

❖ The President's Club Monthly ❖

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

Editor: Dwayne M. Teeter

April 1993

NATIONWIDE GETS FORD TOUGH!

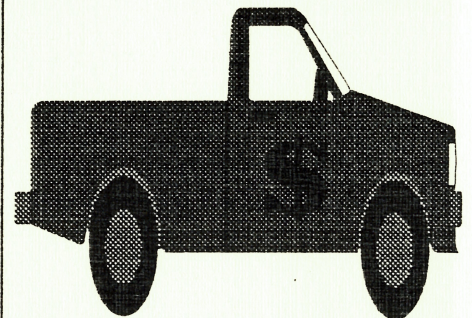
Company Becomes Only Retailer in the Country to have a Custom-Designed Program

In a landmark move, Nationwide has joined forces with Ford Consumer Finance to provide a promising and unique mobile home retail finance program. Important features include a 5% down payment program, an increased advance, credit approvals within 48 hours, and the ability to include three year's physical damage insurance and credit life in each sale. "This program should allow us not only to make additional sales but also to offer our full range of products to all customers," said Mobile America Housing Corporation Chairman, **Buck Teeter**. "In other words, its going to make everyone a whole lot of money!" One of the most exciting features of this program is Ford's aggressive new buying stance. "They will be buying a lot of deals that, despite being good deals, were not getting bought at other lenders," said Nationwide President **Chuck Carney, Jr.** "They're doing this because they realize we are one of the industry's big players and they want to establish a long term, mutually beneficial relationship. They want to grow with us." The new program even gives the dealer the option of slightly

increasing the interest rate and participating in the finance profit. Considering Nationwide originates the sale and does much work in getting it financed, this is a logical arrangement which will be more commonplace in the future. To make the program even more flexible, Ford also will allow for minor improvements, such as skirting and decks, to be financed along with the home.

Ford approves their customers with three different rates depending on their credit and employment histories. They have issued summaries on each division's criteria to all of the retailers.

In anticipation of the increased insurance business, Coastal insurance agency has hired an additional customer service representative to make sure all customers stay satisfied. As always, **Laurie Lowery** is on call and ready to give you a credit life or physical damage quote. "This program is sure to help many locations meet their insurance penetration goals," said Laurie. "Its the financing that we've been waiting on. People are going to once again see that big money can be made selling insurance."



**A Picture of a Ford Truck—
Something which has very
little to do with this article.**

Unfortunately, this new financing is not available to those of you in Oklahoma. Hopefully, Ford will make it available there soon. We'll keep you updated.

This program, along with C.I.T.'s aggressive new package (detailed on the next page) signals a new era of competitive lending in the Southwest Market. Now, we have a market that is fueled by the democratic tradition of competition. Aggressive lenders will continue to bring more inventive programs to our table and we will soon find that there will be a program to fit almost any one customer's needs.

Craig's Corner

by Craig Reynolds, C.F.O.
Mobile America Housing Corp.

Your company's "Mission Control", located in the shadows of the Johnson Space Center also houses a small group of very talented and dedicated professionals, in their own right. Their motto...a solution for every problem. All aspects of our day-to-day business operations become a top priority of the home office staff who, in many respects, are the "unsung heroes" in our fast-

track and rapidly expanding family of companies. In a typical month, they calculate, review, journalize, post and summarize more than 10,000 individual transactions. Paychecks, payments to our suppliers and contractors, personnel actions, sales and inventory control, cash management, federal state and local tax returns, regulatory



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

The subject: Matchmaker Interview
Location: Homestar in Lancaster

Date: May 18 & 19

Times: 9:00 to 5:00

8 hours credit towards a Bachelor's Master's degree will be awarded for each day's attendance.

continued next page

Craig's Corner Continued

compliance, financial statements and extensive management reports emanate from these 10 superstars who, collectively, represent 70 years of industry experience. Their talent, expertise, and "whatever it takes" attitude is called to the test every day in the successful support of our field operations. Please join me in special recognition and sincere thanks to **Barbara, Mary, Rita, Diane, Jackie, Michelle, Roberta, Kim, Sherry, and Missy** for a job consistently well done.

