

# The President's Club Monthly

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

## Company Experiences a Record Third Quarter, Cippillone Places First in Big Contest with an Amazing February!

### *The Godfather of Mobile Homes...*

Vince Cippillone, the Superstar from the SuperCenter, took down an amazing seven deals in February and held off strong competition for first place in the Big Contest. His 152.6 points for the quarter was 17 points ahead of the second place finisher, home run hitter, **Louis Murray**. Another Houston sales pro, **Dave "the Davemeister" Schwartz**, staked his claim to the prize

money by finishing with an impressive 126 points for the quarter. Key-Athen's **David McMichael**, who just doesn't take a skinny deal, finished in fourth place with 124.7 points. **Randy Tappen**, the Superstar from New Mexico, made it happen in the third quarter by nailing down 105 President's Club Points.

The entire company put together record numbers for the quarter. When it counted most, locations such as Mesquite, Instant-Gulf,

Denton, N/W Lancaster, Tyler, Jacksonville, South and Athens stepped up to the plate and put up numbers that looked like previous year's fourth quarter results (typically our best quarter).

With the forecasts for March looking very promising, it looks like the stage is being properly set for all of the great things that the next few months have in store. Hey folks, Spring is in the air, we're in a great market and we're on the best team... let's have some fun!

## DOUBLE INSURANCE POINTS!

Yes, you read it right! From now until the end of the fiscal year, everyone will get DOUBLE President's Club Points for every dollar of insurance they sell! That counts for all physical damage, credit life and extended warranties. With the race tightening up for the year end trip to the West Indies, every extra point counts!

In case you forgot, you are awarded 1 point for every 1,000 of insurance premium you sell and 1 point for each extended service policy. Until May 31, double these figures!

## The 10+ Club - Who's Who in Profitability

When it is all said and done, what matters most in terms of performance is who brings the most money to the bottom line. Because some lots vary in location size, market potential and consequently volume, the company measures this performance as a percentage of sales. In other words, the higher the percentage of sales dollars that goes to the bottom line, the better the job is done and the higher the bonus. Well, a few of our managers and partners set the world on fire in this regard last month by reach-

ing percentages in excess of 10%.

Lancaster's **Don Simonson**, the SuperCenter's **Jim Taylor**, Instant Gulf's **Butch Newman**, Tyler's **Jim Clark**, Jacksonville's **Dawn Clark**, and Oklahoma City's **Jeff Goodrich** (keep watching the new guy roll!) all exceeded their goal of 7.5% pre-tax margin by over 33%! "Everybody's timing for doing this could not have been better," said **Chuck Carney, Jr.** "I'm very proud of these people."

Chances are, you could measure a location's performance by just about any criteria and

**Jim Rudolph's** Key Homes in Athens would be there at the top. The big man had an incredible **14.7% pre-tax margin in March** and is at **10.9% year to date**. How does he do it? "I don't give away my homes and I talk to every customer," said Jim.

### Inside

|                      |   |
|----------------------|---|
| PROFILES- JIM MORTON | 2 |
| LAURIE LOWERY        | 3 |
| ETC., ETC., ETC.     | 3 |
| WHO'S HOT            | 4 |

MARCH, 1994

# President's Club Monthly

## COMPANY BIRTHDAYS, April of 1994

Jennifer Womack  
April 1

Mark Pell  
April 3

John Hamilton  
April 3

David Dalley  
April 4

Butch Newman  
April 4

Susan Justice  
April 7

Daniel Caywood  
April 9

Judy Haldane  
April 10

Nicholas DeBlasio  
April 12

Cathy Jackson  
April 14

Russ Madden  
April 14

Brad Marshall  
April 15

Gary Robson  
April 18

Alan Lesuer  
April 19

Continued on the next  
page...

## Profiles in Excellence

### *Jim Morton - One on One Trainer for Nationwide*

Jim Morton knows the mobile home industry. He should; he's been in it almost 25 years. He's seen market conditions go from good to bad and back so many times, he has developed a keen understanding of industry cycles and what it takes for a company to survive these difficult turns and in turn maximize the opportunities of the good times.

