

The President's Club Monthly

THE MONTHLY NEWSLETTER FOR NATIONWIDE, ADVANTAGE, KEY HOMES,
INSTANT LIVING, AND THE FACTORY OUTLET STORES

SuperCenter's Rick Crosby Wins Quarterly Contest! Schwartz, Doss, Newman and Lujan Round out Winning Five

Details of the Dramatic Finish...

What a fantastic finish! The one and only **Rick Crosby** rocketed all the way from 6th place to 1st with a remarkable month of sales in November. His total of 117.4 points for the quarter was enough to beat second place by 9 points (a large margin of victory compared to previous contests) and earn the \$2,000 first prize. The Davemeister, **Dave Schwartz**, put three solid months together to take

down second place and win \$1,500. This feat is made all the more impressive by the fact that Dave was in 7th place at the end of the second month!

The man who has probably sold more homes than anyone else in Texas, **Jack Doss**, took down 3rd place and earned a cool grand for his efforts. The "Sales Stallion", **Brandon Newman** of Mesquite, held onto fourth place and will bring home an extra \$750 in Christmas Gift money. Never one to be left out of a contest, Albuquerque's superstar **Yvonne Lujan** took down fifth place and

\$500.

Some Interesting Facts about the Contest:

The big winners all took advantage of the fast start and MVP programs. In fact, **Dave Schwartz**, **Rick Crosby** and **Jack Doss** all had home runs during the past quarter! They also got their deals to the home office early in the month so everyone...learn from their wisdom!

Also, for the first time, the top three winners were from Houston locations, and only one of the winners was from the Metroplex. Where are the East Texas superstars? Consider this a challenge for next quarter!

PRESIDENT'S CLUB FY 1994

The President's Club Monthly would like to recognize **Dave Schwartz** for becoming the first **Silver Level** member of the President's Club in Fiscal Year 1994. His 208.6 total points puts him within easy reach of the elite **Gold Level**. The following people have reached the **Bronze level**:

Randy Tappen, N/W Alb.
Jack Doss, Channelview
Mike Smith, Key Athens
Louis Murray, Inst.-Gulf
Rick Crosby, SuperCenter
Diane Miller, Huntsville
Dewayne Click, Midland
Jack Williams, Jackson.
Brandon Newman, Mes.
Jim Tierney, Jacksonville
Congratulations, everyone and keep up the excellent work!

Plants Continue to Increase Production!

All three of the plants in the manufacturing division have shown substantial increases in production in the last month. The Oak Creek plant in Fort Worth built an incredible 37 floors in the week of December 13-17, a very impressive amount considering that they are building a high end product. In that same week, the American Homestar plants in Lancaster and Burleson hit record production levels by

building 28 and 17 floors, respectively.

According to Lancaster Sales Rep. **Carol Cooper**, Lancaster orders continue to boom, but, unlike in months past, they are getting the production to meet demand. "We are going to move from five floors a day in December to a solid six per day in January," says Carol. Despite the plant shutting down from Dec. 27 through Dec. 31, the

Lancaster sales team will be working hard on those days, (Continued on next page)

Inside

WHO'S HOT	3
LAURIE LOWERY	2
BUSINESS MANAGER LOWDOWN	4
PROFILES IN EXCELLENCE	6
SALESPERSON STANDINGS	8

DECEMBER, 1993
MERRY CHRISTMAS!

Manufacturing, Continued

New Models Available Soon!

answering questions and taking orders. Galaxy doublewide orders are on the rebound now that production is up. According to **Brian Owens**, the "out-time" for these homes has been

substantially reduced and the restocking of these homes is strongly encouraged.

Lancaster has introduced its new two bedroom models, the 670 and 672.

They have the same quality features and craftsmanship of the rest of the Galaxy line and each come with two baths standard. Production begins in January and orders are now being accepted. During the shut down period, a number of improvements and modifications will be made to the Lancaster factory so that they can eventually increase production to ten floors per day.

With the public offering fast approaching, it is becoming more important to have a larger representation of company products on our lots. To insure the right mix for your lot, please begin ordering more Oak Creeks and American Homestars. *A prosperous offering depends on it.*

Thanks to Carol Cooper and Brian Owens for their help with this article.

