

❖ The President's Club Monthly ❖

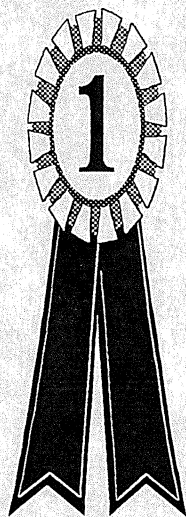
Nationwide, Advantage, Key and Instant Living's Monthly Newsletter

Editor: Dwayne M. Teeter

JANUARY 1993

PAYABLE GROSS RECORD FALLS AGAIN

Albuquerque's Hise Sets Mark



Randy Hise, Nationwide Mobile Home's *Number One* salesman in FY 1988 and FY 1991, took a major step towards reclaiming the top spot with an unbelievable performance in December. Randy only needed three deals to nail down a record \$41,760 in payable gross and an incredible 52.6 President's Club Points. When asked to comment, Randy only would say that December was just the beginning and that there should be "no doubt in anyone's mind" that he will be returning to the elite ranks of the President's Club Gold Level. "There's no way I'm going to miss a trip," Randy says, "No way!"

MVP

Maximizing is Very Profitable!

In effort to reward the salespeople who are best at maximizing their deals, the MVP program is proudly announced. There are a number of ways the company benefits from the sale of a mobile home, if the salesman does a complete and thorough job. By selling a home at the expected profit (within \$100 of Model Value Guide price), selling any of the high-quality, new homes we offer (preferably American Homestar!), and including three years of physical damage insurance and some form of life insurance product, the company fully realizes its current profit potential. Now, if a salesperson does all of this or a combination of the four criteria (as detailed on the last page of this newsletter), he will be rewarded up to 10 **additional** President's Club Points for his efforts. (continued in the middle of the next page)

GREENTREE ANNOUNCES 5% DOWN PAYMENT PROGRAM

Greentree's offices in Texas, Louisiana and New Mexico have announced a new, highly competitive, low down payment program which is available immediately to all of our locations for the sale of new homes only. According to Greentree's Larry Peacock, the buying criteria for the program will be no different from that of their 10% program with the one exception of a land ownership requirement. According to the terms of the deal, the customer must be either currently paying for land (financed in their name) or own it completely free and clear to be eligible. The reasoning: statistics have shown that homes located on "owned property" are 5 times less likely to "repo" than homes located on rental property. At a meeting held in Houston on January 18th, Peacock assured the dealers that the deals would be bought no differently than w/ (continued)

10% down, and that it will still be the computer that makes the approval decision. There is no maximum amount allowed to be financed but there will be a minimum loan amount requirement of \$25,000 (singles or doubles). Other terms involved are identical to GTA's 10% down conventional program: 125% maximum advance, 20 year maximum term (25 if the customer owns their land free and clear), 1 year insurance (ouch!), and the usual set-up allowances.

It's important to keep in mind when to use this program and when not to use it. On your low to mid-priced homes, 10% down is necessary to hit Model Value Guide Price. In these situations, use the program if down payment is the only obstacle to nailing down the deal, otherwise your profit will be decrease by 5% of the homes selling price (a lot of money!). 5% Down is most useful when selling large, high-invoice (cont'd)

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MVP CONTINUED

In the MVP program, a deal is labeled a home run, a triple, double or single depending on what's included with the sale. Each person who hits a home run will have his name and deal information listed in the following month's newsletter. Needless to say, scoring additional President's Club Points in this way can lead to big advances in the Company standings and help qualify you for the Gold Level (and consequently, a trip!).

After you've done your job and maxed out the sale as described, take a long look at the choice of lenders you currently have at your disposal. Failure to choose the one which is most liberal with its insurance allowances will result in a loss of income for you and the company. Currently Ford Consumer Finance and Security Pacific allow the customer to have 3 years of Physical Damage Insurance and/or one form of Life Insurance product. It is almost certain that another finance company, who will remain nameless (C.I.T.), will very soon be buying paper and allowing us to add 3 years P.D. and credit life to our deals (you didn't read that here).