After serving as General Manager for the 16th largest Ford dealership in the United States, Jim decided to explore the mobile home business. He did this by opening six of his own locations in South Louisiana. He then took a position as Western Division Manager of Mobile Home Industries, the largest retail chain of the day. His responsibility was to oversee the operations of many locations in his region, each of which were run by a General Manager. One of his top operators, selling in Beaumont, Texas, was 26 year old **Buck Teeter**. Both gentlemen left M.H.I. soon thereafter and pursued their own business ventures in Houston.

Jim Morton has been involved with our company in various capacities at various times over the last twenty years. He currently is the One-on-One Trainer for the retail division. His time is mainly spent visiting different locations and conducting training sessions with individual housing consultants.

The main focus of Jim's position is to improve closing ratios, achieve higher profit margins, increase sales volume and insurance penetration through the use of company-provided sales tools.

He lives in Houston, Texas with his wife, 18 year home office cornerstone (Mother) Mary Morton. They have three grown children, Joe, Jimmy and Beth, who have left their roosts and now have successful careers and are leading productive lives. Jim and Mary have three grandchildren.

The President's Club Monthly recently sat down with Jim Morton to talk about the opportunities that exist for the mobile home division of our company.

**Buck Teeter called you "the best closer he's ever met." What is your approach to properly setting up the close and ultimately going for the sale?**

*Like any other professional, like a Doctor or Lawyer, I take the lead and control of the prospect, right from the beginning. Think of it! No one would rebuke the instructions from their Doctor or Lawyer, because they respect professionals. Hey people, we are the professionals in our field!*

**You've been working with salespeople on a one-on-one basis for a number of months. In your opinion, what most needs to be done to move our sales production to the next level?**

*Management and/or T.O. involvement in each and every instance, when the original*

*salesperson is unable to obtain a firm commitment from the shopper.*

**Unfortunately, many salespeople do not maximize their deals by a) selling at the model value guide price and b) including multi-year policies of physical damage and credit life insurance. What do you think needs to be done to increase mark-ups and insurance penetration? Sales less than model value guide price should have some commission reduction; and conversely, sales above model value guide price should pay a small bonus. Insurance sales with terms over three years should pay a commission that is large enough to attract the desired results.**

**Nationwide spends more money on training than any other multi-location retailer in the Southwest. In your opinion, are the locations making the most of this valuable resource? What could be done to improve the way that we prepare and educate the sales force?**

*I have a two part answer to that...one, the measurable results of the training will be directly related to the amount of time, supervision and discipline to the training methods exercised by the management at the sales center level. Secondly, every new sales hire should be probationary for the first six months with automatic review by management at the end of the first 90 and 180 days. The management review should include management at all levels.*

**What qualities should a manager look for when he is hiring a new salesperson? When is**

# President's Club Monthly

## COMPANY BIRTHDAYS, CONTINUED

John Smith  
April 21

Christi Lancaster  
April 23

Louis Murray  
April 24

Kathy Anguiano  
April 24

Tom Threadgill  
April 25

Francisco Rodriguez  
April 27

Tom Merritt  
April 28

### Hey Business Managers, Check out this Close!

On a recent trip to Cincinnati, I (the editor) was able to spend some time with American Mod's great V.P. of Marketing, Dennis Gassaway. He shared with me the best insurance close I've ever heard. Let's say you have a customer who is balking at multiple years of insurance being included in their contract. In so many words, make the following point... "what if, when you were buying a new car, the dealer was able to include 5 to 7 years of car insurance in with your note. Think about it, no matter how many tickets you had or claims you made in that period, you couldn't be canceled and your rates could not increase. That is the same opportunity that we are giving you here." Folks, if you put it that way, it will be hard not to sell the policy!

