer that resulted in a \$5,100 payable gross. "They key to this deal," Trice said, "was getting it into the customer's head that a home purchased from Nationwide is truly different. The Model Value Guide was the tool I used to accomplish this." Job well done, Gentlemen.

THE 8 POINTER PROGRAM

Congratulations to **Wayne Whitehead**, **Dusty Kollmansberger**, **Teresa Spangler** and **Roger Reynolds** for each selling an "8 Pointer" last month. Though the selection is now a little bit thinner, there are still plenty of opportunities to knock a home run in terms of President's Club Points. Remember, high grosses on these houses are attainable because of the lower invoice amounts (compared to similiar houses ordered today). Each home is open to sale by any housing consultant throughout the company. Call the lot for more information!

Manufacturer	Serial Number	Size	Location
Torch	0986	12x37	Fort Worth
Oak Creek	2770	28x60	South
Oak Creek	4118	28x60	Eastex
Redman	5719	16x80	Mesquite
Redman	6132	18x80	Mesquite
Oak Creek	3144	28x70	Albuquerque
Oak Creek	4123	28x64	Albuquerque
Redman	6095	16x64	Midland
Redman	6944	28x52	Midland

WHOS HOT?

Gay Clary-Jacksonville

Holy Toledo! Not only is she number 1 Company Wide in physical damage insurance sales, she also nailed down five sales in July. Talk about putting it all together!

Jack Williams-Jacksonville

This "Sales Hero" had four deals in July- 3 of them new! That adds up to 25.3 President's Club Points. People, this is the same Jack Williams who has been in this section the last two months. In fact, he's sold 13 homes since May. UNBELIEVABLE!

Billy Q Alt-Mesquite

This big stud had three sales in July and was his location's top salesperson. Rumor has it he has a fantastic carry-over so watch out!

Yvonne Lujan-Albuquerque

Yvonne took home some big bucks last month after selling three new homes with an average payable of \$5,249. Because she had an excellent sales mix and took advantage of the Fast Start Program, Yvonne scored a fabulous 29.0 President's Club Points in July. That trip to Bermuda didn't slow her down at all!

Terry Massey-Eastex

Hold onto your seats as you check out these numbers: Four Sales in July-ALL OF THEM NEW! \$20,236 in Payable Gross! \$5,059 Average Payable! 39.7 President's Club Points!

Gary Robson-Fort Worth

I am pleased to announce that rumors of Gary's demise have been greatly exaggerated. This Silver level President's Club Member from 1991 is back with a vengeance! 3 homes in July, All of them new, \$5,391 average payable and 25.7 president's club points! As usual, Gary's numbers speak for themselves, though he will no doubt throw a word or two in himself.

Al Cassidy-Lancaster

Since starting in the Spring, Al has quietly and consistently brought quality deals to the bottom line. In July, Al added three more notches to his belt with two new sales, one used sale and \$13,174 in Payable Gross. That made him tops in Lancaster!

Dennis Brinkhus and Christie Linley-Denton

Congratulations on winning the July Deposit contest!

Sandy Arkelin-Tyler

This woman needs a section of her own called "Who's Ultra Hot?" Her 37.5 President's Club Points for last month have thrust her into the No. 2 spot in the FIRST QUARTER CONTEST. She accomplished this by selling 5 houses in July-All of them NEW! You would think with that many sales she would have a hard time holding her average payable...not quite. With \$4,132 per deal, Sandy's checks are now being delivered via Brink's Armored Truck. Watch out, Jack Doss!

Skip Crosby-288 SuperCenter

We knew it wouldn't be long before this man made his bid for the contest money! 5 deals- 4 of them new and \$19,549 in payable gross! That translates into 33.7 President's Club Points and a spectacular jump from 49th to 13th in the contest rankings. Keep it up, Skip!

Your Customer's Best Insurance Buy

by Laurie Lowery

Most salespeople know why a customer should buy a multi-year policy...because the salesperson will make more money! Right?

Unfortunately, customers don't think that way. They want to know what small miracle you can sell them to make their life a little easier. Why blame them? The average mobile home physical damage insurance policy increases 7% each year (WOW!) That's where multi-year policies come in. They are not only lucrative to the salesperson, they are terrific for the budget conscious consumer. The following features and benefits should explain why:

1) **Guaranteed Rate-** (a) Locks in customer's premium cost at today's rate; no rate increase for the life of the policy. (b) Permits customer to add coverage at any time, at today's rates.

