

The President's Club Monthly

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

With an Eye Towards the Future, MAHC Changes Name to to American Homestar Corp. to Reflect Goals and Image

A Rose by Any Other Name...

Mobile America Housing Corporation, a name that has stood for excellence, stability and integrity for over two decades in the Southwest, has been retired. In its place the company has formally adopted it's new name - American Homestar Corporation, to reflect both the changing nature of the industry and the changing posture of the

company.

Our industry has evolved from the days of the freely transportable, truly mobile house trailer to a far more permanent, substantial form of affordable housing. Over the same period, your company has grown and diversified; from it's beginnings as a small, Texas-based retailer to a fully integrated, high profile, regional company. From this solid foundation, our future growth will come in many

forms as our products will evolve to satisfy the growing demand for affordable, high-value housing.

While our new 90's name, like our new 90's company, might take a little time getting used to, the heart of the company, and those rare factors which have led to our success to date, remain unchanged. There's a lot in a name, but much more in the substance behind it.

*Buck Teeter
Chairman*

3rd Quarter Contest Explodes!

Cipollone!
Cipollone!
Cipollone!

Italy has given us many wonderful imports... pizza, ice cream, the mafia, Sofia Loren, etc. None of these have made the impact that **Vince Cipollone** has made, at least in the mobile home industry. Last month, the big guy had the competition "sleeping with the fishes." Vinnie exploded in January by selling 7 homes (6 of them new) for an astounding 85.4 President's Club Points. That puts him in 1st place in the big contest! Rounding out the top five are **Randy Tappen** of Alb. w/ 81.1 pts, **David McMichael** of Key Athens w/ 67.9 pts, **Tom Threadgill** of Instant-Alb. with 66.3 pts. and **Louis Murray** with 66.0 pts. Keep a close eye on this exciting race!

Special Training Issue- Company Makes Big Commitment in 1994

Professors Schwepfinger and Breen Each Contribute Articles...

The company has taken a full-throttle approach to training in 1994, an investment which is expected to pay back big in the form of increased sales, more knowledgeable salespeople and improved management skills.

This year's four tiered effort focuses on overall sales techniques, total quality management, specialized industry skills, the use of company-specific sales tools and is presented once again by professors Schwepfinger, Breen, Carr, and Morton respectively.

The famous **Grayson Schwepfinger** has been associated with our company for over a decade and is considered one of the industry's top trainers. As in years past, he will be providing the basic sales education for our entire force. Schwep's classes get to the heart of the sales process, covering the essentials such as greeting, interviewing, feature/benefitting and closing. His classes are conducted in a four to five day, heavy role-playing format and are intended for new salespeople, those who want to brush up on their skills or for anyone performing below their potential.

In an effort to become a better performing, more streamlined overall company, the Total Quality Management (cont. next pg)

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COMPANY BIRTHDAYS

Larry Speck
March 4th

Richard Fenley
March 4th

Billy X. Alt
March 4th

Casimiro Balderas
March 4th

Debbie Hammond
March 4th

Sandie Hillman
March 5th

Earl Ortega
March 6th

Barbara Carney
March 7th

Christine Gomez
March 10th

Dave Schwartz
March 11th

Alfred Chavez
March 11th

Maria Ruiz
March 15th

Elizabeth Wood
March 16th

Ray McKinney
March 23

Barbara Jaworski
March 27

Kelli Medlock
March 30

Bob Sivyer
March 31

Training in 1994

Continued

classes have been developed. Taught by Mr. **Sam Breen**, these seminars focus on the many changes necessary to become a "total quality" company and it analyzes a number of companies who have been successful at implementing the strategy.

Focusing on the more specialized aspects of the mobile home business are the seminars provided by American Modern Home and their two talented trainers, **Floyd Carr** and **Tom Contreras**. Topics such as "The Complete Credit Interview and the Credit Bureau," "Prospecting," and "Identifying Behavior Styles" will be covered. These classes are typically 2 to 4 hours long and are often held during the evenings of Schwep's basic training seminars.

