

JULY, 1993

The President's Club Monthly

THE MONTHLY NEWSLETTER FOR NATIONWIDE, ADVANTAGE, KEY AND INSTANT LIVING

A Message from the Chairman, Buck Teeter

FY 1993 Highlights:

**Total Revenues
Up 72% over last
year**

**Pre-Tax Earnings
Up 86% over last
year**

**Total Unit Deliveries
Up 32% over last
year**

**New Unit Deliveries
Up 71% over last
year**

To Our Employees,

The Company's 22nd Business Year (Fiscal Year 1993) ended on May 31, 1993. We thought you might be interested in the following information about the results of the year just ended and a preview of what's ahead.

The Year in Review

Fiscal year '93 was a year of significant growth in both size and diversity. We more than doubled the size of our total retail network, adding 21 ARG I (independent, associated dealer) locations and 8 "company" locations. While many of these were added late in the year and made little or no positive contribution to our FY 93 results, they were fully operational at year-end. In addition, 2 more "company" locations are being added. These will be opened during the first quarter of FY '94.

Stepping Forward

The company took a major step toward vertical integration through its partnership with Oak Creek in the American Homestar (2-plant) manufacturing venture which began operations at its first plant in December '92. The second plant started production in May. Homestar was in "start-up" throughout its first (partial) year and should make major positive contributions to our FY '94 results, beginning in the second quarter. Even with our own manufacturing operations, we continued to represent several quality product lines produced by non-affiliated manufacturers like Redman and Patriot. These lines, and others, will remain an important part of our retail product offerings in the future. We were also honored by Redman during the year with formal recognition of having purchased over \$110 million in Redman products since our inception in 1971, making us their all-time largest single customer.

New Endeavors

Early in the year, we formed a transportation

subsidiary - Roadmasters Transport Company - to assure us access to increasingly limited transportation capacity. Roadmasters has full ICC/RCC authority, and operates through independent owner-operators who "lease-in" to the company. In its first year, Roadmasters has become the largest single transporter of manufactured housing in the region. Associated Retailers Group (ARG I) also experienced significant growth in FY 93, ending the year with 56 member retail locations, including 33 independent (non-affiliated) dealerships. In exchange for purchasing MAHC products, our independent dealer members benefit by participating in our formal training program, special financing (continued on the next page)

Inside

WHO'S HOT	4
Brian Owens	2
Financing Tips	5
Grapevine	6
Editor Q & A	3

President's Club Monthly

COMPANY BIRTHDAYS AUGUST, 1993

Tim Branscum
August 2nd
Marvin Vallance
August 4th
Dewayne Click
August 7th
Bobby Kennedy
August 9th
John D. Fife
August 10th
Boyd Overturf
August 11th
Mitchell Smith
August 14th
Richard Ladiski
August 15th
Betty Haney
August 17th
Francisco Caro
August 18th
Allen Boyd
August 20th
Linda Steward
August 21st
Errol Mendez
August 23rd
Jack Maxey
August 24th
Carrie Sheppard
August 28th
Connie Yell
August 29th

Buck Teeter, Cont'd.

arrangements and through our volume purchasing power. We plan for ARG1 to build on it's established base as the foundation for a formal franchise program which should be completed and available this year.

In more general terms, we forged and solidified several important relationships with our manufacturing, lending and insurance "partners." Among the most significant of these was a major new insurance relationship with American Modern Home Group and several new or expanded lending programs through Ford, Bombardier, ITT and CIT. We, of course, continue to place substantial business through our older, more established relationships with Greentree, Security Pacific and Crespoint/Transamerica, as well.

In summary, FY '93 produced a positive combination of increased business activity, better results and new dimensions in the company's operations as well as in it's relationships with suppliers, lenders, and insurers.

On the Horizon...

From the expanded base of operations established in FY '93, we view '94 as a year of significant potential. We expect continued increases in sales activity, margins, and profitability as we benefit from growing economies of scale and from vertical integration.