HOLY COW! WHAT HAPPENED TO MY PAYABLE?

With wood prices going through the roof and our home's pricing going up accordingly, a number of salespeople are finding themselves in difficult situations when it comes to pricing their houses. The numbers on the model value guides were calculated according to the prices at the time of the home's production. In some cases, the difference between the MVG's price and the cost of reordering that same house is thousands of dollars. Because it is important for us not to be the one's to absorb the price increases, please be careful how you use a guide. Explain to your customer that these guides are specific to the stock models and, in many cases, do not reflect the special order cost. In many cases, a customer's best value may come in the form of a stock model and its up to the salesman to explain it this way.

One way a location can approach this problem is through the use of a stamp which states "price increase as of -date-." This could be labeled on the guide, and if a customer questioned it, memos from the manufacturers detailing wood surcharge increases could be used as proof sources. In any event, it is important for each sales staff to get together at a meeting and go over which inventory is vulnerable to incorrect pricing and to determine how they best can approach their individual situations.

Remember, these increases must be passed along to the end consumer and cannot be absorbed by the company at this critical point in our history.

C.I.T. OFFERS GREAT NEW PROGRAM!

Low Interest Rates, Bonus Program Part of the Package!

C.I.T. has stepped forward with a new finance program designed especially for your high-end, big house, big invoice deals. Because there is no maximum finance amount, you will be able to set-up your high-quality customers, often the one's moving from a site built to a mobile, with a finance program that has terms which are competitive with anything else on the housing market. The interest rates offered vary depending on two different factors...down payment amount and land ownership. If a customer puts at least 15% down and is placing the home on land they own or are currently buying (a deed of trust is required), they are eligible for a 8.75% interest rate. If they put 10% down (the minimum) under these same circumstances, their rate will be 9.00%. If a customer would rather place his home in a park, their rate will be 9.00% with 15% down and 9.25% with 10% down. Though C.I.T. likes to buy paper for the larger houses, they have made it clear they will buy business for a variety of homes. Finance options may vary for lower invoiced homes.

C.I.T. will allow 3 years physical damage insurance and Credit Life to be financed with the deal. Needless to say, this is one of the biggest advantages of the new program and will result in much larger commissions for salesman who finance with C.I.T.

In recognition of C.I.T.'s commitment to Nationwide, Advantage, Instant Living, Key and all of their subsidiaries, a bonus program has been developed to award those who take advantage of all of the program's benefits. For all deals which include 3 year's physical damage insurance and are funded through C.I.T. by September 30, 1993, a \$100 bonus will be paid. If you include Credit Life with your 3 year's physical damage insurance, a \$200 bonus will be paid. These bonuses are over and above any commissions made for the sale of the home and insurance products. In the future, salespeople will be evaluated even more on the ability to make the secondary sale (insurance) and this is a profitable way to start a good habit.

HOMESTAR KEEPS ROCKING!

MVP LINE OF HOUSES AMONG LOWEST PRICED IN INDUSTRY

American Homestar, the single greatest thing to happen to the mobile home industry since the tire, continues to crank out quality products and to diversify its offering. Recently, they unveiled their new MVP line of 14 and 6 wide homes which are sure to set the market on fire. Retailing at \$21,995 and \$22,995 respectively, these new houses come loaded with a number of popular options which are included standard for this line only. "This is going to be a very hard house to keep on the lot," says Nationwide of North Texas President **Robby Golden**, "I think it will blow away the Fleetwood's down the street." Despite the increased volume that has resulted from this offering, **Brian Owens** assures his dealers that the quality that they have come to expect from a Homestar will surely continue. Brian also wanted to remind everyone that the Homestar Silver Oak Sizzle Package availability has been extended so please get your retail orders in soon. This package is an excellent value and has been retailing very well.