## Jim Morton

### Continued

**previous industry experience a blessing and when is it a liability?**

*Previous industry experience is satisfactory only if the previous experience was managed under a "structured" type sales program; otherwise it would probably be a liability.*

*It is difficult to get rid of bad work habits.*

**You have seen a number of mobile home companies come and go, yet ours has survived and prospered. What makes the American Homestar Corporation unique?**

*Tenacity and innovation carried the company through the very bad years. Now is the time to benefit and prosper. I feel that as long as we maintain the present high ratio of doublewide sales while also taking advantage of the growing singlewide market, we will be insuring against possible economic downturns.*

*The President's Club Monthly thanks Jim Morton for his time and expertise!*

## Laurie Lowery

### Who's Who in Insurance Sales

#### Top Five Physical Damage Salespeople YTD:

1. Vincent Cipollone South \$42,123
2. Dave Schwartz Instant-Gulf \$34,159
3. Randy Tappen Albuquerque \$33,797
4. Louis Murray Instant-Gulf \$27,488

5. John Raine Lancaster \$25,697

#### Top Five Credit Life Salespeople YTD:

1. Vincent Cipollone South \$11,039
2. Randy Tappen Albuquerque \$ 8,785
3. Bruce Reynolds Granbury \$ 5,920
4. John Raine Lancaster \$ 5,746
5. Dave Schwartz Instant-Gulf \$ 5,671

#### INSURE YOUR LEAD IN THE PRESIDENTS CLUB CONTEST

The four Presidents Club point leaders, Vincent Cipollone, Dave Schwartz, Louis Murray and Randy Tappen have more than one thing in common...they are also four of the five top insurance salesmen in the company. Coincedence? Not likely. The fact is our Presidents Club program is designed to reward those salespeople that sell company products. Presidents Club points are allotted for insurance sales according to the following guidelines: 1 pt. per \$1,000 physical damage premium, 1 pt. per \$1,000 credit life premium, 1 pt. per cash policy (can be paid in full or on payment plan, P.D. or Ext. Service), and 1pt. per extended service policy. As the fiscal year winds down and the contest gets heated, a well executed insurance sale can make all the difference! If you have questions about your "insurance" Presidents Club points, please call Laurie Lowery @ x3060.

#### GREEN TREE IS LOOSENING UP!

As of March 1st, Green Tree will allow us to finance three years of Green Tree Agency

physical damage insurance on their deals. As you know, Green Tree does not currently allow us to finance our insurance which decreases Nationwide's revenues on insurance sales by cutting out renewal commissions. So, why should we sell more insurance for Green Tree? Because Nationwide will make triple the commission on the initial policy, not to mention the fact that salespeople are eligible for commissions on 2+ years of insurance! Please take advantage of this new opportunity. Unless you are able to sell a cash policy through Coastal, its the best scenario for everyone! Make no mistake, a Greentree deal is still not as profitable as some of our other lenders. But, in the instance that there is no other alternative, it is best to take advantage of this new opportunity!

Billy X. Alt, of Nationwide of Mesquite fame, recently gave birth to a 9 lb.+ son.



William Cole X. Alt. His lovely wife, Dawn, was right by his side during the birth and both are doing great! Look for Cole's name in the "Who's Hot" section of this newsletter in a couple of decades!

The annual Nationwide of East Texas vs. Redman-Athens grudge match/ softball game will be held on April 9th in Tyler. The Nationwide gang still remembers last year's humbling loss and revenge is on their minds.

Hey, folks, I only write about that which I know! If you know of something that should be included in this article, call ext. 3203.

# President's Club Monthly

## WHO'S HOT

### **Susan Lewis** *Nationwide in Denton*

Holy Toledo! Four new homes in February for 33.1 President's Club Points. Susan is becoming one of North Texas's most consistent producers. Keep making it happen, Susan!

### **Billy Rolando** *Nationwide in Corpus*

For the second month in a row, the team in Corpus Christi has contributed a big month towards the company's profitability. Billy is the lady who has helped make this happen. In February, she took down 4 deals (three of them new!) for an impressive 36.2 President's Club Points. Way to go, Billy!

### **Jerry Nail** *Key Homes in Bryan*

Jerry helped propel Key to their second strong month in a row by selling four new homes for 36.3 President's Club Points! Way to go, Jerry!

### **Nick Garcia** *Nationwide in Albuquerque*

Nick exploded onto the scene in February by selling four homes. Nick took down an incredible 54.6 P.C. points by keeping his margins up (6,800 average) and his mix right (all four homes new!).