2) **Inflation Protection-** (a) Increases customer's limits of coverage each year (as home appreciates) with no increase in premium cost (1 1/4% per quarter; 5% per year). (b) Assures customer that claim payments keep up with the increased value of the home. (c) Offers customer the peace of mind of knowing he always has the protection he needs.

3) **Full Comprehensive Coverage (all risk)-**

(a) frees customer from worry about what's covered and what's not covered. (b) Includes flood protection at no additional charge. (c) Assures customer of more coverages than typical policy.

4) **Non-Cancellable Policy-** (a) Customer need not worry about loss of coverage.

5) **Home and Insurance Included in One Convenient Payment-** (a) Convenience of one-stop buying saves customer money.

(b) Customer must buy insurance somewhere; a single monthly payment including the home and the multi-year insurance policy is typically less expensive than the total of the two purchased separately. (c) Customer doesn't have to come up with lump sum premium payment. (d) Avoids inconvenience of annual renewals.

September Anniversaries

CONGRATULATIONS TO:

Wayne Whitehead 288 South 1 Year
Robbie Golden Denton 3 Years

(Birthday's Continued...)

Sandy Arkelin Tyler 2 years

Richard Steward Eastex 4 years

The Company greatly appreciates your hard work and loyalty!

50% Want Homes for Tax Breaks

Don't underestimate the importance of tax breaks to potential home owners. According to an article printed in the August issue of Automated Builder, survey's found that 50% of households felt that tax breaks were a "very convincing" reason to own a house. Also, 71% of those surveyed would give up two weeks of vacation per year to own their own home and 60% would give up a decade of early retirement! 57% of those surveyed would take on a second job to help pay for a home. So folks, don't forget your tax close poster when it comes down to closing your customer. Doing your job of informing these customers of this kind of information might just make the difference between getting a sale and watching them head to the next dealership.

It's the Man, Not the Land!

This time last year, the Eastex Freeway was suffering through a typical month. It was struggling to close a few repo deals and trying to exist on the profits made from their refurbishings and commissions. Common complaints were "The Credit in this area is awful!" and "We can't get anyone bought." The new home market was non-existent and consequently the inventories were rapidly aging. Well, when the Houston market started to turn and the other local markets (South & Channelview) began to lay waste of the competition, Eastex was expected to make at least a small step forward. That did not happen. President Chuck Carney, Sr. was forced to make a change. He brought in last year's number one salesman (company wide), **Randy Harris** to turn the sales center around. It didn't take him long to do just that.

Keep in mind, he's got the same location and even the same salespeople that were there before he was. He's taken what he was given and (cont..)

molded it into a lean, home selling, revenue producing powerhouse. Due in no small part to Randy's leadership, salespeople such as Noel Casares and Terry Massey have emerged as company leaders. "I told them when I started that there are a number of other jobs they could be doing which pay close to nothing," Randy said "or they could stick around, give it everything they had, and make what they are worth. I admire their perserverence. This is their accomplishment."

As for the so called repo-only market in North East Houston, that myth has been quickly dispelled. In July, Terry, Noel & Co. found 8 buyers who were capable and willing to buy brand new homes- and they did just that! In fact, just two months after taking over, Randy's Eastex location became the **Number One Lot in Payable Gross Company Wide!** Congratulations to everyone involved! You've done a spectacular job.

Letters to the Editor.

Dear Dwayne,

If **Jim Clark** really does exist, why did my dog die?

-Distraught in Albuquerque

Dear Distraught in Albuquerque,

I don't know. By the way, I'll be there Sept. 2nd & 3rd to go over your Guides!

In the future....

If you have any questions concerning the Model Value Guide pricing system, please drop me (Dwayne) a line. If I feel the question is relevant to others in the company, I will respond to it in the newsletter. If you have a question concerning company policy or direction, ask your President or drop a line to my attention via company mail. I will get it to someone who knows the answer and, once again, I may put it in the newsletter.

Deposit Contest Reminders

Once again, these are the specifics on the Monthly Deposit Contest. The person who takes the most deposits (whiz written, money in bank) wins \$100. 2nd place gets \$50. The person with the highest average deposit (minimum 8 deposits) wins \$100 and 2nd place wins \$50. The August contest officially ends on the 28th.

