The President's Club Monthly

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

Editor: Dwayne M.v.g. Teeter

February 1993

COMPANY GROWTH TREND CONTINUES!

Locations Added in Longview, Huntsville, Burleson & Lancaster

In what is becoming a familiar story, Nationwide and its affiliates are continuing to expand aggressively into Texas' most profitable markets. In the next 30 days, four new locations will be added, 2 of which are located in front of American Homestar Plants. Nationwide of Mesquite President **Larry Speck** is opening the "American Homestar Factory Outlet" in Lancaster and has brought in none other than **Keith Morrison** to serve as General Manager. Many of you will remember Keith from his time running a very successful location for Nationwide in Tennessee. Keith is a proven winner and is enthusiastically welcomed back to the company. Larry is setting Keith up with a display center which will be considered one of the nicest in the company.

The illustrious **Ray McKinney** is expanding his operation by opening up another "American Homestar Factory Outlet" in front of the new American Homestar Burleson Plant (pictured at far right). Though specifics on personnel are sketchy as of this writing, what is known is that Ray will strengthen his dominant position in the Fort Worth marketplace with this expansion. The opening is scheduled for March 10.

Nationwide has boldly entered one of Texas' most profitable markets by opening a new location in Huntsville. Twenty year industry veteran **Dave Miller** will head operations along with his wife and partner, **Diane**. The sales center will be located on a prime stretch of real estate on I-45 in the heart of beautifully wooded Huntsville. Until recently, it was the home of one of the city's most successful dealerships. Now that Dave and Diane are in town, the competition has moved to a different location and has resorted to selling mostly escaped convicts and parolees. The display is set-up in a format similar to the *Super*Center on Highway 288 in Houston and Nationwide in Mesquite. The models are all showcased on frontage road but are fenced in so that a customer must go through the office (and thus be interviewed!) before they see a home (see training manual).

When you see them, please be sure to welcome Dave and Diane to the family!

Nationwide of East Texas President **Jim "James Johnson" Clark** also is expanding his horizons, this time to Longview, Texas. **Wayne Allen** has been promoted to General Manager and will take the helm for Jim starting in mid-March. Wayne has had much success in a sales management capacity for Nationwide and will undoubtedly do very well in his new position.

This is Jim's third location. His Jacksonville location, run by his powerhouse wife **Dawn Clark**, has been a big money maker since its opening a year ago. As everyone knows, the Tyler sales center, run by Jim himself, is a perennial barn-burner and is considered the playground of the sales superstars. We wish Jim and Wayne luck.



Staff Artist's Drawing of the New Plant in Burleson, TX

SALES CONTEST UPDATE

High Drama in the sales contest! **Dave Schwartz** and **Gay Clary** are neck and neck as they approach the wire while the rest of the pack are many lengths behind. Only ONE TENTH of a point separate the two while their nearest competitor is 17.9 points behind them. This truly is a battle for the ages. Other moves of note: **Gary Robson** came out of nowhere to rack up 41.3 in January to lay claim to seventh place. Also, watch out for **Rene Ramirez,** he's looking strong down the stretch. The Top Five: **Dave Schwartz** (74.7), **Gay Clary** (74.6), **Rick Crosby** (56.7), **Randy Hise** (52.6), **Wayne Allen** (48.3), **Rene Ramirez** (45.8), & **Gary Robson** (45.8). Good Luck, Everyone!



TRAINING SCHEDULE

In March, **Grayson Schwepfinger** will visit the College of Family Housing for 2 days of training.

The subject: Features and Benefits.

Location: Homestar in Lancaster

Date: March 11 & 12

Times: 9:00 to 5:00

8 hours credit towards a Bachelor's or Master's degree will be awarded for (continued next page)

(continued) each day you attend.
25 Salespeople earned their Associate's degree by attending all four days of **Fred Townsend**'s and **Beth Goss**'s "Course 101" in February. Judging by what was heard through the grapevine, everyone attending benefitted a great deal from the program and look forward to it being taught again. For those of you who could only make it to a few of the courses, sign up next time for the days that you missed and you will still be able to earn your degree. For those of you who haven't seen them, the degrees are on display in the College of Family Housing Training Room (above the coffee).