Laurie Lowery *Ins. Penetration Up!*

After a lack-luster showing in our first quarter of '93,... something definitely happened. Perhaps it was the "insurance gospel according to Chuck" being passed from town to town, or the thought provoking November training session with **Dennis**

Gassaway ("don't spend the night in the box!") or maybe even the fact that one or two managers put the 'ol pencil to the profit numbers and decided it was time to jump on the band wagon??? Who knows! Whatever

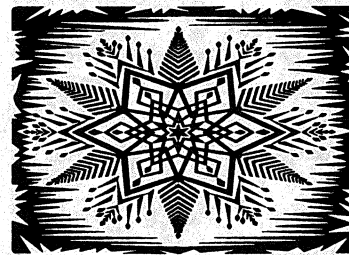
it is, its working!

The second quarter of fiscal '93 showed both growth and consistency in physical damage and credit life penetration. We increased our percentage on physical damage from 57% (first quarter) to 64% (second quarter) and credit life from 16% to 20%. What makes these numbers really exciting is that aside from a few locations (you know who you are!), virtually everyone showed an increase. Some big strides were made by NW-Huntsville and the two Lancaster locations with the help of **Cathy Jackson**. Other movers include NW-Ft. Worth, NW-East Texas, NW-Tulsa and Oklahoma City and IL-Houston.

We absolutely cannot talk about growth or consistency without mentioning the new

"Profit Kings", Nationwide South's President, **Jim Taylor** and his Business Manager, **Randy Wilson**. Together, with the help of an unusually talented group of mobile home/insurance salesmen, they are setting records in both volume and penetration. In the second quarter alone, they have managed to sell almost \$60,000 in P.D. premium with 91% penetration and \$11,117 in C.L. premium with 64% penetration. The combined commission on their insurance sales for the second quarter totaled \$18,481!!! Essentially they sold an additional 3 houses without any of the overhead or headaches.

If we can continue this trend, there will be nothing to keep us from reaching our goal and maximizing our profit opportunities. Thank you for all your hard work!



Merry Christmas!

From the Home Office Gang!

The crew at the home office would like to wish everyone and their families a wonderful Christmas season and a happy new year. We feel that this year has been a one of great progress and now more than ever, we are all part of winning team that works *together*. Happy Holidays!

THE MONTHLY DEPOSIT CONTEST

Just a reminder...

Each month, the three people who take the most deposits win \$100, \$75 and \$50, respectively. Also, the folks with the highest average deposit amount (minimum 8) win the same kind of dough! So make sure that you start taking more deposits so that you can win these huge sums and take that long overdue, well deserved Hawaiian vacation.

Titles carry no monetary value, ties in "number of deposits" are broken based on highest average of the two tied people (huh?). Must be 18 or older to enter. Void in Wisconsin. Winners will have checks presented by Ed McMahon and win a free audition on "Star Search", America's favorite family program.



President's Club Monthly

WHO'S HOT

MVP

Why aren't you taking advantage of the program?

It's no coincidence that 2 of the 4 people who scored big in the MVP program this month also scored big in the quarterly contest...

HOME RUN HITTERS:

Rick Crosby
The SuperCenter
Dave Schwartz
Instant Gulf
Larry Murphy
Instant Albu.

DOUBLE PLAYERS:

Bob Mackie
Eastex Fwy

Attention Everyone!

On page 8 you will find a breakdown on the President's Club and the MVP program. Make copies of this page for future reference or, if necessary, tattoo it to your person so that you will not need to request a copy at a later date.

Craig Pickett **Nationwide in Tyler**

Mr. Pickett stepped up for Jim Clark's gang and hit a home run every time at bat. The consequence... 5 deals in November with an average new home payable gross of 5K!

Rick Crosby **The SuperCenter**

Talk about amazing comebacks! Rick took down every deal he touched in November and ended up with an amazing 49.7 President's Club Points for the month! Holy Cow! His first place finish in the contest means Christmas will be even more special for his brand new daughter.

Vince Cippollone **The SuperCenter**

Rick's partner in profit came through bigtime in November by taking down four big deals. These guys are proving that the SuperCenter is not just a name, it's a state of mind! Way to go, Vinny!

