

❖ The President's Club Monthly ❖

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

Editor: Dwayne M. Teeter

November 1992

PAYABLE GROSS RECORD BROKEN

Gulf Freeway Instant Living's **Dave Schwartz** knocked the mobile home world on its collective butt by selling an astounding 7 homes in October for a payable gross of \$35,346. This surpasses the record of \$33,538 set just last month by Fort Worth's resident superstar, **Roger Jackson**. He did all of this by selling 5 new homes with an average payable of over \$6,500 (plus a few repo deals) thus proving once again that he is a better businessman than basketball player (ha!). It doesn't take a rocket scientist to figure out that Dave made some serious bucks in September so if you're a bit short, pick up the phone and give him a call, I'm sure he'd help you out. Considering his production in September (4 deals) and the fact that he already has 4 deals done for November, Dave is, without doubt, the one to beat in the 2nd Quarter Sales Contest (see related story >). Dave has played a large role in making the Instant Living location a big money producer in just its 4th month of operation. General Manager **Butch Newman** and his sales crew (Dave, **Sls. Mgr. Rene Ramirez, Doris Jones & Murphy Leblanc**) combined for an impressive 12 homes (8 new) and \$53,337 in payable gross in October. Keep up those numbers, gang!

FALL SALE A HUGE SUCCESS

The Metroplex's Fall Extravaganza Sale, held the weekend of October 23-25, was by anyone's standards, a big hit. For the first time since its inception, there were beautiful weather conditions surrounding the event and the sales staffs responded by selling 22% of their opportunities. **Dusty Kollmansberger** took top selling honors at the Mesquite location while **Jennifer Ames** (now of Instant-Gulf) shined brightest at Denton. All in all, these two locations made the most of the sale by combing for 25 deposits in three days.

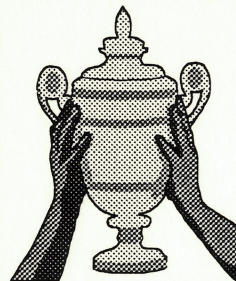
Nationwide would like to thank Redman of Athens for buying down the rate on 2 deals and helping the Denton team take down customers they may not have sold otherwise. We would also like to thank all of the fine people at Security Pacific, Oak Creek, & Patriot who also helped make this sale a success. Special thanks to Silhouette's Danny Noe for sponsoring "Rib-Fest 92" at Dick's Last Resort.

Because of the sale's consistent results, Nationwide Housing Systems President **Chuck Carney, Jr.** plans on making the Fall Extravaganza Sale a company-wide event in future years.

SHAKE-UP IN SALES CONTEST!

Oh, how the mighty have fallen.....

Only 2 people who had been in the top five of the 2nd Quarter Sales contest are still near the top. Midland's **Dewayne Click** has shot from 4th place to 2nd place by scoring 36.9 points in October. **Roger Jackson** has dropped from first to third but still is in striking distance of the \$2,000 first prize. The rest of the top 5 are fresh faces. **Gay "Consistency" Clary** has shot up to fourth place while **Sandy Arkelin** has moved into the money range by grabbing fifth place. The top spot, however, belongs to **Dave Schwartz** from Houston's Instant Living. He scored an incredible 61.2 points in October alone. Here's how it breaks down:



- 1) **Dave Schwartz** Instant 86.9 pts
- 2) **Dewayne Click** Midland 76.6 pts
- 3) **Roger Jackson** Ft. Worth 73.7 pts
- 4) **Gay Clary** Jacksonville 62.1 pts
- 5) **Sandy Arkelin** Tyler 55.0 pts
- 6) **Christie Linley** Denton 52.7 pts
- 7) **Billy Dean Alt** Mesquite 46.9 pts
- 8) **Dave Davis** Mesquite 46.1 pts
- 9) **James Lee, III** 288 South 45.4 pts
- 10) **Walt Goswick** Midland 44.6 pts

PAYABLES STILL CLIMBING!

