

❖ The President's Club Monthly ❖

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

Editor: Dwayne M. Teeter

October 1992

Metroplex Braces for Fall Extravaganza Sale



An Unidentified Competitor Reacts to Reading yet another Nationwide Extravaganza Ad.

Area Sales Centers Unite for Once-A-Year Blowout

Few of the Dallas/Ft. Worth area's four million residents have not heard of the upcoming "Fall Extravaganza Sale." Over \$12,000 has been spent by the combined locations in Burleson, Mesquite, Denton and Lancaster on print and radio advertising. Potential home buyers have been assaulted with salespeople following up for the last forty-five days and as a result the traffic for the weekend of October 23, 24 and 25 is expected to be **AWESOME!** Nationwide of Mesquite's Billy "P.G." Alt estimates that over 6,000 promotional letters were mailed and says that the whole staff has been working over-time to make sure as many prospects as possible get on their lot for the big sale. To help with the expected overflow, and provide spiritual guidance, Redman of Athens' Charlie "Quality" Lohin and Greg Melton will be visiting a few of the locations. Even Oak Creek's astute sales pro Mike Henniger will be making it to Burleson on Saturday and Sunday. Security Pacific (cont'd) will be on hand in Mesquite providing on-the-spot credit approvals while Vanderbilt's Mary Lou Haughton will be working all day Saturday in Tennessee approving our applications via fax machine. "By having the factory and financing reps working with our own first class sales staff, we're not going to leave the customers any reason *not* to buy," said Denton Sales Manager Dennis Brinkhus. "Consequently," he continued, "we expect to feel the benefits of this sale for weeks to come." Considering the recent history of the sale, Dennis is probably right. Last year, despite having a record weekend rainfall, the Mesquite and Lancaster locations took down over 30 deposits (combined) resulting in over 20 sales over the next four months. Good luck everyone and have an unbooolievable weekend!

Maxey Promoted to V.P.

On September 1, 1992, Jack Maxey was promoted to Vice President of Nationwide of Albuquerque. Since taking over President Mike Wallace's Instant Living location in April of 1991, Jack has put together a very stable and productive sales force and made the lot a profitable member of the Nationwide team. Also, the Maxey's will soon be expecting two "mini's." That's right, Jack and Debbie have made some "Instant Living" of their own and are expecting twins in December. In an unrelated story, Mr. and Mrs. Tom Threadgill (also of Instant) had a 7 lb. 2 oz. baby girl named "Loren Danay" on September 21, 1992. I repeat this is an unrelated story-Jack didn't have anything to do with this baby.

2nd Quarter Contest off to Fast Start

Fort Worth's Jackson sets P.G. Record

Unless someone can prove otherwise, available data show the record for "Most Payable Gross in a 1 Month Period" now belongs to Fort Worth Superstar Roger Jackson. In September, Roger exploded for 6.5 deals and an unbelievable \$33,538 in profit. This easily put Roger over the \$28,000 plateau which had only been broken before by Mesquite's Dave Davis, Lancaster's Joe Woods, Fort Worth's Sam Hernandez and Albuquerque's Randy Hise. Needless to say, these results (51.3 points) put Roger in first place for the 2nd Quarter Sales Contest. He's followed by Mr. Consistency, Dave Davis with an impressive 46.1 points on 8 deals (6 new, 2 used!). As always, Mr. James Lee, III of the 288 SuperCenter is near the top with 45.4 points. DeWayne Click (see opposite story) of Midland is in fourth place with a strong 39.7 President's Club points. Tyler's Randy Taylor rounds out the top five with 38.1 points. The grapevine has it that two salespeople, Dave Schwartz of Instant-Gulf and Vivian Lowery of Tyler have very strong carry overs which will help make the

Midland Starts to Click

What a difference a month makes. After the addition of 6 year Mobile Home Industry veteran DeWayne Click to the sales force, Greg Burnett's Midland location exploded in October-selling 7 new homes, 4 used homes and 1 repo. Mr. Click (see also- WHO'S HOT), in his first full month on the job, sold an impressive 4 new homes for \$23,669 gross payable. That's a \$5,917 average payable! Beryl Hilburn and longtime Midland pro Walt Goswick each sold an additional 3 homes to compliment the assault. We look forward to continued greatness from this team!