One-on-one training at your location is now being provided by **Jim Morton**. An industry veteran and top-notch closer who has been associated with this company for over 20 years, Jim will concentrate on teaching the use of the model value guides, the company story and other company provided tools. Through his efforts, the company expects to improve closing ratios, achieve higher profit margins, increase sales volume, and improve insurance penetration.

As detailed in last month's newsletter, degrees can be attained by attending certain combinations of classes and through practical industry experience.

Starting the 1994

Training Season

Grayson Schwepfinger

For five days in February, (the 7th through the 11th), we conducted our first sales seminar of 1994. Even if I do say so myself (and I will), it was a great success. Despite what Dwayne Teeter published in the last newsletter, we didn't have the Grateful Dead open the seminar, but then we didn't have anyone dead, grateful or not at the seminar.

We had 41 people attending and all but three had less than four months experience with the company.

I was really encouraged that more

and more of the managers are willing to and capable of attracting and training new blood for the industry. The group was also the most intelligent I have had the privilege of working with for a long, long time.

The seminar started with a test to determine how much was known about the program before we started. At the end of the seminar, we again tested each member of the class to determine how much the seminar improved their knowledge and their ability to use the program. The starting test ranged anywhere from a score of below ten (a salesperson who just started that day) up to a high of 43. At the end of the class, we reached a high of 91

with more than half of the class getting passing grades.

The class was asked to rate the quality of the seminar on a score of 1 to 10 with 10 being the highest. I was extremely gratified that the course received 3 scores of 8, one score of 9 and the remaining 37 scores were rated a 10!

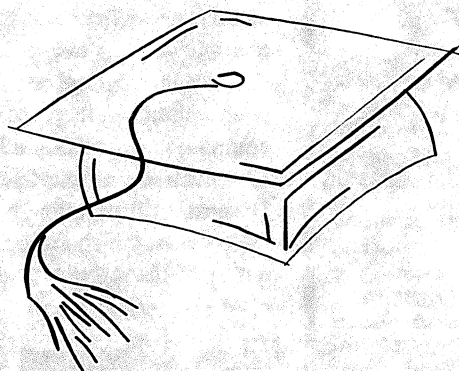
Within days, I received a number of phone calls regarding the salespeople in this seminar. I heard a number of encouraging reports of what the seminar had accomplished. The success stories ranged from a saleswoman

in New Mexico who wrote two deals over the weekend, another who took a \$10,000 deposit and even another one who took a

\$1,000 deposit. There was also a Texas-based salesperson who wrote three deals in two days after returning from the class.

In short, it was a great kick-off for the training season. The next seminars are scheduled for March 8 & 9 and March 10 & 11. These seminars will be geared to the seasoned salesperson familiar with the sales program who wants to hone their skills to raise both their closing and profit ratios. These classes will be fast paced and over fifty percent of the time will be spent role playing the subjects covered.

The seminar on March 8 & 9 will cover the entire interview step from how to get the



Tracker Update and Schedule

In case you missed it in last month's letter, here's the installation schedule for the Nationwide Tracker Software. Contrary to what we wrote last month (don't believe everything you read!), this software doesn't run at all on a 386(ask Instant-Gulf), so get with Sales Support and make sure you have the right hardware!

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

Schwepfinger

Continued

prospect into the office through the company story. It ends with "How to Ask the Interview and Money Questions." In the evening of the first day, a seminar on time management will be presented.

The March 10th and 11th seminar will address how to justify your price through feature benefit selling and how to recognize buying signals and the use of trial closes and positive closing statements. Role playing will again be used for over half the seminar, to make sure the participants know how to use the techniques. The first day will again present a class in the evening that will cover the subject of prospecting.