We plan to further diversify and to posture the company for access to the public equity capital markets.

We have already made substantial progress towards our goal of being the leading manufactured housing company in this region and we will continue to focus our attentions in that direction. Emphasis will remain on the quality of our products, sales activities, business relationships, and results rather than on the size of the company or the quantity of business it generates. We continue to believe that superior quality is a key determinant to our long-term success.

In closing, we want to thank you for your continued hard work in making the Company everything it can be!
Sincerely,

Buck Teeter,
Chairman, CEO

Brian Owens

Homestar Update

American Homestar of Lancaster would like to take this opportunity to update you on our new and exciting product enhancements, the status of our production and introduce you all to our new personnel.

We are proud to introduce three new members to the A.H.L. staff: **Larry O'Neal, Steve Newell and John Wilkenson.** Larry has come to us from Skyline's Plant in Elkhart Indiana and will be our new Plant Manager. With

34 years of experience, we know Larry is the man for the job. John is our new District Sales Manager and will handle Homestar's Western territory. John's extensive industry experience will be a tremendous asset to our organization. Steve Newell has been named Service Manager for the plant and promises to carry out our commitment of providing the very best possible service. We are proud to have these fine professionals on our team.

Business is Booming!

The summer months are upon us and our backlog is getting larger. We are currently producing 3 floors per day and are taking steps to increase production so that you can receive your homes on a timely basis. We appreciate your patience and loyalty during this growth period.

Product Advancements

Our Lancaster staff is constantly striving to give you the most value-packed home for the money. We have recently added several new standard features, exciting options and unique floor plans to our product line:

NEW STD FEATURES

Deluxe Kitchen Dividers
Center Shelves in Overhead
and Base Cabinets
Plumb & Wire for
Washer and Dryer
30 Gal. Electric Hot Wtr Htr
Window in Front & Rear
Exterior Doors
(continued on next page)

President's Club Monthly

QUOTES OF THE MONTH

"When two men in a business always agree, one of them is unnecessary."

Chuck Carney, Jr.
Nationwide President

"You've got that right."

The Editor

"You will become as small as your controlling desire; as great as your dominant aspiration."

James Allen
(did a lot of hard time)

"Genius is the ability to reduce the complicated to the simple."

C.W. Ceran
I think he invented Ceran
Wrap

"Things may come to those who wait, but only the things left by those who hustle."

Abraham Lincoln
former Illinois Lawyer

SOURCE:
Motivation Quotes

BRIAN OWENS CONTINUED

Upgraded Metal Treatment
w/ Wainscot

NEW OPTIONS AVAILABLE

Wood Grid Mirrors w/ Chair
Rail & Wainscot
(Feature Wall)

Deluxe Metal Exterior-
Columns/ Carriage Lights
Fireplaces-Wood or Stone
(for Doublewides only)

Blown Ceilings
Upgraded Cove Molding
Upgraded Door Casings
Designer Package
(singles & doubles)
Master Bedroom Wainscot

The new Model 684 island kitchen 16x80 is in engineering and will soon be available. We will be sending out information as soon as it is available.

All of us at American Homestar would like to thank you for your support. We look forward to the future. If any of us can be of any assistance, please call.

Laurie Lowery

AMH Training: Not Just about Insurance

For those of you who attended the recent American Modern Home sponsored training session, "Converting a Prospect to a Contract," it was probably a surprise that the subject matter dealt very little with insurance. The session evolved into a forum during

which everyone got involved in discussing how they have gotten deals bought. The subject matter was discussed in great detail and much input was elicited from those who attended. In the future, our company plans to utilize the talent and experience of the American Modern Home Training Team as much as possible. To this end, **Floyd Carr** has been asked to be a part of the focus group that plans and coordinates the training at the College of Family Housing.