Updates...

In an effort to keep everyone up to date on pending company-related endeavors, we print the following:

AMERICAN HOMESTAR

The "tooling" of the plant continues in preparation of the November Certification. **Brian Owens** has been named as Nationwide/Advantage/Key's Sales Representative and is currently making a tour of Texas in order to get acquainted with the salespeople and management of our great company. Brian previously worked for Redman Industries at their Chandler, Arizona plant and brings to the table much experience in his field. At the time of this writing, there is still nothing set in stone in terms of product specifications and floor plans. It is likely, though, that the very first group of houses will be 16x80, 3 bedroom, 2 bath models. According to Brian, as soon as anything is known for sure, he'll notify all of the locations. The first home goes on line November 9 and will take 3 full weeks to build. The plant will then begin inching up production to meet demand.

PURSUIT (Computer Based Sales Tracking System)

The principal architect of Pursuit, Mr. **John Bent**, flew in from Corona, California on September 28 to assist in the initial installation. Due to the amount of time involved in preparing the necessary hardware and updating his own software, he left Texas before the job was complete. At this time, it is necessary to process each base and option price from every manufacturer we carry. Due to a price increase from Oak Creek and expected hikes from Patriot and Gateway, continuation of data input has been postponed until October 26. After that point, it should be rolling within another 30 to 45 days. Soon thereafter, we can provide everyone with specific feedback on its performance.

THE MODEL VALUE GUIDES

The past two weeks have been spent, in part, auditing each location's value guides and making sure they are up to date. If, for any reason, you don't have a guide for a house in inventory, please call Dwayne at the home office and the situation will be corrected. There have been some changes in how the M.V.G.'s are produced. Now the factories work directly with Dwayne to provide production logs and invoices so that the location M.V.G. contacts and

(Cont'd) management no longer need to make requests. Robin Shepherd will be assisting the actual production of the guides and will do her best to get the guides to your lot before the house arrives.

THE COMPANY STORY

On October 22nd, company representatives will be meeting with people from a Dallas based Sales-Tool company to work out the specifics on the storybooks (size, color, price). After the information is collected, the Presidents and General Managers will decide if and how they will participate. At that point, the books will be ordered and they will be installed one location at a time. If you have an opinion about the storybook or have a suggestion as to how the Company Story could be used, please bring it up at your next sales meeting. No one has a richer story than us, and we look forward to sharing it.

An Open Letter from Merle Lee

Dear Folks,

I want to thank all of you for showing me such a wonderful time on our "Nordic Prince Cruise." I felt like a "Princess." Each of you were so attentive to my comfort in all of our activities, especially finding a place to play "Bingo."

Thank you, Chuck, for arranging our place at "Table 37" with such precious table companions. "What's for Dessert?" Thanks, Craig, for taking care of arrangements at the airport. Thank you, Buck and Charlotte, for including me in this trip and for being such lovely people. I will always remember "all" of you in my heart.....

With my Love and Appreciation,

Merle Lee

P.S. Thanks to my wonderful son, James

WHO'S HOT

Christie Linley-Denton

This Queen of the Deposit Contest sold 5 homes for \$13,745 in payable gross. Congratulations, Christie!

Gay Clary-Jacksonville

My thesaurus has run out of superlatives to describe this home-selling powerhouse. 4 homes in September- all of them new! UNREAL!

Randy Taylor-Tyler

This Sales-Stud sold 5 NEW houses in the month of September. This puts him in a strong position to place in the 2nd Quarter Sales Contest.

Dave Davis-Mesquite

When he was not polishing his outside jumper, working on his golf swing, or improving his backhand, "Big D" found time to sell 8 (that's right, 8) homes in September and firmly position himself as a contest leader.

Trice Battle-Mesquite

Trice took down three new doublewide sales in September with an average payable gross of \$4,584. That was good for an impressive 23.7 President's Club Points. Way to go!