This program is effective from February 1st through May 31st, 1993. A short form will be in everyone's hands very soon which must be filled out and faxed to Dwayne Teeter (713-333-9040) with a copy of the Model Value Guide (signed by the customer) in order for points to be awarded. Any questions can also be addressed to Dwayne at (713)333-5601 extension 3057. Good Luck!

5% DOWN PROGRAM -CONTINUED-

houses that have no problem advancing. "A few years ago," said Nationwide Housing President **Chuck Carney, Jr.**, "all we had was FHA lending which only allowed us to finance \$40,500 and required at least 10% down. Now that the lending community is coming back to Texas, everyone is seeing what competition can bring to a market place. We're going to sell a lot of big houses that just couldn't be financed a few years ago. I'm very excited."

PRESIDENT'S CLUB POINTERS

by **Laurie Lowery**

There's a new way to chalk up points for the President's Club!!! Effective January 1st, 1 **Bonus Point** will be given for each Cash Physical Damage Policy sold, regardless of whether it was written on a Financed or Cash deal. Please fax me a note detailing the Customer's name, premium amount, and effective date, so your points may be tallied. Call me at (713)333-5601 ext. 3060 if you have a question.

WHO'S HOT

Randy Hise- Albuquerque Nationwide

As we said on the front page, Randy had a great month. Elvis has been seen in Albuquerque!

Gay Clary- Jacksonville

THE WOMAN NEVER SLOWS DOWN! Even outgoing President George Bush has acknowledged Gay's performance by naming her one of his "1,000 Points of Light." "Gay's done a fantastic job providing quality housing to many East Texans," said George, "and I hope she can set Barbara and I up in a nice Doublewide come January 21st in Houston." In December she sold 3.5 houses for \$21,940 payable gross! Keep it going, Gay!

Dave Schwartz- Ins. Living- Gulf

Dave exploded in December by selling 5.5 homes for \$30,477 payable gross. That's good for 49.6 President's Club points and 2nd place in the 3rd Quarter Sales Contest.

Tony Krause- Granbury

Tony nailed down 3 homes in December for \$14,506 in P.G.!

Clayton Conrad- Tyler

The new guy continues to shine in East Texas. His 3.5 deals in December puts him in 5th place for the 3rd Quarter Contest. Way to go, Clay.

Carrie Sheppard- Denton

Carrie did a fantastic job in December. She sold 3 new singlewides with an average payable of \$4,776 and threw in a Repo for good measure. Everyone expects continued greatness from Carrie.

Rick Crosby - 288

Supercenter

Spending fours a day with Grayson Schwepfinger (via videotape) must have paid off big for Rick. He took down three new houses in December. Way to Go!

Correction!

Due to deal rebookings, the corrected standings for last quarter's contest are as follows: 1st Place-Gay Clary, 2nd- Sandy Arkelin, 3rd-Dave Schwartz, 4th-Dewayne Click, 5th- Roger Jackson. Congratulations!

CREDIT LIFE IS BACK!

by **Laurie Lowery**

Coastal Insurance Agency is pleased to announce the addition of credit life insurance to the product mix available for sale at the dealerships. This product will be provided by American Bankers Insurance Company, the nation's top-ranked issuer of credit life insurance. At this time, Ford (Vanderbilt will finance their own) will finance the product and we expect other finance companies (such as C.I.T.) to follow suit.

Survey after survey has shown that Credit Life insurance is a product that the public understands, buys voluntarily and would buy again. There are many reasons why:

(1) In recent years, consumers have become more careful in deciding how much to borrow, in managing borrowed funds and in protecting their debt. By definition, Credit Life guarantees repayment of a debt in the event of the borrower's death.

