

❖ The President's Club Monthly ❖

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

Editor: Dwayne M. Teeter

May, 1993

NATIONWIDE HEADS FOR CORPUS CHRISTI!

Start waxing your surfboards....Nationwide is headed for the beach! The Corpus Christi location will be opening in the middle of June with none other than industry veteran **Rene Nino** at the helm. Many of you remember Rene from his years with Mobile America's Alameda location and later with Advantage of San Antonio. "Rene's a proven winner who will be a great complement to our team," said Nationwide Housing Systems President **Chuck Carney, Jr.**, "and I'm looking forward to great things out of the Corpus area."

Located on IH-37 at Sun Tide road, the location was once the site of one of A-1's largest and most successful dealerships. Its a proven location in an improved economy. When asked if the choice of site had anything to do with its close proximity to a greyhound track, Chuck, Jr. replied with a flat "no comment." Hmmm.

The location will stock homes by American Homestar, Redman of Athens, Oak Creek and both Patriot plants. The first salesman on board is **Jack Teeter**, a longtime Corpus resident and all-round great guy. Be sure to welcome him and Rene to the team when you see them at the next seminar!

COLLEGE OF FAMILY HOUSING JUNE TRAINING



Prof. **Fred Townsend** will be returning to the College of Family Housing on June 8, 9, 10 & 11 to present his four day Basic Training Course 101. Topics will include "time management", "telemarketing" among others. The current schedule also has **Buck Teeter** speaking to the class about company direction on one of the days. Attendance is guaranteed to make you more knowledgeable, increase your income and raise your bowling average at least 20 pins.

On June 17 and 18, everyone's hero, **Grayson Schwepfinger**, will be presenting his seminar, "Features, Benefits, Buying Signals and Trial Closes." This class counts as 16 hours towards your Bachelor's or Master's degrees. Seating is limited so be sure to sign up early!

Many of you have already earned either an Associate's or a Bachelor's degree. If you have not received one and you feel you should have, double check the requirements and then notify your manager. He'll get it handled.

BURLESON HOMESTAR UNVEILED-INDUSTRY KNOCKED ON ITS BUTT!

"Its the nicest mobile home I have ever seen," said Advantage of Channelview President **Chuck Carney, Sr.** This means quite a lot coming from someone who has been in the business for 33 years. After receiving the very first American Homestar Meridian doublewide, Chuck scrutinized the house from the frame to the roof and had good things to say about it. "The workmanship on the home was great. I have never worked with better "tape and texture" or carpet people than those that were sent from the factory. I swear, when they were done, the house did not look like a mobile home."

The Meridian is unique to the industry because of the very point Chuck brought up: the home looks like a residence. This look is achieved through completely taped and textured interior walls, unique exterior elevations, premium standard carpeting, flush textured marriage line, and residential style oak cabinetry. Despite all of the standards, a Meridian will cost a dealer no more than a comparably spec'd Oak Creek.

Only Nationwide locations will be receiving the initial group of Homestar's out of Burleson. This unique home will provide an edge over the competition which will enable us to sell more homes at higher margins. For more info, call Homestar rep. **Randy McCarver** at (817)295-8108 (not to be confused with **Rick Carver**).

MESQUITE SHOW A BIG SUCCESS! REDMAN UNVEILS 1994 PRODUCT

Nationwide in Mesquite and Lancaster held their annual "Blue Ribbon Sale" on May 7,8 & 9. Despite the usual weather conditions (it rains every year!), the locations combined to write over 30 deals. At Mesquite, **Billy X. Alt** and **Dusty Kollmansberger** were the two sales pros who took down the most business while Lancaster's **John Raine** and **Tom Wilson** were the local heroes down South. It is estimated that 20-24 May or June deliveries will result from the sale.

In the two days before the "Blue Ribbon Sale," Redman of Athens held their annual show in Mesquite and Lancaster. There they displayed the new 1994 Eaton Park line which features exciting new standards, such as California-style architectural exteriors and vinyl thermopane windows. New options available for the line include genuine oak cabinetry, inexpensive vinyl siding, and an exciting new prismatic entry. All homes which were previously part of all "Non-Limited" lines are now considered Eaton Park's. Judging by their new line of houses, Redman is ready to compete.

WHO'S HOT

DUSTY KOLLMANSBERGER

MESQUITE - Dusty exploded in April! The aftermath...3.5 new singles, 1 new double and 39.0 President's Club Points. "Dusty has put in the work and the time and has developed into one of our most professional and successful salespeople," says Mesquite G.M. **Dave Davis**, "and I think she'll continue selling like this."

JACK DOSS-CHANNEL.

The master has arisen! 4 deals in April and an average new home payable gross of \$5,017 has poised Jack for the Gold Level of the President's Club once again! Way to go, Jack.

THE ENTIRE LANCASTER SALES TEAM! UNBELIEVABLE!