Dewayne Click **Natiownide in Midland**

You've all come to expect to see his name here month after month. Never one to disappoint, Mr. Click scored big in November by taking down 5, count them...5 deals. How Totally Unbelievably Consistent!

David McMichael **Key-Athens**

Mr. McMichael made the most

of his three deals in November... he had an average payable gross of almost \$7,000. In fact, the whole location had \$42k in payable gross on just 6 houses. These guys are home run hitters, people!

Jack Williams **Jacksonville**

Month after month, Jack quietly and consistently sets the mobile home world on fire. November was no exception: 4 new home sales and 34.8 President's Club Points. It looks like Jack is headed for another trip this year!

Jim Rae **Instant-Gulf**

If you don't recognize the name, maybe the numbers will jar your memory... 5 deals and an average p.g. of almost \$6,000 for the former Mobile America star! Very impressive for just his first full month back with the company! Watch out Dave and Louis, here comes Jim!

Dave Schwartz **Instant-Gulf**

You know him, you love him, you can't live without him.... the Davemeister! Do you want to know how he does it month after month? You can either read this month's "Profiles in Excellence" or you can call him at his office and ask him yourself... he gets there at 7 a.m.! In November, Dave took down four deals and earned enough points to nail down 2nd place in the quarterly contest. Folks, this guy is the Michael Jordan of the Mobile Home World!

Dave Cuellar **Instant Albuquerque**

What a month! 6 deals, 4 of them new! Dave did what it took to get the job done in November. His amazing production was good for an incredible 45.3 President's Club Points.

Gary Robson **Fort Worth**

He's Back Again! The Man with the Golden Speedo is ready to lay claim to his title of "King of the Sales Pros!" Gary rocked Fort Worth by taking down four big new doublewide deals in November and is poised to make a run for this year's cruise. Come on, Gary, it wouldn't be the same without you!

Brad Marshall **Fort Worth**

The new guy took charge in November and scored big on four deals. Brad's excellent P.D. and Credit Life penetration helped him earn a whopping 32.3 President's Club Points! Keep it going, big Brad!

Susan Lewis **Denton**

Susan, the new star North of the Metroplex, shined brightly in November by taking down four nice deals. Keep on eye on Susan, folks, she's going places!

Jack "the King" Doss **Channelview**

The man is a mobile home selling machine. He doesn't need oil, he doesn't slow down and he runs on jet fuel! Jack did what it took in November and finished in 3rd place in the big contest. Way to go, Jack!

President's Club Monthly

COMPANY BIRTHDAYS

Don T. Smith
January 2nd
Ted Feigle
January 2nd
Larry Murphy
January 5th
Cynthia Leal
January 5th
Donald Horton
January 8th
Karen Stevens
January 10th
Carole Phillips
January 13th
Cherry Gantt
January 14th
Roberta Mikel
January 15th
Kim Werner
January 17th
Don Blackburn
January 18th
Robert White
January 19th
David Cuellar
January 19th
Linda Smith
January 20th
Garland Boles
January 21st
Steven Allen
January 23rd
Roy Felker
January 25th
Walt Goswick
January 27th
Lisa McKinney
January 28th
Craig Reynolds
January 28th
Sandra Palmer
January 29th
Sherry Duay
January 31st
Jackie Patrick
January 31st
Rene Nino
January 31st
Robert Goodman
January 31st

BUSINESS MANAGERS MAKE BIG IMPACT

Responsibilities are Broad for Key Position

In the past year, a number of the company's highest volume locations have added key people in the role of Business Manager. Responsible for closings, fundings, and increasing profits in the form of insurance sales, these people help free the housing consultants time so that they can concentrate on what they do best... sell homes.

A number of these professionals have done exemplary jobs.

Richard Fenley, of **Mike Wallace's** Albuquerque locations, has had a big impact on Mike's funding efficiency and insurance penetration. **Cathy Jackson**, of **Don Simonson's** two Lancaster lots, has revolutionized the way paperwork is handled at her lot. "She's on top of every deal," says Don, "and we don't roll a house until she says its ready to roll."