It's important to keep in mind a few principals when signing up for training, especially now that we're dealing with a forty-five person seating capacity. Training is a reward that should be given to those who show the most potential for applying the principals that are taught. No one gains when someone is sent to training, against their will, because it is something they *have* to do.

Also, because not everyone can leave a location at one time, those who go to the training seminars should be expected to teach what they have learned once they return. This could be an excellent subject for a sales meeting. A person has a greater tendency to retain information if they know they will have to reiterate it later.

When you are headed out of town for training, make sure you make advance preparations in terms of lodging, transportation, etc. Once you have handled your rental car (or lined up a ride) and your hotel reservation (I recommend the Lancaster Holiday Inn), also make sure you are set up with sufficient spending money.

The last point that needs to be made concerns the roster signed by all students just before lunch at each training meeting. In order to get credit for the class, your name must be signed (legibly) on this sheet. Dwayne keeps track of hour accumulations and works only off of the roster. He can be reached at the home office at (713)333-5601 at extention 3057.

We are fortunate to offer training of this quality. No one else in Texas offers educators of this reputation and background so be sure to take advantage of it- you're missing the boat if you don't.

WHO'S HOT

THIS SPACE RESERVED FOR MURPHY LEBLANC

Gay Clary-Jacksonville
Once again, Gay has redefined what a top salesperson is capable of doing. In January, 5 homes, 4 of them new w/ an average payable of over $5,800. That gave her 43.7 President's Club Points for the month. Because of her consistently examplary performance, it is now not uncommon on other sales centers to hear top people being referred to as "Gay Clary-esque" or as having "that Gay Clary quality." New people are constantly being touted as "the next Gay Clary." Keep it going, Super Star!

Rene Ramirez-Instant Gulf
Rene took down 4 deals in January-3 of them new-all of this while maintaining his 18 rebounds/game average while playing in the Nationwide Bastketball League. Unbelievable!

Dave Schwartz-Instant Gulf
Dave, once again, was a strong producer. The stats for January: 3 new homes, 25.1 P.C.Points and 43% from 3 Point range.

Tav Blankenship-Mesquite
Tav nailed down 4 deals in January-all of them new singlewides! Keep it up, big stud!

Billy X. Alt-Mesquite
For the month-3 big, bad, brand new doublewides. Billy is doing what he has to in order to get on the Gold Level trip at the end of the year.

THE Entire MESQUITE Team!
In **Dave Davis**'s first month at the helm, Nationwide of Mesquite went overboard: $518,000 in sales and $50,000 brought to the bottom line. Keep it going, sales pros!

Tom Wilson-Lancaster
Tom returned to his regular form in January-3 new double wides and a repo for good measure. That was good for 25.8 President's Club Points! Unbelievable, Buddy!

Rick Crosby-The *Super*Center
Rick isn't in the column just because he sold three new homes in January. He's also here because he delivered the oldest piece of inventory in the company- a 1988 Oak Creek 963 (new!) which had been delivered two years ago and later retrieved when the deal would not fund. The home has since been dubbed "Dwayne's Beaumont Beauty" and we bid it good riddance. Nice job, Rick!

Wayne Allen-Tyler
The new General Manager of Longview left Tyler in style by selling 3.5 homes in January. We are all sure he will carry that success over to his new location.

Gary Robson-Fort Worth
Yes, he still works here and he's selling like a big dog! 6 explosive, unbelievably profitable deals in January put the G-Man back on the map in a big way. Grapevine: Gary has some major league carry over for March.....watch out!

Roger Jackson-Fort Worth
Month after Month, you will find his name right here. The reason: consistency in volume and margin! For more insight, read his book "How to be a Sales Stud Month after Month." His January: 4 deals, 3 of them new, $5,944 new home average payable.

Jerry Stewart-Denton
6 Deals in January w/ good insurance penetration. Wow! Talk about making an impression! Nice Month, Jerry. We look forward to seeing your name in this column more often!