In addition to Floyd's presence, we hope to add a periodic visit from **Dennis Gassaway**, American Modern Home's V.P. of Marketing. Dennis has developed all of the American Modern Home training courses and materials, some of which you have already been exposed to. The courses range in subject matter from "Ethics and Legal Considerations" to "Consumer Behavior" to "Follow-ups, Referrals, and Service after the Sale." With over 30 topics to choose from and the added sources of information and inspiration, you can bet these classes are opportunities too good to pass up.

These seminars are the perfect compliment to our existing training. While Fred Townsend specializes in broad training subjects that can be applied to any part of your life, and Schwep focuses strictly on the sale of the customer, these sessions go into great depth discussing the other, equally important dimensions of your job. Remember, you work for the only Mobile Home company that offers this much training (on average, 1 out of every 10 days), so take advantage of it!

EDITOR

Q&A

Dwayne M. Teeter
is the Editor of the
President's Club Monthly
and is Special Projects
Manager for Nationwide
Housing Systems, Inc.
His favorite Television
show is "Ren & Stimpy,"
he enjoys eating food
rich in fiber and nutrients
and referring to himself
in the third person when
writing.

Dear Editor,
I would like to start out by saying a few nice things about your newsletter. Unfortunately, right now I can't think of any. Just the same, could you please tell me why wood product surcharges have not fallen, despite the recent decreases in wood prices.
Signed, Surly in South Texas

Dear Loyal Reader,
Firstly, I would like to point out that Oak Creek has decreased their surcharges and have promised to lower them even further when the situation warrants. However, the other manufacturers have not followed suit. Why? I suppose there are two reasons. Firstly, manufacturers buy their materials many weeks in advance in anticipation of their production needs. Thus, decreases in supply costs do not effect pricing for some time. The second reason has to do with an economic term called price inelasticity, which means essentially that prices go up a lot easier than they come down. I suppose this is best explained by analogy: when someone gets fat over time and doesn't buy new underwear, it stretches with his waistline. When the person loses weight, though, the underwear has a tendency to stay in the enlarged, bloated state. Mobile home prices are the same way.

President's Club Monthly

WHO'S HOT

THE NUMBER ONE LOCATION FOR FISCAL YEAR 1993: NATIONWIDE OF MESQUITE

President Larry Speck handed over the reigns to Mr. Dave Davis in January, and between the two of them, they masterminded a business year to be remembered. The final tally: 149 homes sold (121 of them new!), \$600K in Payable Gross, 3 salespeople who finished in the top 20. "This year couldn't have happened this way without the commitment of our staff, and without the help of our Office Manager, Kim Stafford," said Dave, "She's the best in the business." Expect continued greatness from this team!

B.J. Hunter - Longview

B.J. started the year off right by exploding for 4 new homes in June. His production was good for 80% of Longviews total sales activity.

Clayton Conrad - Tyler

4 New Doubles in June and 34.0 President's Club Points! Holy Cow! Clayton has good positioning for the First Quarter Sales Contest.

Sandy Arkelin - Tyler

Did you ever doubt that her name would be here? Sandy, the ultimate sales superstar, knocked down 5 units in June and word has it that her carry over looks great for July. By leaving the country from August 1 through 8, Sandy is just trying to give everybody else a chance to catch up.

The Dynamic Huntsville Duo of Joann Hoover and Diane Miller

Watch out, Tyler! Your neighbors to the South are starting to put together some pretty impressive numbers of their own. Joann and Diane combined in June for over 31K in payable gross and had an average profit of over \$5,500 per home. Keep it going, ladies!

Brett Austin - Oklahoma City

Brett nailed down \$16,767 in

payable gross and \$3,016 in physical damage insurance. This is the beginning of great things for Brett!

Ted Feigle - Lancaster

In Don Simonson's words, "Ted's is just here to sell homes, the man means business..." Well, let the numbers speak for themselves...5 homes in June, 4 of them new! Fantastic!