In order to maximize the effectiveness of any of these programs, it is necessary for both the manager and the salesperson to review every presentation made. This will identify what was done properly so it can be repeated and also what was done improperly so it won't be repeated.

February Promotions

Miller, Nail Move Up

Two of the company's top producers, **Diane Miller** of Huntsville and **Gerald Nail** of Key-Bryan, have been promoted to Sales Manager of their respective locations. As part of their new positions, they will be responsible for handling T.O. situations, reinforcing sales training, implementing the Nationwide Tracker Software and just being sales pros in general. Congratulations, Diane and Gerald.

Laurie Lowery

News on the Insurance Front

NEW INSURANCE CONTACT FOR DEALERS

Introducing.....**Lisa Smith!** In an effort to better service the needs of our dealerships, Western has made some changes. Lisa Smith, a gifted and talented Customer Service Representative for Coastal, has been given the new title of Dealer Service Representative. She will be available to provide quotes, materials and answers to general questions. Lisa will

also be processing the majority of dealer generated applications, so call her if you need paid receipts, etc..

Laurie Lowery will continue to service the dealers by providing more in-house training and marketing support. Lisa and Laurie plan to schedule themselves so there is always someone available for quotes and questions. So, give them a call- they're standing by with rate books and tylenol in hand! (You may reach Lisa at extension 3033 and Laurie at extension 3060.)

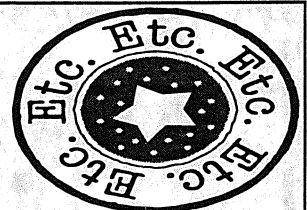
VINCE KNOWS INSURANCE!

We knew **Vince Cipollone**, a salesperson extraordinaire from SuperCenter South, had earned a spot in "Who's Hot" when we found out he had closed one January deal with \$8400 of insurance: \$6200 physical damage and \$2400 credit life. What we didn't know is that Vince's talent for selling homes **with insurance** has recently earned him the spot of #1 insurance salesman in the Company for both physical damage and credit life! Congratulations, Vince.

UP, UP AND AWAY FROM THE PACK!

There were a few salespeople that said it couldn't be done. "

Insurance will blow the deal!", they insisted.. But **Cathy Jackson**, Business Manager for Nationwide of Lancaster and AMH-Lancaster, took it all in stride and showed us that it can be done....with a little know-how and a lot of tenacity! Since August of 1993, Cathy has systematically improved the insurance penetration at her locations every month, hitting her goal in January with 100% physical damage penetration at both locations. Congratulations to Cathy, and to the sales staff of these two locations. Without the support of the team, these numbers could not be realized.



Due to budget constraints, there is no humor included in this issue.

Everyone's talking about the big race for #1 salesperson year to date. It seems Dave Schwartz and Randy Tappen are in the heat of a relentless battle and, when its over, only one man will be number one, but a lot of people will be living in new homes. If you don't want to live in a new home, yourself, stay away from these guys.

Will Vinnie Cipollone maintain his current pace and take the big contest? I think so...the man's hot. Also, rumor has it that Rick Crosby's back in gear after his Quarterly Contest Victory. We'll see....

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 January...

HOME RUN HITTERS:

Louis Murray
Instant Gulf
James McCoy
Huntsville

TRIPLE HITTERS:

Al Chavez
Instant-Albu.

Skip Clark **Nationwide in Tyler**

"This guy is going to be great," Jim "Avalanche" Clark bragged on a recent trip to Lake Tahoe. Well, Skip is proving him right by getting into high gear in January. Skip took down four healthy, new home deals for \$17,880 in payable gross. That adds up to 35.2 President's Club Points for this rising East Texas star!

Vincent Cipollone **The SuperCenter**

This guy put the super in SuperCenter! What an unbelievable month! As you read on the front page, Vinnie sold everyone in sight in January and, in the process, took down an amazing 85.4 President's Club Points! Mamamia, that boy can sell a z a homes!