PRESIDENT'S CLUB-THE BRONZE LEVEL

With 2/3 of the year over, the following people have achieved the elite bronze level of the President's Club:

Vivian Lowery	Tyler	149.1 pts.	**Jack Doss**	Channelview	123.1 pts.
Dennis Brinkhus	Denton	144.7 pts.	**Tav Blankenship**	Mes.	120.2 pts.
Billy X. Alt	Mesquite	141.9 pts.	**Doug Walsh**	Key-Athens	119.5 pts.
Christi Linley	Denton	136.9 pts.	**Al Cassidy**	Lancaster	112.2 pts.
Jack Williams	Jackson.	136.5 pts.	**John Raine**	Lancaster	110.9 pts.
Al Duran	Albuquerque	132.1 pts.	**Randy Taylor**	Tyler	110.0 pts.
Gary Robson	Ft. Worth	128.9 pts.	**Tom Wilson**	Lancaster	108.4 pts.
Yvonne Lujan	Albu.	128.5 pts.	**Wayne Whitehead**	288	102.1 pts.
Randy Wilson	South	127.6 pts.	**Beryl Hilburn**	Midland	101.0 pts.

"LET'S KICK SOME CASH" CONTEST WINNERS

Congratulations to the winners of the Cash Policy Contest! **Billy Q. Alt** (Nationwide of Mesquite) pulled away from the pack to cinch the top slot. Regional winners included **Roger Jackson** (Nationwide of Fort Worth), **Vivian Lowery** (Nationwide of East Texas) and **Dave Schwartz** (Instant Living-Houston). We know they couldn't have done it without the aid of their sales support: **Kim Stafford, Diana Yauger, Betty Haney and Cindy Garcia**!Thanks to all !!!!!

COMPETING WITH THE INDEPENDENT AGENT

by Laurie A. Lowery

Increasingly over the last few months, I have heard the phrase " we cannot compete with the local independent agent". Now if the local agent also happens to be your customer's brother-in-law, maybe you've got a case. Otherwise you may need to work just a little harder for those sales but I guarantee you have the means to compete.

In order to stay in the game, you must find out about the policy they are planning to purchase. Which Company? What coverages are included? Are they concerned only with the cost of the policy? Are they transferring coverage from one home to another? Find out what their priorities are and together we can determine how to best satisfy their need.

When we are competing with standard companies such as Allstate, Farmers, etc., it should be much easier to sell our product. Our companies are specialists in mobile home insurance. They provide comprehensive as opposed to named perils policies, which means any damage that is sudden, accidental or direct will be covered as opposed to just perils listed on the policy jacket. They also include agreed value and federal flood. Most often standard companies offer replacement cost which is not as beneficial to the consumer. And, flood endorsements can add as much as $100 to the policy premium.

I know that in many cases you will be competing with some of the companies that we market. In either case, let your customer know that you may be able to save them some money if they can tell you what coverages are included in their quote or current policy. I will try my best to provide a competitive quote. Give me the opportunity to provide you the means to make the sale.

THE PRESIDENT'S CLUB SILVER LEVEL

The Following Super Stars have achieved the elite SILVER LEVEL of the Presdident's Club

Gay Clary Jacksonville 196.0 pts.
Sandy Arkelin Tyler 178.5 pts.
Dave Schwartz Inst.-Gulf 178.1 pts.
Roger Jackson Ft Worth 171.1 pts.

COMPANY ANNIVERSARIES

MARCH

Mary Morton Home Office 18 yrs
Roberta Mikel Home Office 3 yrs
Vivian Lowery Tyler 3 yrs
Christi Linley Denton 2 yrs
Carrie Benson Denton 1 yr

Congratulations, Everyone!