Randy Wilson, the insurance hero of all time, has also put up fantastic numbers at the Super-Center (see Laurie Lowery's article). Denton's **Larry Miller**, Huntsville's **Elizabeth McCoy**, Fort Worth's **John Sherrill** and Mesquite's **Russ Madden** have all done good jobs contributing to their location's progress. North of the Border, **Carole Phillips** and **Connie Yell** continue to be important cornerstones of their operations. "At first there was a big transition period in Oklahoma," said **Larry Speck**, "and we would have had a tough time getting through it without these ladies."

Congratulations to everyone for jobs well done!



NEWS FROM THE LARGEST MOVER OF MANUFACTURED HOUSING IN THE SOUTHWEST.....

by Doug Walsh

We're alive and well after surviving the "strike" and **Three Record Months**. In September, October and November, Roadmasters did over \$2 million in gross sales, which equates to over 2,200 floors moved in that time period. Needless to say, the staff in Athens has been overwhelmed with the job of processing all that paper. The girls here really need to be commended for their efforts.

The number one terminal for the month of September was our Austin Terminal commanded by **Alvin Stewart**. Our Number One driver for September was **Scott Johnston** (truck #84). In October, it was **Alvin Stewart** and his Austin troops again taking down the title of "Top Terminal". **Dorman John** (truck #34) was top driver in October. In November, the Fort Worth terminal led by **Larea Austin** was first and driver **Frank Holcomb** (truck #73) earned the title of "Top Driver". These people have done a fantastic job and deserve all the "at-a-boy's" we can give them.

Roadmaster's is still expanding. During December, we have added 2 new terminals. **Jack and Sherry Barnes** have taken the Kaufman terminal serving the Dallas area. **Gary and Judy Van Avery** have opened a terminal in Boaz, Alabama serving the many plants in that area. **Tina Newell** has been promoted to terminal manager in our Natural Bridge, Alabama terminal. We wish them all the success in their new positions, and welcome them to our family.

A note of interest: Roadmaster's driver **Steve Baker** (truck #23) is going to change his name to "Doctor Baker." The ambulance did not get to his house on time and Steve had to deliver a fine baby girl for his Daughter-in-Law the other night. He really does have a reason to pass out cigars.

The Roadmaster's/Key Homes Christmas Party was held Saturday night, December 11th, here in Athens, TX. Everyone really had a great time. For some of you who have been around for a while, "Rock" didn't get into the party spirit until around 11:00 p.m. I guess he's getting old.

Merry Xmas and a Happy New Year from all of us at R-M's!

President's Club Monthly

FAMOUS COUNTRY SINGER BUYS AN AMERICAN HOMESTAR

Runs off with Lot Manager

Now that I've got your attention, I'd like to talk to you a little about Model Value Guides. There seems to have been some confusion as to who is responsible for doing what so hopefully this article will straighten things out.

Redman, Oak Creek and the two American Homestar plants fax copies of their *stock* invoices to the home office before the home ever leaves the lot. If for whatever reason, your home is labeled something other than stock, please fax us a copy of the invoice as soon as possible. The other manufacturers, despite repeated requests, pretty much stink at getting us information in a timely manner. If you get a stock model on your lot from any of these other manufacturers, immediately send a copy of its invoice to Dwayne or Judy and they'll turn around a guide for you in no time flat.

A xeroxed copy of a model value guide should never be used by the salesman. If you are running low on a particular house's guide, send a copy of it to the attention of Dwayne at the home office (do not send another invoice!) and make a note of how many more copies you want.

We do not have the time or

resources to change model value guides after every price increase. A model value guide is for a particular lot model only and if price increases are in effect for a customer who is ordering off of that house, it is the responsibility of the salesperson to inform them of these increases.

If you do not like the price for a particular house's model value guide, call Dwayne at extension 3057 and discuss it.

Contrary to popular opinion, those responsible for producing the guides are not perfect. It is the responsibility of the location to check all parts of the guide thoroughly before distributing.

The home office is happy to customize guides for any special promotions that a lot is undertaking. Please contact Judy or Dwayne with the details. Special document paper and full color model value guides are available to add some zest to your presentations.