In other Homestar news, the first Lancaster doublewides begin rolling off-line in May with 28x56 and a 28x60 models being the first floor plans available. These are popular sizes available in a three and a four bedroom plan, respectively, and are sure to be found on many of your locations within the next month.

American Homestar of Burleson continues to move towards full certification. Its first home, a 28x60 3 bedroom/2 bath, rolls off line soon after this newsletter is published. Advanced word on this home is unbelievably positive so be sure to get hold of one soon for your location! It is also available in a stretched 28x64 version.

ALBUQUERQUE PUTS ON A SHOW

Nationwide of Albuquerque and their counterpart Instant Living recently took part in the New Mexico Manufactured Housing Association Portable Dream Spring Show. They brought with them a 16x80 Homestar, and 28x68 Redman Crestpoint from Chandler, Arizona and an 18x80 Oak Creek. Homestar's **Brian Owens** and Oak Creek's **Jerry Swadling** were there to help out for the event which featured live TV coverage of our company's products. "The show was a tremendous success," according to Nationwide of Albuquerque President **Mike Wallace**. "I owe a lot to Debbie Olsen for the great job she did decorating. Our new salesman, **John Fife**, also did a great job." Mike is a very humble guy and does not like to let on that the real reason for the show's success was his superior administrative skills. All in all, 5-6 deals were written during the show, including the stock Homestar which gets delivered this week.

ON THE THRESHOLD OF A "MODERN" ERA

by Laurie A. Lowery

Change is in the air around our office, and for good reason. Coastal Insurance Agency has chosen American Modern Home Insurance Group as our new primary physical damage insurance carrier.

American Modern Home has been providing mobile home insurance for over 54 years. They are rated A+ by A.M. Best, which reflects excellence in financial stability and claims efficiency. In addition to a Company that shares our desire to be the best, our organization will gain the industry insight and training expertise of **Floyd Carr** and **Tom Contreras**.

As soon as it is humanly possible, either myself, Floyd or Tom will be visiting all the dealerships to give product knowledge seminars and

distribute the new rating guides. A few of the locations will be switched over to American Bankers rather than American Modern Home due to their location. It is our goal to make these transitions by the end of May.

ARG+AME=GUARDIAN

A.R.G. has added another notch to its belt of benefits for its membership in the form of a special, higher commission, physical damage insurance product. The product is to be called the Guardian Mobile Home Insurance Program and is provided by Coastal Insurance Agency and American Modern Home Insurance Company.

The Guardian Program was developed specifically for the A.R.G. dealerships to use at the point of sale so the rate charts will be very easy to use. Also, we believe Coastal will have the capability to quote and process applications over the phone on American Mod's "E-Z APP" system, which will require very little time and decrease the margin of error. The introduction of the Guardian Program to our dealerships will correspond with the introduction of A.M.H. as our primary carrier.

Salespeople: Look for a new, exciting incentive program to be developed for this product in the coming month!

GRAPEVINE

BLANKENSHIP PROMOTED

Tav Blankenship has been promoted to Sales Manager of Nationwide of Mesquite. In his eleven months with the company, Tav has demonstrated exemplary selling skills and the kind of leadership ability it takes to hold this position. "Tav is a great asset to Mesquite," said General Manager **Dave Davis**, "and I know he will make a big difference in this capacity." Good luck, Tav!

BLUE RIBBON SALE

Nationwide of Mesquite is preparing for its 7th Annual Blue Ribbon Sale being held on May 7, 8 and 9. Mesquite General Manager **Dave Davis** expects another strong showing from his staff of professionals. They will be helped by the likes of Redman's **Charlie Lohin** and Vanderbilt's

David Tweel. The sale immediately follows an ARG Show during which all of Redman's new product for the coming year will be displayed.

WAYNE WHITEHEAD-OUR HERO

In his first full month as General Manager, **Wayne Whitehead** propelled his Eastex location back to profitability with 8 sales (five new, three used). Wayne attributes his success to his sales staff...**Mandy Teel, Bob Woznick, Bob Mackie, Terry Tanner and John Renaud**. Expect this group to be a consistent winner!