MARCH BIRTHDAYS

Larry Speck Mesquite 4th
Billy Q. Alt Mesquite 4th
Richard Fenley Albu. 4th
Barb Carney Channelview 4th
Christine Gomez Mesquite 10th
Dave Schwartz Instant-Gulf 11th
Skip Crosby- ????????-15th
Ray McKinney-Fort Worth-23rd
Wanda Vallance-Granbury-24th
Mel Gallegos-Ins. Alb.-24th
Barbara Jaworski-H.O.-27th

MVP

Don't forget about the MVP program which was detailed in last month's newsletter. Its a great way to gain bonus President's Club Points at a time when everyone is jockeying for a place on the trip. Just fill out the form on the back of this newsletter to get your points. (No form needs to be filled out for "Singles"). Play Ball!

Whatever Happened to "Pursuit?"

In short, the project is in limbo. After months of data input, it was determined that certain improvements must be done before we could continue with the product. The programmers have been working on these changes (and reinputting data) for the last 2 1/2 months. In the meantime, Dwayne is working to get a Window's based, subsititute program on those locations which have already bought computers. The interim program being appraised appears to be quite powerful and should handle most of our short term sales-tracking needs (for little to no additional investment).

Letters to the Editor

Dear Editor,

I'm interested in our company's commitment to the preservation of our environment. What are we doing to save Mother Earth for future generations? Also, would you tell me why the first "Darren" on "Bewitched" left the show after the second season. He was always my favorite. That other guy was too nervous and geeky. Signed,

Bewitched in Burleson

Dear Concerned,

Great questions! I'll take them one at a time. First, on a home office level, we do what we can by recycling all of our typing and computer paper (this is even a small source of income!). By using a plain paper fax machine instead of the kind that uses non-recyclable thermal paper, we are able to recycle all received faxes (after we read them!). When possible, I avoid the use of a fax cover sheet when a simple sticker or note will do instead. Also, we recycle our laser and ink jet cartridges through programs supported by their manufacturer. I encourage each lot to adopt similar practices-they pay off after a while. I would like to say that the sale of used and reposessed houses is nothing more than a huge mobile home recycling project, but its not. Its strictly motivated by profit!

The first "Darren" suffered a back injury during his first season. His subsequent addiction to pain killers (and eratic behavior) forced him to leave the show.

MVP



FAX TO DWAYNE M. TEETER
(713)333-9040

In order for credit to be awarded, this form must be received by 10 days after the last calender day of the month in which the deal was booked.

Ex: February deals are due by March 10th

It is not necessary to use this form for "singles", Please include a signed copy of the MVG w/ fax.

Salesperson Name:_____ Customer Name:_____
Location:_____ Month in Which deal was booked:_____
Please Circle: Deal is a **Double** **Triple** **Home Run**

Salesperson Name:_____ Customer Name:_____
Location:_____ Month in Which deal was booked:_____
Please Circle: Deal is a **Double** **Triple** **Home Run**

Salesperson Name:_____ Customer Name:_____
Location:_____ Month in Which deal was booked:_____
Please Circle: Deal is a **Double** **Triple** **Home Run**

Salesperson Name:_____ Customer Name:_____
Location:_____ Month in Which deal was booked:_____
Please Circle: Deal is a **Double** **Triple** **Home Run**

Salesperson Name:_____ Customer Name:_____
Location:_____ Month in Which deal was booked:_____
Please Circle: Deal is a **Double** **Triple** **Home Run**

