

The President's Club Monthly

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

As Plant Production Increases, Homestar Lancaster and Oak Creek Initiate Major Expansions, Burleson Releases New Model

Progress Continues at all Plants

Citing an increased demand for all lines of its product, the manufacturing division of the company has initiated two major expansions. In Fort Worth, Oak Creek Homes has begun obtaining cost estimates to significantly expand and enhance its production capabilities. The improvements could include, but not be limited to, a large extension of its current building. This expansion

will allow for a substantial increase in production capacity for the popular Oak Creek product.

In Lancaster, a large tract of land adjacent to the American Homestar plant has been contracted for purchase. Plans are also currently underway for a major improvement to the plant itself. According to company sources, this modification could increase Lancaster's maximum capacity from 7-8 floors per day to possibly more than 10. In addition to building more houses, Homestar in Lancaster has also increased the

allocation of its units for all company-owned stores. "You will see a larger representation of company-built product on all of our locations in the near future," says **Chuck Carney, Jr.**, "and Homestar has assured us that our order time will not suffer as a result. Our homes will get to us in a timely basis."

In Burleson, the "Cadillac" of the company line, the Meridian "Residence Series", continues to be a very hot seller. It has just released its long awaited 28x80 model, the HS-880. This four bedroom, 2 bath home (with an optional

3rd bath) features a very residential floor plan with dual living areas and a separate study. It will be featured in the upcoming Houston Home and Garden Show and the NARI Home Show in Dallas and will be shown to over 25,000 people during the two events (for more information on these shows, turn to page 6).

Though all of our manufacturing partners are important players in our present and future game plan, its important to remember that we benefit most by selling company provided products.

Nationwide & Key Welcome New Pros to Management Team

A number of important promotions have taken place over the last thirty days. In Tulsa, Oklahoma, **Ron Trimm** has been named General Manager of **Larry Speck's** Nationwide location. Ron is a veteran of the Tulsa market and has a successful track record as both a salesperson and sales manager.

In Greenville, **Lana Thompson** has taken over the reigns of **Jim Rudolph's** Key Homes in Greenville. Long thought of as a

diamond in the rough, this location will surely reach its potential under Lana's leadership. "I'm very excited to have industry pros such as **Dave Davis**, **Jim Rudolph** and **Larry Speck** as my peers. I feel I'm working with the best in the business," says Ms. Thompson. Her first order of business has been to assemble a first class sales team, and playing an important role in it will be her son, **Jonathon Alt**.

In Mesquite, **Brian**

Shear, longtime sales manager (5 years!) for **Magnahome's** Mesquite location, has joined **Dave Davis's** team. An industry veteran who brings to the table proven methods, great one-on-one sales & T.O. ability, and a dedication to maximizing his deals, **Brian** is already helping streamline the sales process. "Its exciting joining the Number 1 lot in the company," says **Brian**, "mostly because, even though we're good, I feel we can be a lot better. In time, this staff will be setting the world on fire."

The President's Club Monthly wishes all new managers very good luck!

Inside

NATIONWIDE TRACKER	2
COMPANY BIRTHDAYS	2
ETC., ETC., ETC.	3
WHO'S HOT	4
FEBRUARY TRAINING	5
TEXAS HOME SHOW INFO	6

JANUARY, 1994

President's Club Monthly

COMPANY BIRTHDAYS

Jeffrey Vinson
February 7th

Jeff Goodrich
February 7th

Kathryn Douglas
February 9th

Robbie Golden
February 9th

Toby Bullard
February 10th

Linda Toombs
February 11th

Brandon Newman
February 12th

Charles Hall
February 12th

Keith Madden
February 14th

Diane Wilganowski
February 15th

Sergio Mayorga
February 19th

Kevin Berryman
February 24th

Dave Miller
February 28th

Jim Taylor
February 29th

*Because this date does not occur this year, Jim Taylor's birthday will not be celebrated. -mgmt

Introducing...



For Technical Support, call (713)333-5601 ext. 3203

Company Becomes First Retailer to Develop its own Comprehensive Computer Sales Tracking Program

Four months in development, the new company computer system, *Nationwide Tracker*, is nearing completion of its first phase. As opposed to other programs which have been tried in the past, Nationwide Tracker is tailored to the way our company does business and is customized to simplify some of the most important yet tedious aspects of this industry. The project, which is broken down into three phases over 1 1/2 to 2 years, currently consists of two main components and three smaller subcomponents (mini-programs which perform specialized tasks).