A competitive, consistent pricing strategy, continued training by the industry's top motivators, and the best salepeople in the business have resulted in a big increase in payable grosses company wide. The average new home payable gross has climbed from \$4,100 to over \$4,800 in just the past 9 months. Those who are the most successful at maximizing their margins are those who are the most dedicated to the Model Value Guide pricing system.

For those of you who doubt the impact of holding your margins, think about these numbers: On an increase of \$700 dollars per house at 100 new home sales a month (our current average) the company realizes an increase in revenue of \$70,000 per month (or \$840,000 per year!) without having to sell or service an additional home. The only expense we pay out of this money is additional commissions to our salespeople- *and that's an expense no one minds paying!*

For a detailed breakdown of how all of the lots ranked in terms of average payable gross, turn to page 3 of this newsletter.

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be carefully documented to ensure the integrity of the financial data. This includes recording dates, amounts, and the nature of the transactions.

Secondly, the document highlights the need for regular reconciliation. By comparing the internal records with external statements, discrepancies can be identified and corrected promptly. This process helps in maintaining the accuracy of the accounts and prevents errors from accumulating over time.

Thirdly, the document stresses the importance of transparency and accountability. All transactions should be clearly labeled and categorized, making it easy for anyone reviewing the records to understand the flow of funds. This is particularly important for organizations that operate in a highly regulated environment.

Finally, the document concludes by stating that maintaining good financial records is not just a legal requirement but also a best practice for any business. It provides a clear picture of the organization's financial health and is essential for making informed decisions.

WHO'S HOT

Christie Linley-Denton

30.7 President's Club points in October on 4 deals! That's good for 6th place in the deposit contest! Excellent!

Mike Smith-Key in Athens

27 Points on 3 Deals for Athen's newest team member! Congratulation and keep up the good work!

Billy Delano Alt-Mesquite

At the beginning of the fiscal year, Billy made it clear that he would not miss 1993's company trip. Well, the man called "mobile" is doing what it takes to get there.... 4 New Doublewides in October!

Walt Goswick-Midland

West Texas has four more happy home owners thanks to this man. \$19,808 payable gross in October! UNBELIEVABLE!

Dewayne Click-Midland

This pro continues to make his mark- 4 homes in October (1 of them a 3 year old Crestpoint that had never been sold!), 36.9 President's Club Points, 2nd place in the deposit contest...Enough Said!

Tony Krause-Fort Worth

New to the team, Tony has proven to be an impact player by taking down 4 deals in the month of October-all of them new! Absolutely, undeniably, totally and completely unbelievable!!!!

Roger Jackson-Fort Worth

4 deals (3 new), 22.4 President's Club PointS and 3rd place in the 2nd Quarter Sales Contest. The man is a superstar. What else can be said?

Fort Worth on the Move

Nationwide of Fort Worth is packing their bags and moving across the freeway to a better location. According to **Ray McKinney**, after \$130,000 in improvements are completed and the new Redman Modular office is delivered, this lot we be the one against which all others are measured. "We'll be real studs," says Ray.

Despite the stress of the moving process and all of the barriers that the city of Burleson have put up, Ray says the month of November could very well end up being his most profitable ever. Good Luck!

THE "POINT"ER SISTERS....

Sandy Arkelin-Tyler

This woman is going to have to get her own column titled "Who's Still Hot." As usual, Sandy racked up numbers only a Superstar gets: 5 homes for \$18,665 p.g.. If this company had 100 Sandy's, everyone would live in manufactured housing.

Vivian Lowery-Tyler

A sleeping giant has been awakened- 5 deals in October for 27.9 points. Every year, Vivian is one of the company's top producers and it looks like FY 1993 will be no exception.

Clay Conrad-Tyler

It hasn't taken Clay long to make an impression in East Texas. He racked up 4 sales in October for 29.0 President's Club Points. Look for continued greatness from this man!