OKLAHOMA TAKES OFF

Nationwide of Mesquite President **Larry Speck** recently finalized the OKC Nationwide buyout. **Jim Stevenson** officially accepted the General Manager position and looks forward to being the company's new "top dog." **Joe "I Love Paperwork" Branscum** in Tulsa has gotten off to a fast start and expects to close six new home deals in his first month.

SOFTBALL GRUDGE MATCH

The annual Nationwide vs. Redman Softball game will be held on April 24th. Playing for the good guys will be **Jim Clark, Randy Taylor, Vivian Lowery, Clayton Conrad, Dwayne Teeter, Jim Taylor** and other Nationwide Jocks. Tempers are still hot after Redman switched to their infamous "4 Man Hitting Rotation" in the 7th inning of last year's game (which they won). If Nationwide wins, you'll be sure to read about it here next month.

Letters to the Editor



Dear Editor,

I wanted to start off by thanking you for your newsletter every month. The high quality cotton-bond stock you use makes for an extremely aerodynamic paper airplane. Anyway, my question is two fold. Firstly, I often have homes on my lot which do not have an accompanying model value guide. How can I rely on the system if its incomplete? Also, why do they call Hot Water Heaters by that name? I mean, if the water is already hot, why would you want to heat it?

Sincerely, Mystified in Metroplex
Dear Mystified,
It is ultimately the management's responsibility to make sure guides are ordered in a timely manner.

Letters to the Editor, Cont'd

However, any salesperson is free to contact me (Dwayne) directly at (713-333-5601 ext. 3057 if they need a guide. There should be no reason that a guide should not be on a lot within a few days of the house's arrival. Concerning the hot water heater, I really don't know what to tell you other than get a life.

MAY BIRTHDAYS

JoAnn Hoover	Huntsville	1st
Diane Miller	Huntsville	2nd
Dick Willingham	Midland	6th
Dawn Clark	Jacksonville	10th
Randy Hise	Albuquerque	12th
Sandy Carney	Home Office	12th
Buck Teeter	Everywhere	16th
Wayne Whitehead	Eastex	16th
Timothy Blakeman	Jacksonville	16th
Kim Stafford	Mesquite	21st
James Johnson	Clark Tyler	22nd
Mandy Teel	Eastex	24th
Roxie Martindale	Ft. Worth	25th
Sandy Arkelin	Tyler	26th
Tav Blankenship	Mesquite	26th
Kris Kaiser	Denton	26th

MAY ANNIVERSARIES

Mike Wallace	Albuquerque	6 yrs
Chuck Carney, Sr.	Channelview	5yrs
Lynda Steward	Channelview	5 yrs
Jack Doss	Channelview	2 years
Jack Maxey	Instant-Alb.	2 years
J. Summers Debose	Channel.	1 yr
Tom Threadgill	Inst. Albu.	1 year
Butch Newman	Instant Gulf	1 yr
Tav Blankenship	Mesquite	1 yr
Dennis Brinkhus	Denton	1 yr

WHO'S HOT

GAY "CONSISTENCY" CLARY-JACKSONVILLE

Did you expect anything less? Gay had another banner month in March...7 deals, four of them new, 44.4 President's Club Points. Gay has taken the lead in the race to be the company's number one salesperson for the year.

RANDY TAYLOR-TYLER

The Randy-Man nailed down five, count them, FIVE deals in March. His secret? A diet low in protein, fat and high in home runs. Randy's month was good for a whopping 40.2 President's Club Pionts. Holy Toledo!

SANDY ARKELIN - TYLER

Look up the word "profitable" in the dictionary and you will find a smiling picture of East Texas' sales pro Sandy Arkelin. Look for Sandy to finish strong in the race for the company's top year-end salesperson. She had seven deals in March for an incredible 40.2 points.