Fred Setzer - Tulsa

When Fred Setzer sells a home, he makes sure he gets paid what he is worth. What do I mean? Fred nailed down 3 new home sales with an average payable gross of \$5,856 in June. Folks, this guy is a home run hitter so watch out!

Brandon Newman - Mesquite

Mesquite's resident sales stallion showed what he is made of in June by taking down 4 homes. Brandon's got the talent and focus to stay on top. Keep your eye on this guy because he's going places.

Byron Cook - Midland

Hey, watch out for the new guy, Dewayne Click! He's going to go after your title of "West Texas's Top Salesman." Byron made a quick impression by closing 4 new home deals in June. That was good for an impressive 27.5 President's Club Points. Holy Cow, what a month!!

J. "Summers" Debose Channelview

J. maximized his way to the YTD number one spot in sales. What was his secret? Good payables, high P.D. sales and Credit Life thrown in on his sales for good measure. In fact, J. became the very first salesman to be awarded a "Home Run" on the new, 1994 MVP program. Congratulations, J., on your new role as "the man to beat!"

Al Duran - Albuquerque Nationwide

No stranger to sales success, Big Al exploded for 5 deals in June. That was good for almost 20K in payable gross and a superb 34.6 President's Club Points. Al is number 2 company wide as of this moment and is poised to finish well in the quarterly contest. Keep it going, Al!

The Entire Staff of Key Homes, Athens "The Kings of Consistent Profit"

Month after month, Jim Rudolph and his staff of sales pros bring home the bacon in a big way. Excellent cost control, high mark-ups and satisfied customers are the "keys" to their success. June proved to be a typical month for this group: 9 new home deals for an astounding \$54,667 in payable gross and excellent insurance penetration. Fred Guillen and Mike Smith both contributed superb months and are in the running for the contest. Keep doing what you do, folks!

President's Club Monthly

STATS ON OUR BUYERS:

AVERAGE AGE:

Less than 30 yrs	10%
30 to 39 years	25%
40 to 49 years	18%
50 to 59 years	13%
60 to 69 years	17%
70 years and older	17%

OCCUPATION:

Retired	26%
Operator Laborer	15%
Technical/Sales/Admin Support	10%
Repair/Craftsman	13%
Managerial/Profes.	12%
Service	8%
Student/Armed Fcs.	13%
Farming/Forestry	2%
Painters, Preists....	.01%

MOBILE HOME LOCATION

Park- Don't own land	37%
Park/Subdv.-own land	6%
Condo./Coop park	1%
Private Property(own)	39%
Private Prop. (rent)	17%
Bank of Miss. Rvr.	0.0%

Numbers courtesy of "The Market Facts" from Foremost Insurance.

Laurie Lowery

Measuring Insurance Sales in 1994

As most of you know, last year's key word when it came to insurance was "Penetration" (so much so, that we are all a little tired of hearing it). Unfortunately, I could not find a synonym to replace it. I did, however, find a word that will be more apt for use this year... "Maximization."

In measuring our success in selling physical damage insurance, it has been decided that this year we will expand our horizons to not only achieve one year but, when possible, three years of P.D. insurance. We will also begin to concentrate on selling more credit life. To achieve this goal would mean optimum profitability and to be one step closer to a performance level necessary to meet the much larger future goal of "going public."

The "new" and "maximized" penetration numbers will be out in the coming week. They are a little shocking and definitely need some attention. However, from what I have seen so far there are a few locations that are truly maximizing their opportunities.

And the leader is...

Heading the pack in '94, the #1 location for insurance maximization is Nationwide of Albuquerque. Congratulations to President, **Mike Wallace**, and Business Manager, **Richard Fenley**. You did a great job!