Gay "Consistency" Clary-Jacksonville

Soon the company will have to put out a separate newsletter just to keep track of all that Gay has done. In October, Gay took down another 5 deals-4 of them new. Strong, woman, really strong!

Dave Schwartz-Instant Living

He came to town on the back of an old, beat up horse and looking like something out of a really bad spaghetti western. Not really. Dave Schwartz decided to take a chance & move his family 1,000 miles & go into a business he had absolutely no experience in. 4 months later, he's #4 company wide. Sincere congratulations.

VOICE MAIL AT HOME OFFICE

In an effort to bring you all the news that fits, we relate this: Voice Mail has come to the home office. No more being put on hold or worrying about messages getting through; this process should shorten the amount of time it takes to reach your desired party and consequently lower your phone bills. All home office personnel have been allocated an extension- a list of which has been faxed to everyone's attention. Which extension you use depends on what you need done. For instance, if you want to complain about the quality of this newsletter, dial 3057.

PROJECT UPDATES

American Homestar

The first floor is now moving down the line and is, as of this writing, being equipped with its sidewalls. Two other floors have since been completed as the line begins to fill. The certification process is now fully underway and is expected to last until December 3rd. Regional Sales Manager **Brian Owens** recently released the new prices which verified that these homes are sure to be some of the most competitive on the market. Several popular options have been made standard on all Nationwide/ Advantage product including lined overhead cabinetry, mid-shelves and hardboard front-ends on all metal sided homes. To commemorate the completion of the first homes, a grand opening party has been scheduled for December 10th.

Pursuit

Dwayne has been working with software designer **John Bent** on a daily basis in an attempt to complete the data entry phase of the project. The problem has been that, on two separate occasions, a manufacturer's options have been inputted (an extremely time-consuming process) only to be reprocessed after an unexpected price increase. Also, it has been found that the spec-out section of the software was not laid out as functionally as it could have been but this problem has since been corrected. Needless to say, the amount of time this project was estimated to take was underestimated. Progress is now being made, though, and updates about Pursuit will continue.

The Company Story

The prototype (version #48) of the Company Story was approved November 17 by Grayson Schwepfinger and Nationwide of Mesquite President **Larry Speck**. The same day, Dwayne met with the company supplying the necessary presentation binders to come up with the correct pricing. The information is now collected and within the next few days each President or G.M. will be (cont....)

(continued from previous page...) faxed a copy of Mesquite's story with an estimate of costs attached. They will need to do two things 1) determine how many they want to buy for this price 2) write in changes on all pages which relate to a location's specific situation and fax them to Dwayne.

Model Value Guides

If there is a single home on your lot that does not have a completely accurate and current model value guide, please send an invoice of it to Dwayne's attention. Do not reorder homes and use the old guides. At Chuck and Buck's request, audits will soon be done (with no advance notice) on all lot's value guide books.

AVERAGE NEW HOME PAYABLE GROSS BY LOT

1) Key Athens,	\$6,566	(3 Deals)
2) Key Greenville	\$6,001	(2 Deals)
3) Instant Gulf	\$5,909	(8 Deals)
4) Mesquite	\$5,425	(6 Deals)
5) N.W. Albuq.	\$5,411	(8 Deals)
6) Granbury	\$5,342	(2 Deals)
7) Lancaster	\$5,034	(8 Deals)
8) 288 South	\$4,941	(7 Deals)
9) Instant Albuq.	\$5,755	(7 Deals)
10) Denton	\$4,475	(10 Deals)
11) Jacksonville	\$4,130	(9 Deals)
12) Fort Worth	\$4,115	(12 Deals)
13) Tyler	\$4,099	(11 Deals)
14) Midland	\$3,888	(4 Deals)
15) Channelview	\$3,793	(4 Deals)
16) Eastex Freeway	\$3661	(3 Deals)

Midland Winning Streak Continues

For the second month in a row, **Greg Burnett's** Midland location has had a very profitable month. Its been a long journey for Greg to turn around the lot located in Texas's worst economic climate. Men with less tenacity would have given up on the area a long time ago but Greg decided to stick with the town that he grew up in. Along the way he's developed an excellent staff and gained the respect of his lenders, suppliers and coworkers. Congratulations to Greg and the entire Midland Crew!