Al Cassidy-Lancaster

Why is this man #5 company-wide in year-to-date President's Club Points? Because month after month he consistently brings big bucks to the bottom line. In September, 3 deals with an average new home p.g. of \$7,794!

Teresa Spangler-Instant Albuquerque

Teresa put together four deals in the month of September- 3 of them new!

DeWayne Click-Midland

There are signs of life in the oil patch once again. One man has stepped forward and proven that, with the support of the rest of the team, real money can be made in West Texas. Congratulations, DeWayne for making such an impact in your first full month on the job. (see related story on the front page)

Doug Walsh-Key in Athens

3 Homes, \$15,175 payable gross, 26.2 President's Club Points. With this kind of production, look for Doug to finish strongly in the 2nd Quarter Contest.

Mr. James Lee, III-288 SuperCenter

Always the class act, James quietly and consistently has lead the pack for a number of years. In September, James sold 5 new homes with an average payable of over \$5,000! His 45.4 President's Club Points for the month gives him third place in the big contest.

Randy Wilson-288 SuperCenter

4 houses in September despite having to handle the responsibilities of being the Sales Manager. Well done, Mr. Wilson!

Dave Schwartz-Instant Living

Big Dave batted the cycle in September-1 new single, 1 new double, 1 used home and 1 repo. This resulted in 25.7 P.C. points and a strong contest position.

Making Progress

by Laurie A. Lowery

1st Quarter Physical Damage Results

The following percentages reflect each location's average penetration for the first quarter of this fiscal year as compared to their average penetration for fiscal year 1992:

Location	FY 92	1st Qtr
Eastex	83%	85%
Jacksonville	68%	80%
Instant - Gulf	-----	80%
Channelview	85%	79%
South SuperCenter	62%	78%
Mesquite	61%	73%
Lancaster	73%	71%
Instant Living-Albu.	68%	70%
North Texas	63%	68%
East Texas	54%	59%
Midland	49%	58%
Fort Worth	51%	51%
N/W in Albuquerque	46%	41%
TOTAL	63%	68%

*Reminder: It is the goal of both the home office and coastal to be at 91% penetration by year end. This goal can only be achieved by selling at least one year of P.D. insurance on every deal. We definitely have our work cut out for us, so please let me know what I can do to make the climb to the top easier.

**Special Recognition goes out to the South, Jacksonville, and Mesquite locations for dramatically increasing their average over last year! These locations have proved that the increases necessary to reach our goal are indeed possible. Thank you and Congratulations!

Top 15 Physical Damage Producers

1. Gay Clary	Jacksonville	\$12,692
2. Terry Massey	Eastex	\$11,488
3. Jack Doss	Channelview	\$10,068
4. Randy Wilson	South	\$ 9,378
5. Noel Casares	Eastex	\$ 9,202
6. Doris Jones	Instant Gulf	\$ 6,104
7. Vivian Lowery	Tyler	\$ 5,783
8. Dave Davis	Mesquite	\$ 5,742
9. Darrell Cotton	Eastex	\$ 5,331
10. Christie Linley	Denton	\$ 5,256
11. Dave Schwartz	Inst. Gulf	\$ 5,146
12. Jack Williams	Jacksonville	\$ 5,096
13. Tom Wilson	Lancaster	\$ 4,911
14. James Lee	288 SuperCtr.	\$ 4,342
15. Trice Battle	Mesquite	\$ 4,306

At the Home Office

The editor regrets that he failed last month to mention Diane Wilganowski's 14th anniversary with the company. Congratulations, Dianceski! Also, Sandy Carney has permanently taken over all President's Club related duties and will also be responsible for the weekly status reports and the deposit contest. Please start faxing your Monday reports to her attention. Effective November 1, Dwayne Teeter's new fax number will be (713)335-0352. This fax line feeds directly into his computer and as a result no cover letters will be necessary. His computer is on 24 hours a day if you would care to save money by delay-faxing your messages at the lower rate times.