(2) Credit Life is an indiscriminate form of insurance protection. There are no medical examinations, no occupational limitations, no regard for age, sex or personal habits (such as smoking). Basically, everyone pays the same rate, which is set and approved by the state.

(3) Credit Life is paid as a single premium. This means that the cost is advanced as part of the loan and included as part of the monthly loan repayment schedule. No separate checks.

(4) This product provides coverage for a maximum of 10 yrs., which covers the loan while the balance is high (thus reducing the cost).

(5) The consumer has the choice of Single or Joint coverage (contd)

(the second insured is covered at a reduced rate)

(6) The Credit Life of today has a lower premium rate and is a much better value to the consumer than past C.L. products. All in all, purchasing Credit Life is a smart financial decision, but selling Credit Life is even smarter! A salesperson can make 12% commission on a C.L. policy. Please call Coastal for quotes until your location receives rate charts and supplies!!!



FEBRUARY ANNIVERSARIES

Larry Speck Mesquite 5 Years
Reeda Speck Lancaster 3 Years
Dwayne Teeter Housing 3 Years
Diana Yauger Ft. Worth 3 Years
James Lee SuperCenter 2 Years
Sam Hernandez Ft. Worth 1 Year
Mandy Teel Eastex 1 Year
Terry Massey Eastex 1 Year



FEBRUARY BIRTHDAYS!

Robbie Golden Denton 9th
Linda Toombs Lancaster 11th
Brandon Newman Mesquite 12th
Diane Wilganowski H.O. 15th
Teresa Spangler Albuq. 16th
James Lee SuperCenter 22nd
Carrie Benson Denton 25th
Jim Taylor SuperCenter 29th*

* Being that this is not a leap year, Jim Taylor's birthday will not be observed this year.

ARGI MOVES TO PLANT

Rick Carver and the rest of his staff (re: just Rick Carver) have moved from their offices in Richardson to the American Homestar facilities in beautiful Lancaster, TX. His new mailing address is 800 N. Beckley/Lancaster, TX 75146. He can be reached at (214)230-1983 or by fax at (214)230-2998.

THE RANKS

INSURANCE PENETRATION

Following are the year to date rankings of the locations in terms of insurance penetration:

1) Eastex	85%***
2) Channelview	82%
3) Jacksonville	81%
4) Mesquite	79%
5) North Texas	78%*
6) South	75%***
7) Lancaster	74%*
8) Instant-Gulf	73%
9) Instant-Alb.	69%
10) Midland	69%
11) East Texas	65%*
12) Fort Worth	58%
13) Granbury	55%*
14) Nationwide-Alb.*	50%***

*Indicates locations that increased their Y.T.D. % in December!!!

***Indicates Locations that hit 100% penetration in December!!!

HOMESTAR'S ARE SELLING FAST!

According to American Homestar's **Brian Owens**, the Nationwide and Advantage locations are doing big business with the Galaxy line. Channelview's "**J.**" **Summers-Debose** sold the first one for retail delivery and was soon followed by Fort Worth's **Gary Robson**. Instant Living-Gulf's **Rene Ramirez** has already written three deals on his two stock homes. "They're a great value," said Rene, "and that makes them easy to sell." Aside from the before-mentioned MVP program, a number of incentive programs are in the works for the American Homestar line (so keep selling them!).