The database part of *Nationwide Tracker*, written in Microsoft Access, keeps a permanent record of important customer information, prints customized letters, coordinates follow-up, prints important reports, and simplifies mass mailouts so that they are done at the push of a button. Much effort has been put into making this program "user friendly;" in other words, making it so easy that even computer novices could use it. "We've learned from testing other products that keeping a program simple and streamlined is more important than filling it with every possible bell or whistle," says co-developor **John Smith**. "We're much more interested in the steak than the sizzle."

The other key part of Phase I, the paperwork program, was written to simplify one of the industry's most time consuming, tedious processes, producing the closing package. Inspired by Tyler's DOS based program of the same function (written by superstar **Betty Haney**), it is programmed in Microsoft Word for Windows.

When an office manager types up a closing package, she fills out approximately twenty five different forms, most of which need the same information. For instance, the customer's name and address appear on almost all of the papers and the make/model and serial number of the home appear on almost as many. In *Nationwide Tracker*, each piece of information is typed into a database only once. This information is then

merged with a computer generated copy of almost every form used at closing. When it prints, the forms are neatly filled with all pertinent information imbedded within the text of the document. The program even handles forms as complicated as the Buyer's Order and Form 100 without any problem. Unfortunately, because of lender constraints, the contact and original application cannot be produced by the program.

How much time can *Nationwide Tracker* save a lot manager? Let's look at the facts. Lancaster's **Linda Toombs** received a prototype copy one month ago. She estimates that the paperwork program saves her thirty minutes per close. Because all data on a customer is permanently stored, it saves her as much as forty-five minutes on recloses. "I had no experience with Windows (*Tracker's* operating system) before this program was introduced," says Linda, "but I have found it very easy to use. This is a big time saver."

Also included with Phase I is a spreadsheet program used to keep track of inventory, a DOS-based form filler program for producing groovy looking Nationwide credit applications, and a integrated spreadsheet which will be used for producing your monthly income logs.

The key difference between *Nationwide Tracker* and previously tested programs is that it does not try to do anything we aren't already doing. Another words, it tries to simplify and enhance proven methods of our business instead of trying to make us do additional work to produce unnecessary results. It requires a minimum amount of data processing and can run on most of the computers that are already installed on the locations.

The program was designed and programmed by **Dwayne Teeter** and **John Smith**. For installation schedules and hardware requirements for *Nationwide Tracker*, see the next page.

President's Club Monthly

WHO'S HOT

MVP

Remember, Oak Creek's are now included in the MVP program!

The following people were MVP heavy hitters in the month of December...

HOME RUN

HITTERS:

Randy Tappen
N/W in Albuq.

TRIPLE HITTERS:

Nick Garcia
N/W in Albuq.
Yvonne Lujan
N/W in Albuq.
Keith Madden
N/W in Tulsa

This Space Reserved for Vivian Lowery!

Yes, Vivian's back and she's ready to rumble! After realizing the grass is not always greener on the other side of the fence, Vivian returned to the Nationwide of Tyler family and is selling in Jacksonville. We couldn't be happier to have her back. Look for Viv's name in future "Who's Hot" columns!

Byron Cook *Nationwide in Midland*

What a month for Mr. Cook! Five big deals, three of them new, and a whopping \$22,699 in payable gross. December's production puts Byron in a strong position to nail down big bucks in the quarterly deposit contest. Holy cow!

Billy X. Alt *Nationwide in Mesquite*

Billy's back with a vengeance! What do I mean? In December, Billy was the number one salesperson on the number one location in the company. What makes this even more impressive is the fact that he sold these houses while also handling the important responsibilities of being sales manager! How totally, unbelievably amazing! Keep it up, X-MAN!

John Raine *Nationwide in Lancaster*

It was another big month for John "I never miss a year end trip" Raine. He took down an impressive 5 deals (4 of them new) in December to racked up 37.4 President's Club Points in the process. Nice month, big guy!

David McMichael *Key-Athens*

You must remember his name from seeing it in this very spot in last month's newsletter. Well, as you can tell, David's

proving to be one of the company's most consistent producers. Check out these amazing numbers... in December, David sold 3 homes with an average payable gross of almost \$8,300 per deal. Wow! That was good for 39.3 President's Club Points.

Jim Rudolph *Key-Athens*

Always one to set the example on his location, Big Jim scored in December by selling 3 homes himself with an average payable of over \$7,100! Under Jim's leadership, Key-Athens sold 8 homes in December for an amazing 64k in payable gross. Considering Jim's talent at keeping expenses at a minimum, these figures translated into a big month for the Key crew. Way to go, superstars!