Diane Miller

Tips from a pro on how to get a deal bought

Diane Miller is a salesperson for Nationwide in beautiful Huntsville, Texas. Her experience in the mobile home business, which dates back to 1979, includes roles as Sales Manager and F & I Manager. In 1992, she briefly left the mobile home industry to work as an outside account representative for CSC-CBI-Equifax, the companies that maintain credit bureaus for our buyers. She draws upon this experience in writing the following article for the President's Club Monthly.

Dig, Dig Dig!

The most valuable and also the most basic piece of advice I have for any of you who are trying to get a deal bought is to DIG, DIG, DIG!

When taking a credit application, a salesperson should start with the most recent car loan, and then ask the customer about each auto that they have purchased before it. Be sure to list approximate date and approximate amount financed. Then they should ask if the customer has had any bank loans, credit union loans or finance company loans. Once again, opening dates, closing dates and the number of loans with each company is important. When discussing credit, always use the word "approximately," so that they won't mind digging back in their mind if they feel the information doesn't have to be totally correct. Something else to keep in mind is that customers do not generally understand that paid out loans are the kind of credit that you

are looking for. They usually think that you are trying to find out who they owe right now, so be sure to be clear. All of this information is important, because, more often than not, the bureaus do not reflect all of the customer's credit history. If items not on the bureau are to be included on the application, be sure to direct check them and include the creditor's name, address and phone number on the application. Little things like this can make the difference on deals getting bought.

Diane Miller's article will continue in the August edition of the P.C.M., during which she will reference a number of documents that she uses on a regular basis. Copies of these will be sent w/ next nwsltr. -ed.

Company Keeps Growing

Key Homes Expands to Bryan

Bob Legg has been named President of Nationwide of Bryan and will operate under the name of Key Homes at the new dealership. Bob is a long-time industry veteran and brings much talent and experience to his new position. He has worked as a wholesale rep. for a number of leading manufacturers in the past and is also no stranger to the retail end of the business. Estimates are that Bob will have everything up and running within the next thirty to forty-five days. Mr. Legg is a valued addition to the team! Welcome aboard!

President's Club Monthly

PRESIDENT'S CLUB

New Program Announced for Business Managers

Due to their unique responsibilities, Business Managers now have their own President's Club Program. Albuquerque's **Richard Fenley**, the Super-Center's **Randy Wilson**, Denton's **Dennis Brinkhus**, Mesquite's **Russ Madden**, Lancaster's **Cathy Jackson**, and Tulsa's **Carol Rose** will be on the system. A program for Sales Managers is still being worked on at the time of this writing. It is unknown how high the top people will score by year's

end, so as of right now, there are no quotas (bronze, silver, gold) that have been announced. The program rewards points as follows:

Monthly Points are Awarded for sales production...

.5 Point for each deal the sales manager personally closes.
.25 point for each point in personal sales P.C. points.
1 Point for each new home deal (for the lot) after the first 10 new home deals.
(example: 15 new homes in 1 month = 5 Points)
1 Point for each multi year physical damage insurance policy or credit life policy that the lot sells.

Quarterly Points are Awarded for Insurance

Penetration...

Laurie Lowery will be responsible for tracking insurance penetration and will award points based on the following grids...

CREDIT LIFE

Penetration %	Points
70%	10
60%	8
50%	7
40%	5
below 40%	0

PHYSICAL DAMAGE

Penetration %	Points
100%	10
90%	8
80%	7
70%	5
below 70%	0

Because we at the home

office do not know who closes what deals, a small form will be needed to be filled out each month detailing who closed each customer. It must then be signed by the lot President, Vice President or General Manager and faxed to the attention of Dwayne Teeter at the home office number. There has been some question as to the .25 points awarded for personal sales. This was done to award those business managers who also sell with some kind of recognition for their time and additional production. For example, if a business manager sold 3 homes in a month for 24.0 P.C. Points, he would be award 6 Bus. Mgr. points.