If a stock home delivers, immediately throw away the corresponding guides. Hanging on to them can only get you in trouble.

Hey folks, these aren't just suggestions, they are company policies. Why? Because an incorrect guide or a guide used at the wrong time can end up getting the company in a lot of trouble.

MEET JOHN SMITH

A man much more interesting than his name would imply

John Smith, formerly of the SuperCenter on Hwy. 288 in Houston, has been promoted to the position of "Computer Systems Coordinator." Officing out of the home office in Clear Lake, Smith will be assisting Dwayne Teeter in the implementation of a new windows-based sales tracking/ paperwork handling system which should be available to all lots by early spring (yeah, right!). He will also be responsible for training location personnel in the basics of computer software and hardware use.

A graduate of Baylor University, Smith brings to the table the unique combination of a background in computers and practical mobile home experience. Smith says he's excited about his career move. "I've seen a number of ways that computers can streamline our business. The most exciting part about this is that this is new territory. No one else in the industry has tried to develop a tool that does the things that we're going to with this program. I think it's something that's really going to set our company apart!" Smith starts his new job on January 4, 1994. Wish him luck!



This column was formally called "Grapevine." It has changed its name to "Etc." in order to use the groovy looking graphic above. Oh, yeah, due to its tasteless content, "Editor Q & A" has been discontinued until further notice. The editor wishes to express that, if you miss the column, call him at his extension and he will be glad to be tasteless to you in person.

Gary Robson, of Gary Robson fame, has been named Sales Manager of Nationwide of Burleson. Gary has never had anything less than great years while selling and everyone's confident that he will continue his winning ways in his new position. American Homestar of Lancaster's Dave Whitson has added a new pro to his winning team. Randy Lacey has joined as the new production manager. Good luck, in your new position, Randy. Here at the President's Club Monthly, we're always on the lookout for the superstars of tomorrow. Well, keep an eye out for Instant Gulf's Jim Rae. He's someone we're all going to hear a lot out of in the future. Also, after a slow start, Mesquite's Bobby Kennedy has got momentum on his side and is selling up a storm. *Amazing Fact of the Month:* Brandon Newman won 4th in this quarter's contest despite being in the hospital for most of November with a nearly fatal case of appendicitis!

President's Club Monthly

PROFILES IN EXCELLENCE

Dave Schwartz, Mr. Consistency

Born and Raised in Dayton, Ohio in 1951, Dave Schwartz did not feel the tug of the mobile home business that his in-laws gave in to. After college at Wright State University, Dave instead started his own business in commercial construction and married Mickey Carney (daughter of Chuck, Sr.). After fifteen years of encouragement from his father-in-law and brother-in-law (Chuck, Jr. of course), Dave packed up his three sons, Brian, Brad and Blake and made the move to Texas. He joined the then-start-up location Instant Living on the Gulf Freeway as salesperson in July of 1992 and nothing has been the same since. Despite starting six weeks after the fiscal year started, Dave came out of the gate running and by the end of the third quarter, was the company's second highest ranked salesperson. He finished the year in that position and joined the company management on the year end President's cruise.

Dave was named Sales Manager in June of 1993. His additional responsibilities have not slowed him down, though. Year to date, he is the company's number one salesperson and he recently won second place in the 2nd quarter contest.

The President's Club Monthly recently had the chance to interview Dave and this is what he had to say...

You are known as a high grosser, in other words, you like to pay yourself well.

What's your secret to building value in the customer's mind and ultimately making more money on every sale?

I feel the first step is to get the customer in the right house. Its got to be the home that fits his wants, needs and pocketbook. The next step is to gain the customer's confidence and show them the importance and benefits of our insurance program. Once this is accomplished, work your lenders for the very best approval...the one that makes you the most money! Don't be lazy and go with the first approval... its rarely where the money's at.

Has it been difficult juggling the responsibilities of your position of Sales Manager with the demands of your own personal sales?

Time management is the key for any good salesperson or manager. Have your day planned before you get to the sales center and accomplish your daily goals. You must budget your time properly to insure maximum success in both roles.