LETTERS TO THE EDITOR

Dear Editor,

My problem is people always seem to interrupt me whenever I have something

Nationwide/Key/Advantage

3rd Quarter Contest Standings

SALESPERSON	SALES CENTER	DECEMBER	JANUARY	FEBRUARY	TOTAL
1 RANDY HISE	ALBUQUERQUE	52.6	0.0	0.0	52.6
2 DAVE SCHWARTZ	INSTANT-GULF	49.6	0.0	0.0	49.6
3 GAY CLARY	JACKSONVILLE	30.9	0.0	0.0	30.9
4 CARRIE SHEPARD	DENTON	30.0	0.0	0.0	30.0
5 CLAY CONRAD	TYLER	25.6	0.0	0.0	25.6
6 RICK CROSBY	SOUTH	24.2	0.0	0.0	24.2
7 WAYNE ALLEN	TYLER	21.9	0.0	0.0	21.9
8 RANDY WILSON	SOUTH	20.4	0.0	0.0	20.4
9 LARRY MILLER	DENTON	19.4	0.0	0.0	19.4
10 ANTHONY KRAUSE	GRANBURY	18.6	0.0	0.0	18.6
11 RAY SALAZAR	INSTANT LIVING	17.9	0.0	0.0	17.9
12 J. DUBOSE	CHANNELVIEW	17.6	0.0	0.0	17.6
13 DEWAYNE CLICK	MIDLAND	15.4	0.0	0.0	15.4
14 VIVIAN LOWERY	TYLER	15.0	0.0	0.0	15.0
15 NOEL CASARES	EASTEX	14.5	0.0	0.0	14.5
16 RENE RAMIREZ	INSTANT-GULF	14.3	0.0	0.0	14.3
17 SANDY CHASTEEN	KEY-GREENVILLE	13.7	0.0	0.0	13.7
18 JIM RUDOLPH	KEY-ATHENS	13.7	0.0	0.0	13.7
19 DUSTY KOLLMANSBERG	MESQUITE	12.9	0.0	0.0	12.9
20 ROBERT HUNT	MESQUITE	12.4	0.0	0.0	12.4
21 BILLY X. ALT	MESQUITE	12.1	0.0	0.0	12.1
22 ROD JONES	INSTANT LIVING	11.8	0.0	0.0	11.8
23 MIKE SMITH	KEY-ATHENS	11.3	0.0	0.0	11.3
24 DORIS JONES	INSTANT-GULF	10.8	0.0	0.0	10.8
25 DOUG WALSH	KEY-ATHENS	10.6	0.0	0.0	10.6
26 YVONNE LUJAN	ALBUQUERQUE	10.5	0.0	0.0	10.5
27 AARON WALTON	SOUTH	10.4	0.0	0.0	10.4
28 TOM THREADGILL	INSTANT LIVING	9.9	0.0	0.0	9.9
29 KEVIN HINMAN	INSTANT LIVING	9.8	0.0	0.0	9.8
30 SAM HERNANDEZ	FORT WORTH	9.8	0.0	0.0	9.8
31 TAV BLANKENSHIP	MESQUITE	9.3	0.0	0.0	9.3
32 BRUCE REYNOLDS	GRANBURY	9.0	0.0	0.0	9.0
33 WANDA VALLANCE	GRANBURY	8.9	0.0	0.0	8.9
34 JOHN RAINE	LANCASTER	8.7	0.0	0.0	8.7
35 JANA YAUGER	FORT WORTH	8.6	0.0	0.0	8.6
36 JERRY STEWART	DENTON	8.5	0.0	0.0	8.5
37 DAVE DAVIS	MESQUITE	8.4	0.0	0.0	8.4
38 DON BLACKBURN	LANCASTER	8.0	0.0	0.0	8.0
39 ROGER REYNOLDS	ALBUQUERQUE	8.0	0.0	0.0	8.0
40 MEL GALLEGOS	INSTANT LIVING	7.9	0.0	0.0	7.9
41 JOHN SHERRILL	FORT WORTH	7.9	0.0	0.0	7.9
42 BRETT KAYLOR	GRANBURY	7.5	0.0	0.0	7.5
43 JACK WILLIAMS	JACKSONVILLE	6.8	0.0	0.0	6.8
44 DAWN CLARK	JACKSONVILLE	6.4	0.0	0.0	6.4
45 AL CASSIDY	LANCASTER	6.0	0.0	0.0	6.0
46 BILL WILLIFORD	KEY-GREENVILLE	6.0	0.0	0.0	6.0
47 RANDY TAYLOR	TYLER	5.6	0.0	0.0	5.6
48 CHRISTIE LINLEY	DENTON	5.5	0.0	0.0	5.5
49 MURPHY LEBLANC	INSTANT-GULF	5.3	0.0	0.0	5.3
50 FRED PLATT	ALBUQUERQUE	2.9	0.0	0.0	2.9

"Become One of the Boys (or Girls!) of Summer and Score Big in President's Club Points!"