GRAPEVINE

Big Changes in Lancaster

Nationwide of Mesquite Vice President **Don Simonson** has been put in charge of his second location, the American Homestar Factory Outlet in Mesquite. Also promoted was **Scott Votaw**, who will be sales manager of the before-mentioned lot, and **Tom Wilson**, who will now be Sales Manager of N/W in Lancaster. Don will office out of the factory location so Tom will be helping to run the show down the street. Moving to the factory with Scott and Don are Sales pros **Ted Feigle** (see "Who's Hot") and **Garland Boles**. We are sure this group of

people will be very successful and wish them the best.

Cancun Announced as 2nd Trip Site

From September 12th through the 16th, some of Nationwide's top performers will be sunning themselves on the gorgeous beaches of Cancun, Mexico. Horseback riding, snorkeling, scuba diving and public intoxication are a few of the local pastimes.

Ford Continues to Buy Business

Ford Consumer Finance continues to grow into one of our most commonly used lenders. Their May business with Nationwide represented a 100% increase over the number of deals they funded through us in April. Most of the locations have received the

Ford/ARGI point-of-sale posters and banners as of this writing and it seems to be making a difference.

Homestar Burleson

Last month's newsletter incorrectly reported that the first American Homestar retail order out of the Burleson plant came from somewhere other than the new factory outlet. Well, the first 2 orders were taken by none other than **Jana Yauger** and will roll off line this month. In related news, Fort Worth President **Ray McKinney** recently named **Bob Sivy** as Sales Manager of this new location. Good Luck, Bob, you've got the product on your side!

Carver's Daughter Continues to Excel in

Gymnastics World

As some of you know, Sara Carver, daughter of ARGI's Rick Carver, is considered one of the top young Gymnasts in the nation and has recently been named to the Texas National Team, a honor earned by only four seniors per year. She'll be representing Texas at the National Meet on May 27 in Marquette, Michigan. Sara has been the subject of several newspaper articles, has been elected to "Who's Who in High School Sports," and has earned a full scholarship at the University of Alaska, one of the country's top schools for her sport. She will also be Rick's guest on the annual cruise in August, so be sure to wish her luck.

President's Club Monthly

PRESIDENT'S CLUB FY 1994

For Salespeople: Goals, Criteria, etc.

In order to keep all of the new salespeople up to date on the specifics of the President's Club, the relevant facts and figures are printed here:

The President's Club was formed in 1987 to recognize the company's top performers. Aspiring members are judged not only on sales volume, but also on a number of other criteria: what they sell, how much insurance they sell, etc. Points are awarded on the following basis:

1 point for each \$1,000 in Payable Gross

1 Point for each \$1,000 in Physical Damage or Life Insurance Premium

3 Bonus Points for each New Home Sold

1 Point for each extended warranty sold

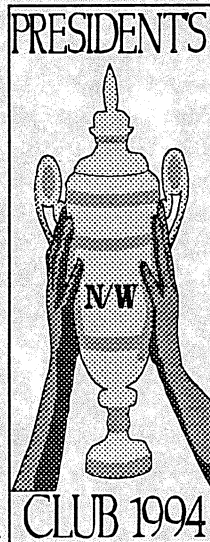
1 Bonus Pt for each cash insurance policy sold

SPECIAL PROGRAMS:

Fast Start Program - If a completed deal (all papers signed, home invoice printed) is sent to the home office by the 20th of the month, the salesman gets **2 bonus** President's Club Points. If it arrives by the 25th, **1 bonus point** is

awarded.

M.V.P. Program - Explained in great detail in last month's newsletter, the M.V.P. program is designed to further award those salespeople who excel at selling company products.



Examples of our products include American Homestar Mobile Homes and insurance provided by Coastal Insurance agency. If you have not kept a copy of last month's P.C.M., please call the editor and he will fax a copy of the page which details the M.V.P. program.