Robert Bennett **N/W Oklahoma City**

Robert made it happen in January... \$18,353 in payable gross, 4 deals (3 of them new!), 32.9 President's Club Points. Holy cow, what a job!

Toby Bullard/ Dick Willingham **Nationwide in Midland**

These two West Texas sales pros combined for an impressive 7 deals and nearly 30k in payable gross. Watch out for the team in Midland, they're shooting for the top!

Brandon Newman **Nationwide in Mesquite**

All hail the Sales Stallion! The golden guru of the mobile home world continues to prove that he's man to be dealt with. In January, he exploded for 5 new home deals and 41 President's Club Points. With this banner month, Brandon has taken another step towards making the year end President's Club trip. Make it happen, big man!

Hugh Poindexter **Nationwide of Mesquite**

4 new homes for Mesquite's new star! Hugh really put it together in January, and with the selling season ahead of him, promises to make his own move for a year end trip. Go for it, Hugh!

Gaye Wood **Longview**

Gaye's fantastic month helped the Longview location achieve its best month to date. Check out these numbers: 4 new homes, \$20,205 in payable gross, 39.1 President's Club Points. Holy Smoke!

Mike Smith **Key-Athens**

Now that you've seen his name here so many times, you know that consistency is one of this salesman's greatest attributes! He took down 5 more deals in January for 32.1 President's Club Points!

Louis Murray/Dave Schwartz **Instant-Gulf**

These guys combined for 8 new home deals in January... their entire lots production. Great job!

Nancy McCann **Key-Bryan**

5 new home deals! That's right, 5 new home deals! What a month! Nancy's hard work earned her an impressive 44 President's Club Points in January!

3rd Quarter Contest Update

THE STANDINGS...

1. Vince Cipollone #28 95.4
2. Randy Tappen #69 81.1
3. D. McMichael K-A 67.9
4. Tom Threadgill #75 66.3
5. Louis Murray #17 66.0
6. Jack Williams #49 62.6
7. Yvonne Lujan #69 61.7
8. Mike Smith K-A 60.1
9. Byron Cook #88 58.6
10. Curtis Pope #29 55.6
11. Jim Tierney #49 52.6
12. Susan Justice #29 52.6
13. Nancy McCann #34 51.8
14. Dave Schwartz #17 50.7
15. Billy X. Alt #60 49.4
16. John Raine #59 47.4
17. Gaye Wood #39 46.3
18. Skip Clark #59 44.5
19. N. Templeton #59 43.9
20. Betty Clampitt #78 43.5

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TQM UPDATE

by Mr. Sam Breen

During our January meeting it was recommended that we provide TQM updates in each newsletter. Below are some of them that I've received in the past few weeks.

Plans have been finalized for our next general meeting on T.Q.M. The session will be conducted at the Lancaster training facility on April 19th and 20th. The April 19th session will be from 1:00 p.m. to 5:00 p.m. and the session on the 20th will be from 9:00 a.m. to 5:00 p.m. Hope to see you all there. If any of you need to talk with me, please call me at (504)342-3620.

T.Q.M. at Instant-Gulf

by Butch Newman

During the last five months we have introduced T.Q.M. at our sales center. We have reviewed the overall concept and discussed our vision statement. In addition we have

conducted focus groups on:
1) Working hours and sales staff schedules
2) The T.O. process
3) The "Up" system
4) Service

On March 23-25, Sam Breen will be assisting us by conducting a complete T.Q.M. orientation for all of our staff.

On February 10th and 11th, all of our employees in Channelview and Eastex were introduced to T.Q.M. in a two hour orientation session. During that session, we introduced the concepts of T.Q.M., reviewed examples of vision statements, and had

1/2 hours at a time.

Developing T.Q.M. at Western Insurance Agency

by Laura Wilson

Following the last T.Q.M. training in January, I introduced the concept in a general meeting at Western. Prior to the meeting, I passed out the "Quality Management Practices Survey" to be filled out by each employee on myself and their respective manager. It is a sobering experience to rate yourself as a manager, and then to see what the perception of each employee is on the matter (some were very kind, while others were very direct) but it also gives you a better perspective of the direction in which you need to proceed.