**THE NATIONWIDE, INSTANT
LIVING, KEY, ADVANTAGE**

MVP PROGRAM

Here's How it Works.....

The salespeople who maximize their deals will be rewarded with additional President's Club Points on the following basis:

Home Run 10 Bonus Pts.

- 1) Deal sold at MVG Price (+ or - options depending on special order details)*
- 2) Customer is sold any new homes stock model*
- 3) Deal Includes 3 years of physical damage insurance*
- 4) Deal Includes any form of life insurance product.*

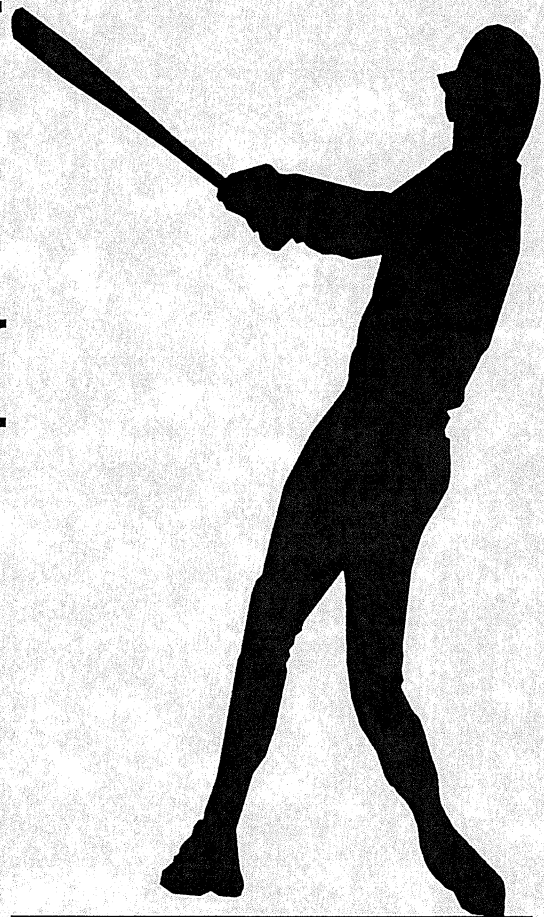
Triple 7 Bonus Pts.

- 1) Deal Sold at MVG Price (+ or - options depending on special order details)*
- 2) Customer is sold any new home stock model*
- 3) Deal Includes 3 Years of Physical Damage Insurance or any form of Life Insurance Product.*

Double 2 Bonus Pts.

- 1) Deal Sold at MVG Price (+ or - options depending on special order details)*
- 2) Deal Includes 3 Years of Physical Damage Insurance or any form of Life Insurance Product*

*Single 1 Bonus Pt.
Sell a Stock Model of American Homestar!*



Contest Effective from
February 1st through
May 31st, 1993

**Good for Stock Models
Only**

Model Value Guide Price is considered an amount within \$100 of the bottom line price on a value guide form, for all stock sales. Additional Add-ons or Options must be added to the price at at-least actual cost. Any deletions may be deducted from the price of the home at actual cost. (In other words, hold the MVG Payable!).

A "Sale" is defined as a customer actually buying, accepting and keeping one of the products listed. Salespeople or their management must fill out the short form which will soon follow this newsletter to get credit for their points. It must be attached to a signed MVG form and faxed to Dwayne Teeter. No exceptions. Good Luck, Everyone!