The levels required for entrance to the President's Club have been increased, effective now. It will take 125 points in the year to reach the Bronze level, 175 points to reach the Silver level and 225 points to reach the elite Bronze level. The awards for these levels are as follows:

Bronze Level
Certificate from the President
Silver Level
Clock with engraved message
Gold Level
President's Club Watch

As those of you on this year's trips know, management reserves the right to richly award top President's Club producers throughout the year. **Important Note:** if a split deal

occurs, please fax advance notice of it to the attention of Adonna at the home office by the 10th day after the last day of the month that a deal was booked in. (50/50 splits only)

Dwayne M. Teeter

PURSUIT UPDATE

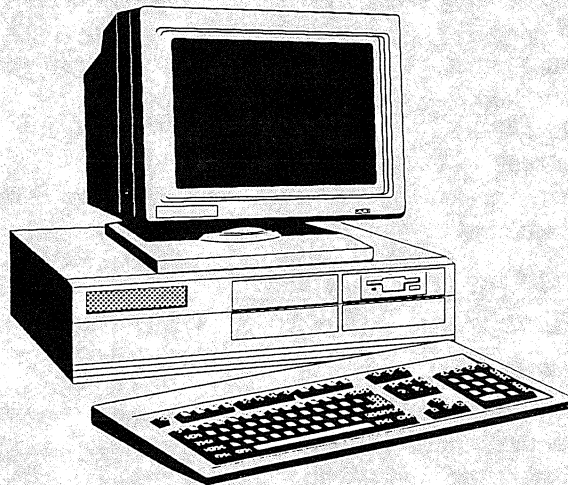
There are a lot of unanswered questions out there regarding the current state of the retail prospect tracking software, Pursuit. Hopefully, this article will address the concerns.

Let me start by saying that, for the first time, I feel that the software will evolve into something that will save us all a lot of

time and, in doing so, will make us a lot of money. To be honest, when I started on the project 8 months ago, I was not sure of this fact. There were so many reasons why Pursuit did not fit the way that we do business, so many exceptions to our rules, I did not think that we could overcome all of the obstacles. Thanks to the commitment of program designer Ron Messick, and Foxpro programmer John Bent over the last eight months, we're closer than ever.

Without going into a lot boring technical mumbo-jumbo, let me explain a few of the recent improvements we've made to the program.

Previously, Pursuit could not distinguish an option from a fee.



Because the program has a number of "customer-sensitive" retail screens and reports that needed to only display what we wanted the buyer to see, this would not work. As most of you know, in Texas, there's a lot of extra dollars thrown onto the bottom of an invoice. There's HUD codes, association fees, Ann Richard's Hair Spray Fund Fee, Kay Bailey Hutchison's Long Distance Call fee, just to name a few. Well, in the past,

Pursuit expected us to lump these dollars together into one "forced-option" item and then charge it to the customers (yeah, right). Well, we've recently redesigned the way Pursuit treats these fees so that now it lumps them together with other costs of sale (such as invoice, freight and delivery). This way, the customer never knows anything about them and we avoid charging them for something that the competition would never mention. I know this may sound like a minor change to many of you, but for a 30 megabyte relational database, it was a major overhaul.

Another change involves the embedding of certain information

Pursuit, Cont'd.

into customer follow-up letters. Now, any kind of information that you deem important to a customer can be automatically nested into the text of any letter you write. Let me give you an example: Let's say you've been on pursuit for 6 months and have 1300 customers in the database. You recently have taken on a new line of home and would like to notify all of your customers about it. You can now write a highly personalized letter to all 1300 customers and they'll think you personally wrote each one. For instance, a letter could read, *Dear <customer name>, We've recently taken on a new line of homes built buy Willie's*