It is not easy to put together one big month after another. Often the burdens of funding a number of deals slows down down salespeople and this usually effects the month following a "barnburner." You show a consistency that reflects a great proficiency at getting deals funded quickly. Is there a method to this?
I feel the best way to insure consistency is to look at every sale in 3 parts:

1) the initial sale and credit approval

2) the close and conditions

3) the delivery and funding
If one pursues all of the parts with as much effort and

persistence as you do when going after a deposit, you'll find the deal is completed faster than if it was approached as just one process.

Your insurance penetration is one of the highest in the company. In fact, last year you sold more insurance than anyone else. What is the key to selling physical damage and credit life policies?

I use the initial time of deposit to sell both the physical damage and credit life. Most customers don't object to financing the insurance. This is the best time to show the benefit of the coverage... when the customer is excited about the purchase. Its simple and painless to ask them at this point. I have found that this is a "safer" method than trying to do it at the close. People generally don't like surprises.

There are salespeople who consider themselves either "high end" or "low end" salespeople. In other words, they feel much more comfortable with one kind of customer than they do the others, and as a result, they usually sell a disproportionate amount of one price range of home. You are as adept at selling a Meridian as you are a Gateway. How have you avoided the trap of not selling only what you prefer to sell?
You must not put your values or opinions ahead of the customer's. Don't talk up or down to any customers... talk to their level. This puts everyone in a much more comfortable

setting. Always stay in control of the customer and listen to them. If you do, they will provide you with the information to make the sale.

What opportunities has working for Nationwide presented that you could not have gotten from another retailer?

Because this is the only retailer that I have ever worked with in the industry, I can't judge the company against others. However, working with Nationwide gives me the definite feeling of being part of a team with strong management and clearly defined goals. The company provides us with the inventory, lenders, and training to succeed. We just have to be willing to put the effort and brain power into the opportunity and success will follow!

Xmas Party Report Good Times for All

The home office had their annual Christmas party on top of Willie G's restaurant in Galveston. Everybody had a fantastic time, including the waiters, who must have been getting paid on a piece-work basis the way they were pouring drinks into everyone. Anyway, the DJ rocked into the wee hours, the food was delicious, & the accommodations were fantastic. Jim & Dawn Clark, Dave & Diane Miller, Mark and Beverly Laznovsky, Phil and Vicki Surles, and Gregg and Donna Melton were just a few of the out-of-towners who graced the party. What a super time!

President's Club Monthly

Top 50 Salespeople

At the halfway point of the fiscal year

Following is a list of the top salespeople in the company, in terms of President's Club Points. For More information on the President's Club, see page 8.

1. **Dave Schwartz**, 208.6 pts
Instant Living- Gulf Freeway
2. **Randy Tappen**, 173.0 pts
Nationwide in Albuquerque
3. **Jack Doss**, 170.2 pts
Advantage of Channelview
4. **Mike Smith**, 159.8 pts
Key Homes in Athens
5. **Louis Murray**, 156.3 pts
Instant Living-Gulf Freeway
6. **Rick Crosby**, 156.2 pts
SuperCenter in Houston
7. **Diane Miller**, 154.0 pts
Nationwide of Huntsville
8. **Jack Williams**, 143.2 pts
Advantage in Jacksonville
9. **Dewayne Click**, 136.6 pts
Nationwide of Midland
10. **Brandon Newman**, 132 pts
Nationwide of Mesquite
11. **Jim Tierney**, 129.3 pts
Advantage of Jacksonville
12. **David McMichael**, 124.8
Key Homes in Athens
13. **Vincent Cipollone**, 124.6
SuperCenter in Houston
14. **Earl Ortega**, 122.2 pts
Nationwide in Albuquerque
15. **Bob Mackie**, 115.3 pts
Advantage on Eastex Fwy
16. **Dave Cuellar**, 113.3 pts
Instant Living in Albuquerque
17. **John Raine**, 113.0 pts
Nationwide in Lancaster
18. **Yvonne Lujan**, 105.6 pts
Nationwide in Albuquerque
19. **Gary Robson**, 103.6 pts
Nationwide in Fort Worth
20. **Brad Marshall**, 100.2 pts
Nationwide in Fort Worth
21. **Brett Austin**, 98.4 pts
Nationwide in Oklahoma City
22. **Dusty Kollmansberger**, 92.5
Nationwide in Mesquite
23. **Tom Merritt**, 92.1 pts