In what has become a regular occurrence, the Lancaster Nationwide location put together a barnburning month in April. The studs from the metroplex, led by **Don "the roller coaster's parked" Simonson**, sold 11 new for \$64,060 in payable gross and are looking for an even better May. With a staff that includes the likes of **Tom Wilson, John Raine, Ted Feigle, Scott Votaw, Don Brogden** and **Don Blackburn**, how can they miss? Watch out, Metroplex!!!!

GARY ROBSON - FORT WORTH

This man is hotter than hot! **FOUR MORE NEW DOUBLES IN APRIL!!!** Gary has recently added consistency to his list of sales virtues. Also, he was recently spotted at a local mall buying suntan lotion, a new speedo swimsuit and a number of Hawaiian shirts. Where do you think he's going?

YVONNE LUJAN-ALBUQUERQUE

What an incredible month! 6 deals, 5 of them new! Yvonne is laying claim to her place on the ship this August by selling like a woman possessed. Yvonne was on the cruise last year and

knows that a great time will be had. Good luck, Yvonne and keep selling!

RANDY TAPPEN - ALBUQUERQUE

This man is proving to be just what **Mike Wallace** said he would be... a superstar! In his first full month, Randy nailed down 4 deals (3 of them new) for 26.9 President's Club Points. Watch for this guy to be near the top next year!

TOM THREADGILL - INSTANT LIVING ALBUQUERQUE

Tom put together an unbelievable month in April...5 new homes, 2 used homes, \$38,073 in payable gross and 57.7 President's Club Points. This puts Tom in position to win the Fourth Quarter Sales Contest. The secret to his recent successes: "I've learned how to ask for the money," says Tom. Keep asking, big stud!

LOUIS MURRAY - INSTANT LIVING

Louis continues to astonish...4 deals in April, 3 of them new. He was top dog on a staff that includes such pros as **Dave Schwartz, Doris Jones** and **Rene Ramirez!** Very impressive!

RICK CROSBY- SUPERCTR

4 deals in April.... another banner month for the turnaround king! How has he sold 17 homes in the last 5 months? "Listening to Schwep tapes and practicing what he preaches," said Rick Keep it going, Sales Pro!

VIVIAN LOWERY - TYLER

4 new homes in April! Vivian has broken into a full sprint in the race for the cruise. Attn competition: get out of her way!

CLAYTON CONRAD - TYLER

3 new homes for \$17,216 in Payable Gross in April....Unbelievable! His performance was good for an

impressive 31.0 President's Club points.

GAY "CONSISTENCY" CLARY - JACKSONVILLE

Gay continues to do it all, month after month after month after month. On top of selling 5 homes in April for \$25,975 in Payable Gross, Gay was also recently asked by President Clinton to help design his new economic plan. "Gay has proven she can single-handedly stimulate an economy," said Bill, "and we need her to do for the country what she has done for East Texas." Congratulations, Gay!

DAVID MCMICHAEL - JACKSONVILLE

David had another strong month in April...3 new for \$18,631 in Payable Gross. His average of \$6,210 profit per deal made for some sizable paychecks, too. Keep it going, Dave.

BERYL HILBURN - MIDLAND

"Boomer" took down three new homes in April. He has played a large part in the turnaround of this location and is making a play for the company cruise in August.

VINCE CIPOLLONE - THE SUPERCENTER

Vince had three new home sales in April and is working on a fantastic May. Make it happen, Vince!

RICK MENDEZ - INSTANT LIVING, ALBUQ.

Rick's three new home deals in April were good for an average payable gross of almost 6K and helped him nail down 29.6 President's Club Points. Way to go, Rick!

SANDY CHASTEEN-KEY GREENVILLE

4 Deals, 3 of them new! \$20,386 in P.G. Unbelievable!

FRED GUILLEN- KEY ATHENS

3 New Doublewides in April! Fred's out to make a difference!

JUNE BIRTHDAY'S

Diana Yauger Ft. Worth 3rd
Robert Woznick Eastex Fwy. 6th
Al Duran Albuquerque 8th
Diana Swainston Alb. Instant 9th
Eugene Dudek Tyler 10th
Tom Wilson Lancaster 13th
Tammy L. Green Denton 15th
Clayton Conrad Tyler 16th
"Boomer" Hilburn Midland 21st
Paul Newhouse Tulsa 25th
Rick Mendez Alb. Instant 25th
Joe Branscum Tulsa 26th
Vince Cipollone SuperCenter 27th
Bob Uzell Jacksonville 28th
Howard Odom Denton 29th

JUNE ANNIVERSARIES

Bill Cobb Albuquerque 6 Years
Ray McKinney Fort Worth 4 Years
Randy Wilson SuperCenter 3 Years
John Sherrill Fort Worth 2 Years
Don Blackburn Lancaster 1 Year
Karen Daniels Albuquerque 1 Year
Chuck Ladd Key/Roadmasters 1 yr.
Doris Jones Instant Gulf 1 Year
Rene Ramirez Instant Gulf 1 Year
Linda Gregory SuperCenter 1 Year

HELP!

by Laurie Lowery

Given the current changes in insurance companies and programs, we have anticipated a little confusion and a lot of questions! We want to make this transition to American Modern Home as simple and painless as possible. So, if you do find yourself frustrated or in need of a competitive quote, the following is a directory of Coastal personnel and how they can help you.