Mobile homes. They're super. In fact they have a floor plan very much like the <model name this customer liked> that you were interested in. By the way, how's the weather in <City they live in>. Blah blah.....you get the point. You write the letter, Pursuit prints out 1,300 highly personalized versions! Another recent improvement involves the issuing of coach P.O.s. The SuperCenter on Hwy. 288 now lets Pursuit generate all of its P.O.'s, a copy of which is automatically printed when the home is received on the lot. The home office has approved the form and now accepts it

exclusively. During this same process, the program even reminds you to order a Model Value Guide (if you haven't already). As printed in last month's letter, all home speck-outs, weekly traffic reports, homes-on-order reports and inventory reports are now being generated by 288's version of Pursuit. These have been highly specialized to our needs. Only a few of the changes that have taken place are listed here and, frankly, a lot more need to be done. It is my goal to have Pursuit automatically generate all reports that you are now sending to Chuck

Carney, Jr. on a regular basis. John Bent currently has six major alterations that are pending and these could take a number of weeks to finalize.

A number of locations have requested to be the next "Pursuing" location, however I think it is essential for all of the changes, and all of the bugs to be worked out before moving onto another site. Hopefully, in a few months, we'll be ready to move forward with it.

If your lot does want to be a part of the program, keep in mind, it will take a lot of time, training, patience and dedication to make it work.

ROADMASTER'S NEWS

The Latest on the Greatest

Roadmaster's, the trucking division of our company, has been enlisted to help move disaster-relief housing from Miami, Florida to the flood-stricken banks of the Mississippi River. As many of you remember, they were also instrumental in getting emergency housing to victims of Hurricane Andrew last year and, in many cases, may be moving some of the same houses.

Top Drivers for June Announced

According to Roadmaster's President, **Larry Moran**, June was their biggest month ever! Gross sales for the month added up to an incredible \$637,000 and line haul revenue was an astounding \$465,000.

The number 1 terminal for June was **LaRae Austin's** in Fort Worth, accounting for \$123K in gross sales. **Alvin Stewart's** terminal in Austin finished in second place with \$119,000 in gross sales.

Frank Holcomb was the #1 driver company wide with \$16,200 in gross sales. He was closely followed by **Howard Hull**, who finished with \$16,000. Keep up the great work, guys, and congratulations to all of you for being an integral part of this great month!

1st Quarter Contest Same song, different dancers.....

For those who don't know about it, the 5 top salespeople for any given quarter (in term's of President's Club Points) are awarded large amounts of money. Let's get

specific: 1st Place wins two grand, 2nd place \$1,500, 3rd place wins \$1,000, 4th place wins \$750, and 5th place wins \$500. As always, our sixth place winner is eligible for a free meal at Denny's on his or her birthday.

There's a fresh new list of competitors for this quarter's money. What happened to Fiscal Year 1993's super-stars? Anyway, here's the rundown...

- 1) **J. Debose** Channelview 39.2 Points
- 2) **Al Duran** Albuquerque 34.6 Points
- 3) **Clayton Conrad** Tyler 34.0 Points
- 4) **B.J. Hunter** Longview 32.8 Points
- 5) **Mike Smith** Key-Athens 31.5 Points
- 6) **Fred Guillen** Key Ath.s 31.1 Points
- 7) **Joann Hoover** Hntsvl. 30.4 Points
- 8) **Ted Feigle** Lancaster

30.2 Points

9) **Brett Austin** OK City 28.8 Points

10) **Fred Setzer** Tulsa 27.5 Points

11) **Byron Cook** Midland 27.5 Points

12) **Jim Rudolph** Key Ath. 26.1 Points

13) **John Raine** Lancaster 26.0 Points

14) **Gay Clary** Jackson. 24.6 Points

15) **Harry James**-Key Grn 23.5 Points

16) **Vincent Cipollone** SuperCenter 22.8 Points

17) **Diane Miller** Hntsvl. 22.8 Points

18) **Roger Jackson**-F.W. 22.4 Points

19) **Earl Ortega**-Albu. 21.6 Points

20) **Louis Murray**-Ins. Gulf 20.9 Points

NOTE: The people who placed the highest this month did so because they took advantage of all available special programs.