### **Vincent Cipillone** *The SuperCenter*

What a finish to an unbelievable quarter! The Godfather of the Mobile Home business shook up the world in February by selling an awesome 7 homes. A strict diet of pasta, vino and big cash deposits helped keep this superstar rolling in the pizza dough! Make it happen again in the fourth quarter, big bad Vinny! Take your rightful place among the top sales pros!

### **Randy Taylor** *Nationwide in Tyler*

Randy rocked in February! 5 deals for 31.8 President's Club Points! The dean of the Tyler sales staff, Randy is showing the new guys how to do it in his typically high profile style! Keep making it happen, Randy!

### **Craig Pickett** *Nationwide in Tyler*

Is he the next coming of Jim Clark or simply a superstar in his own right? Either way, this guy is destined for greatness. A former condo time share salesman in ultra-competitive Lake Tahoe, Craig knows the importance of taking down the deal today. In February, he sold four new homes for an impressive 33.2 President's Club Points! He's a guy with big ideas and even bigger numbers to back them up.... watch out for Craig Pickett!

### **The Oklahoma City Team!**

Jeff Goodrich has laid down the groundwork for what could be one of the future's biggest contributors to the company's bottom line. His team took down \$56,329 in payable gross on 10 new home deals in February and March is looking just as sweet. "Jeff has done a great job putting together a winner in OKC," says Larry Speck, "and I fully expect them to be one of the top lots in the company in months to come." Keep doing your thing, Jeff and company!

### **Byron Cook** *Nationwide of Midland*

"This man is a pure salesman," said Greg Burnett, "he's got talent to spare!" Well, Byron keeps proving Greg right month after month.

In February, he shined brightest in Midland by selling five units for 34.4 President's Club Points. Way to go, Byron!

### **David McMichael** *Key-Athens*

David is the Reggie Jackson of the mobile home world! In February he knocked four new homes out of the park; more specifically, he averaged \$8,396 payable gross per home! As Harry Carrey would say, HOLY COW!

### **Mike Smith** *Key Athens*

It usually takes more than three new homes in a month to get in this newsletter. But when you consistently sell three homes a month with payable grosses that are out of this world, well,

then we make an exception. Mike Smith (256.8 President's Club Points YTD) does that every month and, as a result, he is one of the company's top salesmen. In February, he did the usual... 3 new homes, average p.g. of almost \$7,500.

### **Louis Murray** *Instant-Gulf*

G.M. extraordinaire Butch Newman has one of the company's best staffs and this man is an important part of it! Louis is a family man who racks up big numbers month after month and has put more Houstonians under a roof than the Astrodome. Louis had an incredible February... 6 new homes, 7k average p.g. and 69.5 President Club Points.

### **Dave Schwartz** *Instant-Gulf*

You don't think we'd forget the Davemeister, would you? This is man who is about to open up his own 1000 space mobile home park, called DaveAcres, which will only hold homes he sells. The Grand Poopah of our industry took down an incredible seven deals in February (6 of them new!) for 75.3 President's Club Points and a share of the Quarterly Contest Winnings! Roll, Dave, Roll!

### **Tom Wilson** *Nationwide in Lancaster*

Tommy took down 5 big deals in February, all while helping Don Simonson run their successful location. A company man who has made a real commitment to his job, Tom keeps making things happen in Lancaster!

---

# President's Club Monthly

---

---

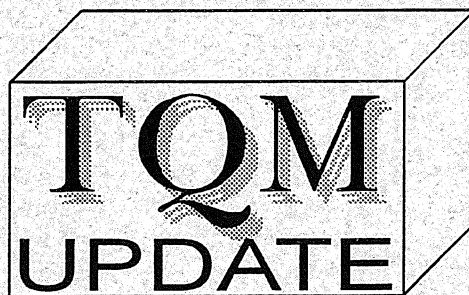
## Sam Breen

### *T.Q.M. Today*

Our next general meeting on T.Q.M. is less than a month away. Our session will be conducted at the American homestar plant in Lancaster from 1:00 p.m. to 5:00 p.m. on April 19 and 9:00 a.m. to 5:00 p.m. on April 20. On April 19th, from 8:00 to 12:00, I will be giving a T.Q.M. orientation class for anyone who has not yet attended one of my courses. While the entire agenda for the general meeting has not

been finalized, we do know that Dave Davis will present a session on job interviewing and that Diane Miller, Randy Wilson and Brian Shear will present an evaluation of a new process for interviewing that they have each implemented on their sales centers. I will lead a panel discussion on the progress that the sales centers are making in implementing

T.Q.M. and continue presenting topics from the T.Q.M. workbook.