Jack Williams *Advantage in Jacksonville*

Jack is still quietly and consistently setting the world on fire! In December, he sold 5 deals (yes, 5!) for an earth shattering 40.0 President's Club Points. Keep doing what you do, Jack, it seems to work.

Tom Threadgill *Instant-Albuquerque*

He really is making his move for this year's President's Club Trip. Tom rocked the mobile home world in

December by taking down four big deals. How big? Try \$6,493 average p.g. per deal!

The following salespeople sold 3 new homes in December with good payable grosses...

Jim Rae *Instant-Gulf*

I told you he'd be here! \$17,421 p.g. in December for the distinguished Mr. Rae!

Betty Clampitt *Nationwide in Denton*

\$17,019 p.g. in December, A sweet month for the Denton-based pro!

Susan Lewis *Nationwide in Denton*

They're selling some homes North of the Metroplex! \$16,084 in p.g. for Susan! What a month!

Jim Tierney *Advantage in Jacksonville*

\$12,890 in p.g. for Jim in December! Nice month, Mr. Tierney!

Nathan Templeton *Nationwide in Tyler*

Nathan scored in December! 3 new home deals & \$15k in p.g. Holy Cow, what a great month! Keep it going, Nathan.

President's Club Monthly

Everything you wanted to know about Tracker's minimum system requirements but were afraid to ask.

It takes a real workhorse

If you forced it to, *Nationwide Tracker* could operate on a 386/25 mhz system with as little as 4MB of RAM. However, the system would perform so slowly that it wouldn't be worth the trouble. In order to fully optimize its capabilities, Tracker needs to be run on at least a 486/33mhz computer with 8 MB RAM, a 250 MB or larger hard drive and a SVGA color monitor. Because of the layout requirements of the paper-work program, the computer must use some member of the Laserjet 4 family of printers (starting out in price at \$625 for the Laserjet 4L).

For those of you who have computers or printers which

will not work for this system, call Dwayne at extension 3203 and discuss the possibilities of either upgrading your system or transferring it to the home office (who is in need of more powerful equipment).

How Using Tracker will Make You Money

Mesquite Location is a Profitable Example of what a database can do

Two and a half years ago, a primitive database was installed on Mesquite's computer in order to keep a permanent record of anyone who visited the location. 3,000 customers later, Mesquite has a powerful yet inexpensive advertising tool which has helped take them to the top of the Nationwide group. Here's how they use it... Whenever Mesquite holds one of its biannual Extrava-

ganza Sales, a flyer and postcard are mailed to everyone in the database. As a result, a large group of prospects who have already shown an interest in the product are inexpensively notified of the event. "There's no more efficient way to reach your target market than through this sort of direct mail," said Mesquite President **Larry Speck**. "When we have a sale, half of the people coming onto the lot have one of our flyers in their hand." Larry estimates that each time he has a sale, 5-7 deals result from the mail out. That averages out to be 12 more deals a year. Could your lot use another deal per month?

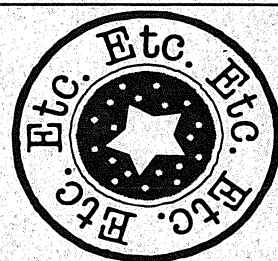
Keep in mind that Mesquite's old database cannot coordinate follow-up, print follow-up letters or generate reports. With the addition of these important tools, the sky's the limit for *Nationwide Tracker*.

Tentative Tracker Installation Schedule

When the Computer Nerds will pay you a visit

Hang on to your pocket protectors! Dwayne and John have each been assigned half of the company locations and will install the software according to the following schedule. Please coordinate any kind of computer upgrades or purchases through Dwayne well before the visit. If you decide to keep them in your home, they exist only on peanut butter (*skippy*), cold Spam and gallons of extremely strong Community coffee (*black*).

Week of Visit	John's Installations	Dwayne's Installations
February 14 through 18	288 SuperCenter, Instant Gulf	Oklahoma City and Tulsa
February 22 through 25	Fine Tuning Week	Fine Tuning Week
Feb. 28 through March 4	Fort Worth, Granbury	Mesquite, Lancaster
March 8 through 11	Denton	Albuquerque Locations
March 14 through 18	Corpus Christi	Channelview and Eastex
March 22 through 25	Bryan	Tyler, Jacksonville, Longview
March 28 through 31	Midland	newsletter week
April 5 through 8	Huntsville	Greenville and Athens



Straight out of today's headlines dept...