Your first contact for quotes or questions should be Laurie Lowery. As the Dealer Marketing Rep., I am responsible for servicing all your needs. If for whatever reason I am not available, everyone at Coastal is available to you. **Laura Wilson** is our "Agent" and President. She is primarily responsible for overseeing all functions of the agency and recruiting new sub-agents. **Charla Ferguson** is the Customer Service Manager. Charla has the task of insuring that our service is excellent, our renewals are high and that we continue to bring in new business. She also coordinates the efforts of our customer service department and (continued on next page)

GRAPEVINE!

Ford Program Takes Off

Nationwide's new, exclusive Ford Program is still the talk of the company. So far, Ford has bought the business with the flexibility they promised which has played no small part in business taking its recent upturn. Insurance sales jumped again in April, also due in part to Ford's presence. If you want to make more money on each of your sales, keep sending your deals to Ford...they mean business.

Costs Continue to Climb

Due to the skyrocketing costs of wood products, Redman has increased the price of their detachable hitches by 38%.

Rookie of the Year

To tell you the truth, this company has never had a "Rookie of the Year" award. Just the same, I said to myself the other day, "Self, if you had to pick the one person hired in this fiscal year who has made the most difference to their lot, who would it be? Not an easy question. **Gay Clary** would be my pick, but she was hired at the end of last year. You could make convincing arguments for Midland's **Dewayne Click** or the SuperCenter's **Rick Crosby**, but in the end I had to go with Instant's **Dave Schwartz**. Dave came from the North and, like a carpetbagger after the civil war, proceeded to profit from every Southerner he could meet. Congratulations, Dave, you have won the President's Club Monthly's first annual Rookie of the Year Award. As a result, you have also won a free subscription to this newsletter.

NEW FINANCING

Security Pacific announced a new 8.50% variable rate financing program, available immediately. A customer has the option of locking in the rate for a minimal charge. Call Se-Pac for details.

WHITEHEAD FOUND

Our thanks to the security guard at the Arlington hotel who found our missing manager, **Wayne Whitehead**, on the night of May 5. We were worried about Wayne and we are glad he is OK.

SHE SELLS DOUBLES, TOO

Watch out for Instant Gulf's **Doris Jones** in May. She sold 2 Southern Energy Triplewides with payable grosses of \$11,000 each.

UNBELIEVABLE, DORIS!

PAY PROGRAM REMINDER

If you are a salesperson who has been on the standard pay program and has sold enough homes to be eligible for the senior program, please do the following. Fill out a Senior Program form, sign it and list the 6 deals which you sold to qualify for the program. Please do this ASAP!

Homestar Gets Good Press

An article recently appeared in the Fort Worth Star Telegram announcing the new plant in Burleson. It was a very positive piece which described the new venture and the homes which would result from it. Today, the "Telegram", tomorrow, the "Wall Street Journal."

It Can Be Done....

Congratulations to East Texas' **Clayton Conrad**. He sold a five-year, \$3,234 physical damage CASH policy last month. Unbelievable!

QUOTE OF THE MONTH

"It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself."- Emerson

LETTERS TO THE EDITOR



Dear Editor,
Firstly, I'd like to compliment your newsletter. Normally, one would have to be in a supermarket check out line to read writing of this quality. Anyway, I have two questions. Firstly, what do I do when I have an inaccurate model value guide? Also, don't you find it oddly tragic that Lou Gehrig died of Lou Gehrig's disease? I mean, he wouldn't have to have been a rocket scientist to see that ailment coming. Your thoughts, please.

Hazed in the Heartland
Dear Hazed,
Like rust stained drops dripping from a leaking pipe, pearls of formaldehyde tainted wisdom, such as your letter, keep slithering into my mailbox month after month. The answer to your first question is easy: make a copy of your guide, circle the mistake and fax it to me (Dwayne) immediately. A corrected guide will be mailed out ASAP. Regarding the baseball legend, Lou Gehrig, there is nothing I could possibly say that would probably make sense to you. Get some help, buddy.

HELP CONTINUED

administrative support. **Rebecca McKeand** is the friendly voice you will hear if you call into our 1-800 number and who will further direct your call. **Lisa McKinney** and **Karen Centers**, our Customer Service Representatives, handle all incoming customer service calls, quotes and the processing of all policies. These two ladies split the service calls by alphabet (Karen: A-L, Lisa: M-Z) so please don't hesitate to give their names to your customers.