- Nationwide in Granbury
24. **Randy Taylor**, 91.0 pts
Nationwide in Tyler
25. **Kris Kaiser**, 90.3 pts
Nationwide in Denton
26. **Tom Threadgill**, 90.2
Instant Living-Albuquerque
27. **Rick Ladiski**, 88.9 pts
Nationwide in OKC
28. **Christi Linley**, 88.8 pts
Nationwide of Denton
29. **Jim Stevenson**, 88.0 pts
Nationwide in OKC
30. **J. Debose**, 83.9 pts
Advantage in Channelview
31. **Dick Willingham**, 81.3
Nationwide in Midland
32. **Tim Branscum**, 80.6
Nationwide in Tulsa
33. **Tom Wilson**, 79.8 pts
Nationwide in Lancaster
34. **Byron Cook**, 78.0 pts
Nationwide in Midland
35. **Don Blackburn**, 72.8
Nationwide in Lancaster
36. **James McCoy**, 69.9 pts
Nationwide in Huntsville
36. **August Murray**, 69.6
Instant Living-Gulf Fwy
38. **Bruce Reynolds**, 69.5
Nationwide in Granbury
39. **Garland Boles**, 69.0 pts
Factory Outlet-Lancaster
40. **John Smith**, 67.9 pts
SuperCenter in Houston
41. **Al Duran**, 66.6 pts
Nationwide in Albuquerque
42. **Fred Sledge**, 65.4 pts
Nationwide in Denton
43. **David Stanley**, 65.1 pts
SuperCenter in Houston
44. **Fred Guillen**, 63.7 pts
Key Homes in Athens
45. **Gaye Wood**, 62.9 pts
Advantage in Longview
46. **Bob Woznick**, 63.2 pts
Advantage on Eastex Fwy
47. **Robert Bennett**, 62.6
Nationwide in OKC
48. **Clayton Conrad**, 60.5
Advantage in Longview
49. **Nathan Templeton**, 60.2
Nationwide in Tyler
50. **Jim Rudolph**, 59.7 pts
Key Homes in Athens

Top Insurance Producers

The Best Deal Maximizers

Ranked by overall physical damage premium sales...

1. **Dave Schwartz** \$24,063
Instant Living- Gulf Fwy
2. **Randy Tappen** \$20,504
Nationwide in Albuquerque
3. **Vincent Cipollone** \$18,555
SuperCenter in Houston
4. **Rick Crosby** \$17,957
SuperCenter in Houston
5. **Jack Doss** \$15,170
Advantage in Channelview
6. **Yvonne Lujan** \$15,107
Nationwide in Albuquerque
7. **Louis Murray** \$14,489
Instant Living-Gulf Freeway
8. **Earl Ortega** \$14,482
Nationwide in Albuquerque
9. **Jim Tierney** \$12,545
Advantage in Jacksonville
10. **Jack Williams** \$12,069
Advantage in Jacksonville
11. **Robert Bennett** \$11,098
Nationwide in Oklahoma City
12. **Jim Stevenson** \$10,973
Nationwide in Tulsa
13. **Diane Miller** \$10,063
Nationwide in Huntsville
14. **Howard Odom** \$9,670
Nationwide in Denton
15. **David Stanley** \$9,576
SuperCenter in Houston
16. **Bob Woznick** \$9,142
Advantage on Eastex Fwy
17. **Craig Pickett** \$8,769
Nationwide in Tyler
18. **John Raine** \$8,751
Nationwide in Lancaster

19. **Bob Mackie** \$8,695
Advantage in Channelview
20. **John Smith** \$8,477
SuperCenter in Houston
21. **Christi Linley** \$8,034
Nationwide in Denton
22. **Bill Clark** \$7,931
Nationwide in Corpus
Keep selling insurance!

Top Locations

In Terms of Overall Payable Gross

This ranking is measured by commissionable profit only, not by overall profitability!