THE DENTON TEAM

The entire sales staff in Denton came together to have an excellent month...16 deals for \$68,644 in payable gross! Denton Sales Manager Dennis Brinkhus and Pres. Robby Golden continue to build a great team. Great job, everyone!

DUSTY KOLLMANSBERGER MESQUITE

Dusty came on strong in March and nailed down 5 deals...3 of them new! The woman with the longest last name in the company is sure to keep rocking! Congratulations, Dusty!

LOUIS MURRAY - INSTANT GULF

You know if you read it here, it must be the truth. Last month I said to expect great things from this stud. Well, in his first month he scored 31.6 President's Club Points with an impressive \$22,040 in payable gross.

DAVE SCHWARTZ - INSTANT GULF

A few things in life you can depend on...the sun setting in the west, bad coffee at the home office and Dave Schwartz being mentioned in this column. Dave took down four deals in March. Way to go, Davemeister.

DORIS JONES - INSTANT GULF

Doris exploded in March with a fantastic four new deals! That was good for 33.0 President's Club Points. Way to go, Doris!

GARY ROBSON - FORT WORTH

FIVE NEW HOMES IN MARCH. Hold on a second while I catch my breath. OK.....Gary says he's ready to reclaim his title of top dog, sales studmo, big bad mutha of the metroplex. His 38.0 President's Club Points in March will help him get there. Keep it going, Gary!

THE ENTIRE MIDLAND TEAM

Talk about eruptions! Talk about bigtime profitability! This crew got together and showed everyone that houses can be sold in West Texas...lots of them. 14 deals in March for \$60K in payable gross. Unbelievable! Unbelievable!

DEWAYNE CLICK - MIDLAND

Dewayne did so well, he deserved special mention. 7 deals in March!

TOM THREADGILL - INSTANT ALB.

Tom made things happen in March...5 new home sales with an average payable gross of over 5k!

PRESIDENT'S CLUB STANDINGS

Race Heats Up in Sprint for Year End Cruise!

GOLD LEVEL

1. Gay Clary	Jacksonville	274.4
2. Sandy Arkelin	Tyler	254.0
3. Dave Schwartz	Instant Gulf	251.1

SILVER LEVEL

4. Gary Robson	Ft. Worth	186.9
5. Dennis Brinkhus	Denton	185.9
6. Jack Williams	Jacksonville	182.0
7. Tom Wilson	Lancaster	180.0
8. Roger Jackson	Ft. Worth	177.9
9. Billy V. Alt	Mesquite	171.7
10. Christi Linley	Denton	168.9
11. John Raine	Lancaster	165.5
12. Randy Wilson	South	160.0

13. Dewayne Click	Midland	160.0
14. Randy Taylor	Tyler	159.0
15. Jack Doss	Channelview	157.9
16. Vivian Lowery	Tyler	154.1
17. Doug Walsh	Key-Athens	151.6

BRONZE LEVEL

18. Yvonne Lujan	Albuquer.	146.5
19. Al Duran	Albuquerque	140.8
20. Randy Hise	Albuquerque	139.5
21. Beryl Hilburn	Midland	130.7
22. Tav Blankenship	Mesquite	129.2
23. Tom Threadgill	Inst. Alb.	128.8
24. Dusty Kollman	Mesquite	127.0
25. Rene Ramirez	Instant Gulf	126.0

26. Doris Jones	Instant Gulf	114.9
27. Wayne Whitehead	Eastex	111.8
28. Skip Crosby	?????????	108.6
29. Clayton Conrad	Tyler	107.1
30. Trice Battle	Mesquite	102.7
31. Rick Mendez	Inst. Alb.	100.3

IN THE RUNNING....

32. James Lee, III	Superctr	99.5
33. Rick Crosby	Supercenter	98.8
34. Mike Smith	Key-Athens	91.5
35. Walt Goswick	Midland	89.9
36. Wayne Allen	Tyler	86.2
37. John Sherrill	Fort Worth	85.2
38. Mandy Teel	Eastex	81.3