In the first meeting, we provided lunch for all and discussed

"TQM" in general. We then selected topics for the next 6 meetings to be held weekly at lunch time. It was decided by all that everyone

(continued on next page)

The American Homestar Corporation Mission Statement:

To Attain a position of National Recognition and Leadership in the Manufactured Housing Industry.

To Contribute towards a more positive image for the industry through stability, professionalism and a consistently high-quality package.

To Provide our employees superior facilities and resources in support of a challenging and professional working environment.

To Generate measurable benefits for our customers, business associates, suppliers, lenders, and employees.

I'll be providing a complete report at our next general meeting in April.

T.Q.M. at Advantage in Channelview

by Chuck Carney, Sr.

a question and answer session. The meetings went very well. We are scheduled to have follow up meetings each week on Thursdays and Fridays for 1

At the Home Office...

New People!

We would like to welcome three new employees to the home office. **Eliaabeth Kyle** is taking over Kim's position as banking coordinator. She is assuming all of Kim's past duties. Kim is now joining Jackie in our Payroll dept.

Jennifer Gates has joined the Accounts Payable Department and will be helping out Diane and Michelle. Elizabeth's extension is 3204 and Jennifer's is 3045. **Vicki O'Brien** has also joined the staff as the new receptionist. All three of these ladies are proud additions and we are happy to have them!

Ms. Texas A&M....

Laura Wilson's Daughter!

Dyanna Wilson, daughter of Western Insurance Agency President, **Laura Wilson**, has won the "Ms. Texas A&M Pageant" and will serve as an ambassador for the University for the next year. For winning the

pageant, Dyanna won a large scholarship, a gold and diamond pendant, use of a Cadillac for a year (whoa!) and plenty of other goodies. She was sponsored by Key Homes in Bryan (way to go with a winner, Bob!) and is the pride of her home town of Pearland, Texas. Congratulations, Dyanna!

President's Club Monthly

TQM UPDATE

Continued...

FACTS ABOUT YOUR CUSTOMERS AND YOUR INDUSTRY

Nearly 40% of the manufactured homes purchased by today's buyer in today's marketplace cost \$30,000 or more, including 19% that cost \$40,000 or more. The median price is \$25,000.

82% of the buyers said they purchased a manufactured home because it was "less expensive to buy." 58 percent bought a manufactured home because they wanted to own a home rather than rent. 56 percent like the home's floor plan and interior design/decor.

Only 17% of our buyers are named "Earl" (10% of the women) and even fewer (14%) would just as soon shoot you as look at you.