Nationwide/Key/Advantage
3rd Quarter Contest Standings

	SALESPERSON	SALES CENTER	DECEMBER	JANUARY	FEBRUARY	TOTAL
1	DAVE SCHWARTZ	INSTANT-GULF	49.6	25.1	0.0	74.7
2	GAY CLARY	JACKSONVILLE	30.9	43.7	0.0	74.6
3	RICK CROSBY	SOUTH	24.2	32.5	0.0	56.7
4	RANDY HISE	ALBUQUERQUE	52.6	0.0	0.0	52.6
5	WAYNE ALLEN	TYLER	21.9	26.4	0.0	48.3
6	RENE RAMIREZ	INSTANT-GULF	14.3	31.5	0.0	45.8
7	GARY ROBSON	FORT WORTH	0.0	41.3	0.0	41.3
8	TAV BLANKENSHIP	MESQUITE	9.3	29.8	0.0	39.1
9	VIVIAN LOWERY	TYLER	15.0	21.0	0.0	36.0
10	JERRY STEWART	DENTON	8.5	27.4	0.0	35.9
11	BILLY X. ALT	MESQUITE	12.1	23.6	0.0	35.7
12	CLAY CONRAD	TYLER	25.6	6.7	0.0	32.3
13	ROGER JACKSON	FORT WORTH	0.0	29.4	0.0	29.4
14	RANDY WILSON	SOUTH	20.4	9.0	0.0	29.4
15	ROBERT HUNT	MESQUITE	12.4	14.0	0.0	26.4
16	TOM WILSON	LANCASTER	0.0	25.8	0.0	25.8
17	J. DUBOSE	CHANNELVIEW	17.6	6.9	0.0	24.5
18	DUSTY KOLLMANSBERGI	MESQUITE	12.9	11.4	0.0	24.3
19	JACK WILLIAMS	JACKSONVILLE	6.8	16.7	0.0	23.5
20	WAYNE WHITEHEAD	SOUTH	0.0	22.9	0.0	22.9
21	AL DURAN	ALBUQUERQUE	-1.8	24.0	0.0	22.2
22	JIM RUDOLPH	KEY-ATHENS	13.7	8.2	0.0	21.9
23	DENNIS BRINKUS	DENTON	0.0	21.7	0.0	21.7
24	JANA YAUGER	FORT WORTH	8.6	12.5	0.0	21.1
25	SAM HERNANDEZ	FORT WORTH	9.8	11.1	0.0	20.9
26	BRETT KAYLOR	INSTANT LIVING	7.5	13.1	0.0	20.6
27	DAVE DAVIS	MESQUITE	8.4	12.1	0.0	20.5
28	WYLIE MCCLINTOCK	KEY GREENVILLE	0.0	19.7	0.0	19.7
29	ANTHONY KRAUSE	GRANBURY	18.6	0.9	0.0	19.5
30	SKIP CROSBY	SOUTH	0.0	19.2	0.0	19.2
31	MANDY TEEL	EASTEX	0.0	18.8	0.0	18.8
32	MIKE SMITH	KEY-ATHENS	11.3	7.0	0.0	18.3
33	CHRISTIE LINLEY	DENTON	0.0	18.1	0.0	18.1
34	TOM THREADGILL	INSTANT LIVING	9.9	7.7	0.0	17.6
35	MEL GALLEGOS	INSTANT LIVING	7.9	8.7	0.0	16.6
36	DON BLACKBURN	LANCASTER	8.0	8.2	0.0	16.2
37	JOHN RAINE	LANCASTER	8.7	7.5	0.0	16.2
38	AL CASSIDY	MESQUITE	6.0	9.6	0.0	15.6
39	DEWAYNE CLICK	MIDLAND	15.4	0.0	0.0	15.4
40	DORIS JONES	INSTANT-GULF	10.8	4.6	0.0	15.4
41	JACK DOSS	CHANNELVIEW	0.0	15.2	0.0	15.2
42	YVONNE LUJAN	ALBUQUERQUE	10.5	4.5	0.0	15.0
43	AARON WALTON	SOUTH	10.4	4.3	0.0	14.7
44	NOEL CASARES	EASTEX	14.5	0.0	0.0	14.5
45	RANDY TAYLOR	TYLER	5.6	8.8	0.0	14.4
46	ROY FELKER	CHANNELVIEW	0.0	13.8	0.0	13.8
47	MURPHY LEBLANC	INSTANT-GULF	5.3	8.5	0.0	13.8
48	WANDA VALLANCE	INSTANT LIVING	8.9	4.8	0.0	13.7
49	DOUG WALSH	KEY-ATHENS	10.6	2.5	0.0	13.1
50	ROD JONES	INSTANT LIVING	11.8	0.0	0.0	11.8
51	TRICE BATTLE	MESQUITE	0.0	11.6	0.0	11.6