Thanks to our relationship with you, the dealers, and our own marketing efforts, our agency has over 8000 customers. You can bet we will do whatever we can to assist you. Please don't hesitate to call Laurie, Laura, Charla, Lisa or Karen the next time you need HELP!

4th Quarter Contest... THE HEAT IS ON!!!

Tom Threadgill, of Albuquerque's Instant Living location, put together his second great month of the quarter in April. If Tom's May is this strong, he may find himself tanning on the company cruise in August. His combined 99.6 President's Club points gives him a small lead over Jacksonville's **Gay "Consistency" Clary**, who has 90.3 points. Always in the hunt, Instant-Gulf's **Dave Schwartz** is in third place with 83.0 points. Fort Worth's superstar **Gary Robson** is in fourth place with 66.8 points while Instant-Gulf's **Louis Murray** rounds out the top five with an impressive 63.3 points.

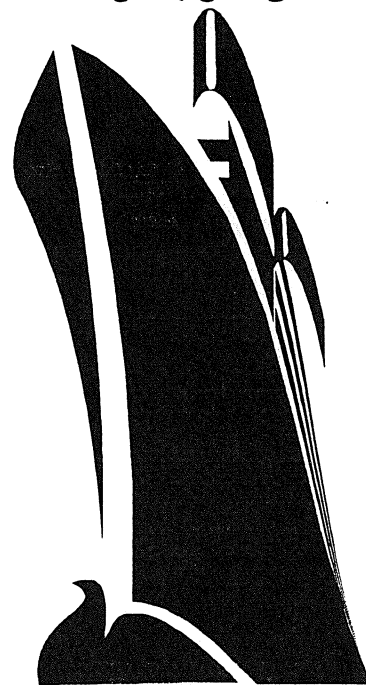
Word on the street has it that two of the sales pros at the top are not having a particularly good May. This leaves the door wide open for others in the hunt. Mesquite's **Dusty Kollmansberger**, Midland's **Dewayne Click**, Lancaster's **John Raine**, Albuquerque's **Yvonne Lujan**, and Tyler's **Clayton Conrad** are other's in the top ten who are poised to take the big money.

The prize money is awarded as follows: 1st...\$2,000, 2nd...\$1,500, 3rd...1,000, 4th...750, 5th...500. Results should be final my June 20. Remember, no gambling please.

THE RACE FOR THE CRUISE!!!

Its An All-Out War!!!!!!!!!!!!!!!

- 1) **Gay Clary** Jacksonville 315.3
- 2) **Dave Schwartz** Instant-Gulf 280.1
- 3) **Sandy Arkelin** Tyler 265.8
- 4) **Gary Robson** Fort Worth 215.7
- 5) **Tom Wilson** Lancaster 202.5
- 6) **Roger Jackson** Fort Worth 200.7
- 7) **Jack Williams** Jacksonville 194.1
- 8) **John Raine** Lancaster 190.3
- 9) **Christi Linley** Denton 188.5
- 10) **Jack Doss** Channellview 188.1
- 11) **Billy X. Alt** Mesquite 187.1
- 12) **Vivian Lowery** Tyler 186.9
- 13) **Tom Threadgill** Instant-Alb. 186.5
- 14) **Dennis Brinkhus** Denton 185.9
- 15) **Yvonne Lujan** Albuquerque 181.0
- 16) **Randy Wilson** SuperCenter 180.7
- 17) **Randy Taylor** Tyler 176.0
- 18) **Dewayne Click** Midland 175.0
- 19) **Dusty Kollman.** Mesquite 166.0
- 20) **Beryl Hilburn** Midland 157.4



MVP

Your Key to the Trip

In case in of you have forgotten, the MVP program is in effect until the end of May and may prove to be the difference for someone who needs those extra P.C. points. Here's how it works...maximize your deal in terms of price and insurance and cash in on extra points as a result.

Grand Slam...12 Bonus Pts

- 1) American Homestar sold at MVG price
- 2) Customer is sold stock model.
- 3) Deal includes 3 years P.D. insurance.
- 4) Deal includes any form or credit life

Home Run...10 Bonus Points

Same as grand slam, except any new stock home may be sold.

Triple.....7 Bonus Points

- 1) Deal Sold at MVG price
- 2) Customer is sold any new home stock model.
- 3) Deal includes three years of Physical Damage insurance or any form of life insurance product.

Double....2 Bonus Points

- 1) Deal Sold at MVG price
- 2) Deal includes 3 years of P.D. Insurance or any form of life insurance product.

Single...1 Bonus Point



Customer is sold any model built by American Homestar. Please fill out the form faxed to all locations last week. Have completed form to home office by June 10 to be eligible.