The effects of the great Los Angeles earthquake were felt in the home office last week. Charlotte Teeter, wife of MAHC Corporation Chairman Buck Teeter, woke up in her Burbank, CA hotel room on the morning of January 17 to the sound of what she thought was a freight train. When the room started shaking violently and the furniture started falling, she was sure that the end of the world had come. Once the worst was past, she promptly decided to get the hell out of Dodge. 10 hours and 200 after-shocks later, she was on a plane bound for Houston. She recommends the Burbank Hilton (located 6 miles from the epicenter) to anyone wishing to stay in a well built CA hotel.

SPORTS EXTRA!

Oilers flake for 7th year in a row. Luv ya blue! Carney on TV Dept. Recently on Houston's Channel 11 News, Channelview's Chuck Carney, Sr. pleaded the company's case for not increasing the wind resistance standards for homes shipped to the Texas coast. Citing the substantial price increase that would result, Chuck argued that this change would put the American dream of home ownership out of the reach of thousands. Back on Track Dept: Congratulations to the team in Corpus Christi. In December (of all months) they recorded their best month yet. G.M. Rene Nino has put together a solid team to take advantage of the new market. Keep it going, sales pros!

President's Club Monthly

Future Phases

Our Plan for Tracker's Progress

In terms of computerization, our industry is still struggling to move itself into the eighties, much less the nineties. Nationwide is going to change all of that. Future phases of the *Nationwide Tracker* program will serve to further simplify and organize many aspects of our business.

In the summer of 1994, work on Phase II begins and, at this time, these improvements are planned.

- 1) Integrated Inventory Management System - This part of the program will allow you to always know exactly where you stand in terms of homes on order, homes on your location, and homes currently floored.
- 2) Furniture Management System - Assigning furniture to houses and then moving it around between homes will be simplified through this part of the program.
- 3) Follow-up Letter Library - Your choices for follow-up letters will be greatly expanded in Phase II.
- 4) P.O.'s and Invoices - This will help you manage your accounts receivable and accounts payable.
- 5) Tracker Streamlining - Refinement of all parts of original program.
- 6) *You Tell Us* - A big advantage of having in-house programmers is the ability to customize the program to fit the suggestions of everyone at the locations. If you have an idea for future version of Nation-

wide Tracker, let us know!

The details of Phase III are very sketchy. It is known though that the focus of the program will be on streamlining accounting functions, establishing direct lines of communication with the manufacturers via computer, and improving previously installed versions of the program.

Commonly Asked Questions...

Will there be a computer on every salesperson's desk?

Initially, no. It is important when undertaking large programs like this, one must walk before they run. Once a location has proven that they will use the technology given to them and once applications are developed for sales presentations, it could very well happen.

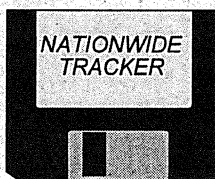
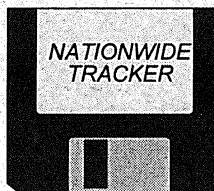
Who on our lot will be responsible for working with Tracker?

One or two people who will be identified by management. The office manager

must be the one to use the paperwork program but I strongly suggest a sales manager to perform the database duties.

What if we don't know anything about computers?

This program is so easy, you don't need to. All that you need is a willingness to learn and a desire to be better at your job (and consequently make a lot more money).



Steering Your Deals the Right Direction

When it comes to maximizing your deals, the path of least resistance is always the least profitable way to go. The quick and easy approvals may take less work, but the company's bottom line (and, of course, your paycheck!) is greatly enhanced by using lenders such as Ford Consumer Finance, who allow for such money making extras as 3 years of P.D. insurance and Credit Life insurance to be included in the contract. Finance participation, Flooring/Funding bonuses and extended warranty sales are other ways that doing business with these lenders makes a lot of sense. Its crazy to be lazy...take your deals where the money's at!

February Training...Schwep's Back!

After spending December teaching Eskimos how to sell Air Conditioners, the Grand Guru of Mobile Homes sales, **Grayson Schwepfinger**, is returning to the College of Family Housing. He brings the newly revamped "Basic Housing Sales Training" course #101 to the Lancaster plant on February 7, 8, 9, 10 & 11. Over the five days, important topics such as interviewing, the company story, feature benefiting, buying signals, and T.O. techniques will be covered. This course is recommended for people entering this industry and for people not achieving their potential. Schwep's opening act will be the Grateful Dead so R.S.V.P. now. Come early because, as always, festival seating is anticipated.