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

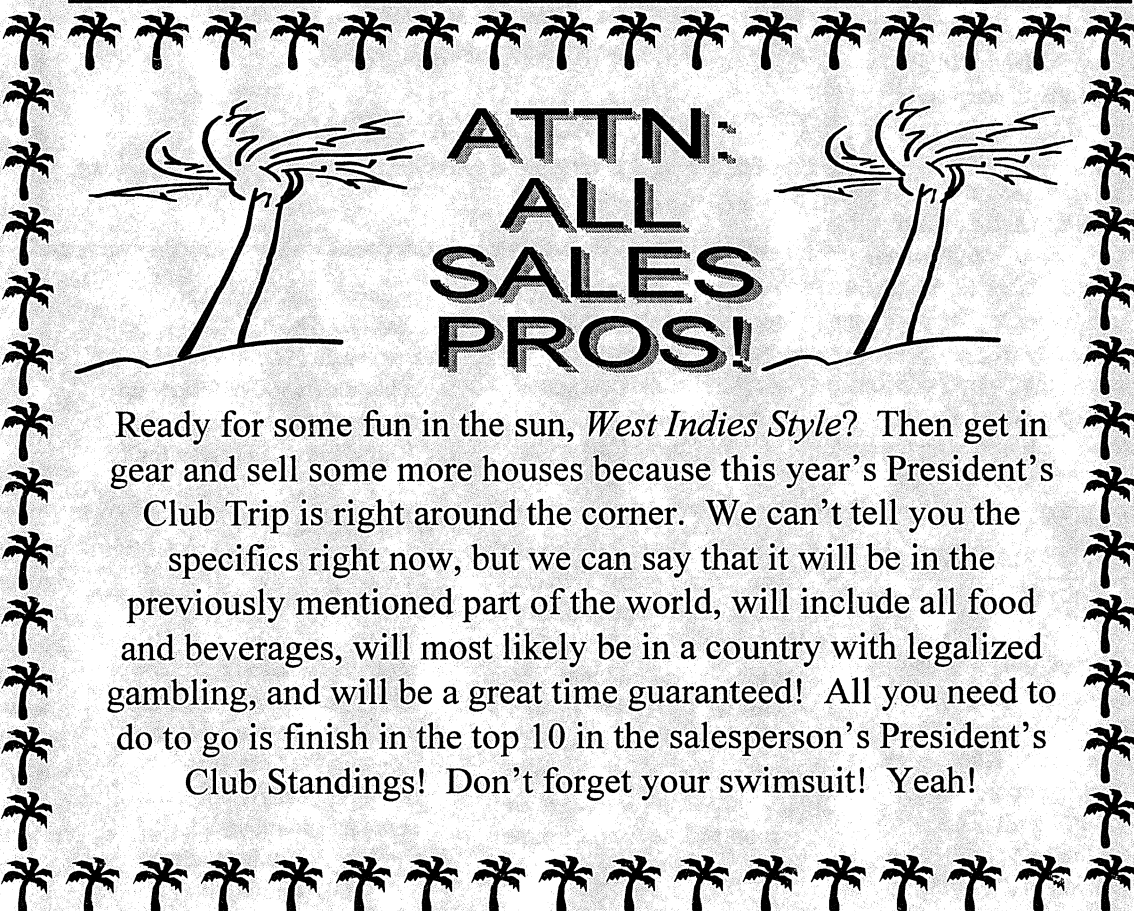
would bring their lunch for future meetings. Minutes were taken by a designated person, who then typed them up and passed them out soon after the close of the meeting. An agenda is passed out to all prior to the meeting outlining what the days meeting is designed to cover and at the end of the meeting, we recap what we have decided to do from that day's meeting. Everyone is encouraged to put their own ideas in writing prior to the next meeting so that we can proceed with discussion and decisions in as brief a time as is possible (so far we have held them to 2

hours each).

Just as everyone in the Mobile America/Nationwide family is experiencing growth right now, so it goes for Western. We are right in the middle of introducing a brand new computer system with its training, have several new employees, and trying are trying to keep up with the new accounting deadlines. In the past year and a half we had tried to setup a system of planning and meeting regularly to discuss ideas and plans,

but each time had let outside influences deter us from the goal of regularity of these meetings.

This time, we are determined that neither rain, nor sleet, now snow (or any other type of hazard) was going to keep us from it this time. Everyone has a better idea of what we are trying to achieve, and I feel an attitude adjustment has taken place. We may not be carving up the whole thing, but we are taking nips out of the old elephant, and each bite is tasting better the further we go.



**ATTN:
ALL
SALES
PROS!**

Ready for some fun in the sun, *West Indies Style*? Then get in gear and sell some more houses because this year's President's Club Trip is right around the corner. We can't tell you the specifics right now, but we can say that it will be in the previously mentioned part of the world, will include all food and beverages, will most likely be in a country with legalized gambling, and will be a great time guaranteed! All you need to do to go is finish in the top 10 in the salesperson's President's Club Standings! Don't forget your swimsuit! Yeah!