Coastal Insurance Agency is pleased to announce that Karen Centers and Lisa McKinney have become permanent members of the team. Congrats, Ladies!

PAYBLES ON THE RISE

Because of continued training, a stronger sales force and a more professional and competitive pricing strategy, the average payable gross profit per home is on the rise. Following is a list of the lots ranked by those who are best at selling the value in our product.....

1. Lancaster	\$6,196.00
2. Midland	\$5,720.00
3. Instant-Gulf	\$5,274.00
4. 288 South	\$5,260.00
5. Fort Worth	\$5,061.00
6. Jacksonville	\$4,561.00
7. North Texas	\$4,084.00
8. Instant-Albu.	\$4,068.00
9. Eastex Fwy.	\$3,868.00
10. Tyler	\$3,792.00
11. Mesquite	\$3,770.00
12. N/W Albu.	\$3,624.00
13. Channelview	\$3,408.00
14. Granbury*	\$2,148.00

Because of their separate accounting system, Key Homes' information was not available at the time of this writing. Congratulations to the top five for achieving such high performance levels.

*It is important to note that September was Granbury's first full month in operation.

Company Anniversary for November

Teresa Spangler Instant Alb. 1 Year
Roxie Martindale Ft. Worth 1 Year
Congratulations to both of you!

Company November Birthdays

Cindy Garcia	Instant Gulf	1st
Laura Wilson	Coastal	8th
Doris Jones	Instant Gulf	13th
Dusty Kollmansberger	Mesquite	18th
Randy Taylor	Tyler	19th
Jeannie Golden	Denton	22nd
Jennifer Ames	Denton	27th
Gilbert Chavez	SuperCenter	30th

Letters to the Editor

Dear Editor,

I have two questions for you- (1) What's the deal with ARG- Are these people part of our company? (2) What's the fastest land based mammal?

-Eager in East Texas

Dear Eager,

(1) Associated Retailers Group, Inc. is a loosely affiliated group of dealers (including ourselves) who, in order to gain buying power and maximize on other costs of scale, buy and train as one. No ARG member other than Nationwide, Key, Advantage or Instant Living are a part of our organization and it is very important not to allow a customer to think that they are. In most cases, manufacturers have reserved entire lines of product for the Nationwide/Key/Adv. (etc.) lots in order to make this differentiation perfectly clear. Though these other associates are essentially the competition, keep in mind their ultimate success will only make us stronger. (2) The cheedah, found in many parts of Southern and Central Africa can move at speeds in excess of 55 m.p.h. (even faster if driving a car).

PRESIDENT'S CLUB TOP 10

1. Roger Jackson	Ft. Worth	119.1
2. Sandy Arkelin	Tyler	112.8
3. Gay Clary	Jacksonville	92.0
4. Jack Doss	Channelview	90.4
5. Al Cassidy	Lancaster	78.8
6. Randy Taylor	Tyler	78.2
7. Jack Williams	Jacksonville	78.1
8. Al Duran	Albuquerque	77.3
9. Yvonne Lujan	Albuquerque	74.2
10. Dave Davis	Mesquite	73.4

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COASTAL proudly presents: "LET'S KICK SOME CASH!" CONTEST

October 1st thru December 31st

Each salesperson will receive:

- *one point for each **\$450** of *cash* premium sold
- *one point for each "paid in full" policy sold
- *one bonus point for each *cash* policy sold on deals
financed thru Green Tree

The **OVERALL WINNER** will receive \$150 and the sales secretary will receive \$25.

There will also be a winner from each of the three regions listed below:

- Region #1: Instant Living-Gulf Frwy, Eastex, Channelview, South
- Region #2: Lancaster, Mesquite, North Texas, Fort Worth, Granbury
- Region #3: East Texas, Jacksonville, Midland, the two Albuquerque locations

(The **OVERALL WINNER** is not eligible to win the regional title)

Each **REGIONAL WINNER** will receive \$50, and the sales secretary will receive \$10

**ALL WINNERS HAVE THE OPTION OF RECEIVING THEIR PRIZE
IN CURRENCE OR LOTTERY TICKETS!!!**