Degree Plans For Fiscal Year 1994

Did you know that after attending certain training seminars and working in the field for a certain amount of time that you are entitled to degrees. Following is a list of criteria for earning these certificates...

- 1) Associate Degree: Completion of Course 101 and completion of 90 days of practical experience.
- 2) Bachelor's Degree: Completion of of Course 101 and/or 1 year of practical experience, and completion of 30 hours of advanced courses.
- 3) Master's Degree: Completion of Bachelor's Degree program, completion of 2 years of practical experience, and completion of an additional 24 hours of advanced course work and selective short courses.
- 4) P.H.D.: Completion of Master's Degree Program and completion of 5 years of practical experience and completion of an additional 24 hours of advanced course work and selective short courses.

Managers, keep track of your salespeople's hours and fax a form to Dwayne Teeter requesting the degree. Please detail which seminars they have attended and when they were held.

President's Club Monthly

FACTS ABOUT YOUR CUSTOMERS AND YOUR INDUSTRY

Manufactured Homes represent more than **one out of every four** new single family homes sold in 1992, and 17% of all new single-family housing starts.

Approximately 7% of the U.S. population, more than 15 million people, live in more than 7 million manufactured homes throughout the nation.

In 1992, 210,787 manufactured homes were shipped - up approximately 23.5% from 1991. In 1993, shipments topped 255,000, an increase of 21% over the previous year.

Professionally, 48 percent of our buyers hold white collar-professional-managerial positions. Fewer than one-in-five are retired.

*source: Quick Facts, published by the Manufactured Housing Institute

Houston, Metroplex Locations Prepare for Annual Home Shows

Company Stores Hope to Improve on Last Year's Successful Show

Last year at this time, the three Houston based-locations along with Nationwide of Huntsville combined their talents to participate in the annual Houston Home and Garden

show. The event was a major success by all measures. The entry won the shows prestigious "Pre-Eminence Award" and was easily the most popular exhibit on the floor. This year, thousands more people are expected to descend on the George R. Brown Convention Center and they will be treated to the first-ever showing of an American Homestar 28x80. The show runs from February 11 through 13 and is expected to be even bigger than last year's. Decorated professionally by Plantowski's Furniture in Houston, the home will be fully furnished in today's most modern styles.

Participating isn't only about making sales. "Though we sold a number of houses after the last show," said the SuperCenter's **Jim Taylor**, "I feel that we were also

successful on an equally important front. This show is just as much about changing an image. By doing this, we open up our market to a number of people who would never have considered a manufactured home before."

Metroplex Getting Into the Act

The Home Shows!



Inspired by the Houston show's success, **Larry Speck's** Metroplex locations, the American Homestar Factory Outlet (Lancaster), Nationwide in Mesquite and Nationwide in Lancaster, are putting on a show of their

own on March 4, 5 and 6. The NARI Home and Garden Show in the Dallas Convention Center will feature as one of its main attractions (once again) a beautiful, new American Homestar 28x80. The home, which will be landscaped and fully decorated by NARI organizers and other exhibitors, will be a major focus of the show and be situated in prime viewing area. "We're the only mobile home featured in the show," said the Factory Outlet's **Scott Votaw**, "and we're prepared to blow the public away with this beautiful house. We're going first class all the way."

The New Sales Support Team

Here to Help You!

Now there's an entire department at the home office which is designed to support the company sales force. Its newest member is **Bari Davis** (ext. 3203), who has been hired to coordinate the model value guide program. She's a great addition with a nice smile and a friendly voice. Please contact her for help with your model value guides.

As you know, programming **Nationwide Tracker** (and providing crucial technical support) is none other than the lovely and talented **John Smith** (ext. 3203). He can help you solve your computer software problems either in person, over the phone or via modem.

Keeping track of President's Club Points, coordinating training seminar arrangements, and helping out with any automotive repair work is the world famous **Judy "I don't take any grief" Haldane** (ext. 3057). As always, Team Captain **Dwayne Teeter** (ext. 3203) is available to assist with any of the above programs along with this newsletter. Next time you need support for anything we provide, call the person responsible and you will be taken care of, or at least put on hold for a really long time.

The Positively Final Appeal!

Special thanks to the Tyler, Jacksonville, Key-Athens, Eastex and Channelview locations. They are the only locations who have gotten off of their cans and sent in pictures of their location personnel. If you haven't done this, please do it now.