1. Nationwide in Tyler
 2. Nationwide in Mesquite
 3. Nationwide in Denton
 4. Instant Living-Gulf Fwy
 5. Nationwide in Albu.
 6. N/W SuperCenter in Hou.
 7. Advantage in Jacksonville
 8. Key Homes in Athens
 9. Nationwide in Lancaster
 10. Instant Living in Albu.
 11. Nationwide in OKC*
 12. Nationwide in Burleson
 13. Advantage in Channelview
 14. Nationwide in Midland
 15. Nationwide in Huntsville*
 16. Nationwide in Tulsa*
 17. Advantage on Eastex Fwy
 18. Factory Outlet in Lancaster*
 19. Key Homes in Greenville
 20. Advantage in Longview*
 21. Factory Outlet in Burleson*
 22. Nationwide in Corpus*
 23. Nationwide in Granbury
 24. Key Homes in Bryan*
- * Asterisks represent locations that have been open less than a year.

Hey, About those Degrees...

Hey sales managers! If any of your salespeople have earned enough credit hours for a degree, please write the information down (who they are, what classes they attended) on a sheet of paper and fax it to the attention of Dwayne Teeter at the home office. He will then produce the degree and send it back to you as soon as possible.

President's Club Monthly

Save This Page!

PRESIDENT'S CLUB

Fiscal Year 1994

In order to keep all of the new salespeople up to date on the specifics of the *President's Club*, the relevant fact and figures are reprinted 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 Point for each cash insurance policy sold

SPECIAL PROGRAMS:

MVP Program:

When it comes to bringing profit to the bottom line, not all deals are created equal. Needless to say, its in the best interest of the company to sell as much of their own product as possible. Also, the sale of insurance has historically been a lucrative source of additional profit. As an incentive for the salespeople to concentrate on selling company provided

products, the MVP program has been designed. See below for all of the ways to get extra President's Club Points with the MVP program.

Fast Start Program:

If a completed deal (defined as EVERYTHING the home office needs to book a deal) 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.

Levels of Excellence and their Rewards:

Gold Level

225 Points Necessary

Gold President's Club Watch

Silver Level

175 Points Necessary

Clock with Engraved Message

Bronze Level

125 Points Necessary

Certificate from President

As those of you on these last few trips know, management reserves the right to richly reward

top President's Club producers throughout the year.

IMPORTANT NOTE ABOUT SPLIT DEALS:

If more than one person receives commission on a deal, please fax notice of it to Judy at the home office by the 10th day after the last day of the month that a deal was booked in. A deal can be a 50/50 split only. If its divided up differently, the salesperson who gets the most commission gets all of the points. No exceptions!



MVP



MVP

INCENTIVES

*Hey new people,
Here's the MVP!*

By popular demand, the details of the exciting MVP program are reprinted here. Because the editor gets cranky when he has to go over this kind of stuff on the phone, please copy this sheet (which also includes a summary of the President's Club above) and keep it for future reference.

The MVP is a program that was designed to reward those who excel at selling company provided products (Homestar's, insurance, etc.). Because of the recent merger, Oak Creek homes are now included as part of the MVP (effective. Dec. Business).

Here's How it Works

There is a minimum payable requirement for your sale to qualify for a home run or triple. It is as follows....

Homestar Singles.....\$5,500

Homestar MVP's.....\$4,500

HS Dbls (Lanc. Plant) &

Oak Creek's sgl's & dbls

(under 80 feet long)....\$7,000

Homestar Dbls (Burl. Plant)

& OC 28x80's.....\$10,000

Here are the specifics on each level of the program...

HOME RUN

7 Bonus Points

- 1) Customer is sold any Model of American Homestar or Oak Creek
- 2) Minimum profit criteria is met (see above)
- 3) 3 Years P.D. included
- 4) Credit Life Included

TRIPLE

5 Bonus Points

- 1) Customer is Sold any Model of American Homestar or Oak Creek
- 2) Minimum Profit criteria is met.
- 3) 3 Years P.D. Included

DOUBLE PLAY!

5 Bonus Points

Salesman sells 1 (or more) Homestar or Oak Creek Singlewide and 1 Homestar or Oak Creek Doublewide (from any plant) in the same month. No other criteria.

SINGLE

1 Bonus Point

Customer is sold any model of American Homestar or Oak Creek No other criteria.