NEWS

Richard Fenley has been named Business Manager of Albuquerque and will now be handling all of the closings and fundings. At Eastex, **Darrel Cotton** had his 1st Anniversary with the company on August 22. Sorry for the omission.

"LET'S KICK SOME CASH" UPDATE

by **Laurie A. Lowery**

Hats off to Jacksonville for leading the pack with 6, count 'em, 6 cash policies sold. It should be of no surprise to anyone that Fort Worth's resident Superstar **Roger Jackson** is leading in the contest. But I do predict a very close race in December due to the talent of **Beryl Hilburn** of Midland and **Dave Schwartz** of Instant Living. Beryl and Dave almost overtook Roger by selling 3-year paid-in-full cash policies, both in the ballpark of \$1,800! Now, that's impressive! Thank you and keep kickin'!

INSURANCE PENETRATION OCTOBER-YTD

Eastex	84%
Channelview	82%
Jacksonville	81%
Instant-Gulf	79%
Mesquite	79%
North Texas	76%
South	71%
Instant-Albu.	71%
Lancaster	70%
East Texas	67%
Midland	67%
Granbury	63%
Fort Worth	61%
Nationwide Albu.	41%
Average	71%
Goal	93%

Coming off of a great first quarter, September and October lacked the strong hold to continue our climb to the "Big 93."

Advice from an Expert

The one BURNING question I have on my mind every day is not about the meaning of life, or the Presidential Election, or what tie Jim Taylor will wear next.....it's about selling insurance on every deal. How do we do it? How do the people that already do it...do it? I called **Gay Clary** to find out. Gay Clary of Advantage in Jacksonville holds the title for the highest insurance sales in the company year to date, averaging \$850 of premium per sale. She also happens to be ranked #3 in the company in terms of Payable Gross and President's Club Points. What makes Gay truly unique among her peers is the fact that she maximizes her deals every time.

I found that Gay is very modest about her success. She first told me that the motivating factor in selling insurance was money but quickly corrected herself. "I really do it for the people. I love what I do and I believe that everything I do for a customer is in their best interest." She usually brings up the topic of physical damage insurance when the customer fills out a credit application. "I tell them not to worry about the insurance, I will take care of getting them the necessary coverage." By discussing the topic of insurance early, she is able to determine the customer's intentions and her subsequent game plan. Gay takes the time to tell her clients about the insurance company and go over all the coverages. Occasionally, she will encounter a customer that is determined that they will find their own policy. "I explain to them that myself, the insurance company, and the agency all specialize in mobile homes; whereas, most independent agents do not have a lot of experience in this area. I encourage them to check with their agent but they always call me back." We both agree that everyone has their own sales techniques but there are common denominators between the philosophies of successful salespeople. For instance, Gay assumes that she will sell insurance with every deal, partly due to her belief that it is best for the customer. She also has the product knowledge to inform the customer as to its benefits. The song may be different but the verse hasn't changed...if you want to maximize your sales, assume insurance will be included in the deal and know your product.

DECEMBER BIRTHDAYS

Charla Ferguson Coastal 8th
Sarah Atencio Albuquerque 8th
Chuck Carney, Sr. Channelview 12th
Bruce Reynolds Granbury 14th
Mary Morton Home Office 19th
Gay Clary Jacksonville 23rd
Noel Casares Eastex 28th
Don Simonson Lancaster 31st

DECEMBER ANNIVERSARIES

Maria Ruiz Channelview 7 yrs
Michelle Butler Home Office 3 yrs
Jackie Patrick Home Office 3 yrs
Jayson Rael Albuquerque 2 yrs
Karen Daniels Albuquerque 1 yr
Rod Jones Instant-Albu. 1 yr