TOTAL  
QUALITY  
MAN-  
AGE-  
MENT  
TIPS

Teams  
are a  
central

component of T.Q.M. implementation. Often in our haste to deal with a problem, we forget to set the team up to succeed. Following are a few reminders about what a team

needs: 1) Training in how to do problem solving 2) A coach to lead and help them. 3) Clear expectations of their role and time commitment. Clearly define the mission of the team. 4) Information about the needs of the internal and external customers of the team. 5) A method to assess their performance. Criteria for measuring the team's success should be established as part of the initial session defining expectations.

---

## Dwayne Teeter

### *Gullible's Travels*

In the past month, I've been from the industrial city of Houston to the far-reaching plains of Midland, from the piney woods of Jacksonville to the wintery mountain beauty of Albuquerque, not to mention all points in between. I have visited some of the company's most successful locations, some of the least successful and a few who lumber in between. I've tapped the minds of some of this company's best managers, many of whom have vastly different opinions and philosophies of how things should be done...*how we should make money.*

I could write an article about these different approaches (and someday I will), but I feel it is some of the more

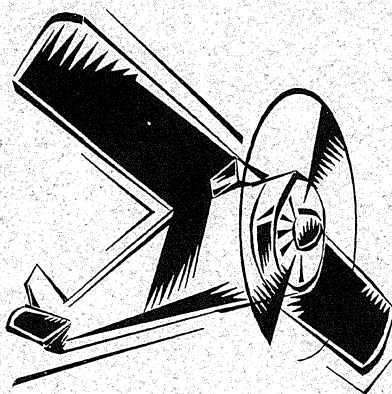
aesthetic differences that seem most important. I noticed something in common with every high-performance location that I visited... the successful lots and people looked the part! More specifically, when I went to visit a top location, their lot was clean, their homes were well merchandised and, most importantly, their staff had a professional look and confident attitude about them. Most of their offices were clean and ready for business and there was a sense of organization to the place. I have found that no true professional can succeed to his

fullest potential in a disorganized environment.

Take a look at your location and ask yourself a few questions. When I walk into

my office, is the first thing I see is a vacuum cleaner and a dirty kitchenette (hey, I've seen it!) or is it clean and welcoming? Are my salespeople dressed in

nice ties, slacks or dresses and do they portray a professional image or do they look like they are going to work at the car wash? If they don't look the part, folks, there is no way that they'll earn the respect



that a professional deserves (as **Jim Morton** talked about in "Profiles in Excellence").

At Nationwide, we try to make more money on our homes than the guy down the street. We do so by selling them a better built home from a better company. But the residual benefit of this approach is that we end up selling to a better customer, one that respects us as we have respected them... one that we can have a good relationship with in the coming year. If we don't improve our image at some of our locations, we will not succeed in attracting the kind of customer we desire for line of high value products.

# President's Club Monthly

## The Tracker Page

### New Monthly Technical Articles

#### SALESPERSON'S TRACKER TIP OF THE MONTH

Did you know that you can coordinate focused mass mail-outs to just your own customers? Tracker has the capacity to print mailing labels for every customer you have in the database, within any contact date range that you specify. In other words, let's say you've put together a form letter that you've attached to a form plan and you want to send it out to all of your customers. No problem, just go to the reports menu, click on the "Mailing Labels by Date" button and answer the program's questions...it's that easy!

The Tracker Page is a group of articles that are designed to enhance the use of this new important sales tool and also acquaint inexperienced computer users with the terminology and use of computers.

#### Attention: All Trackerheads!

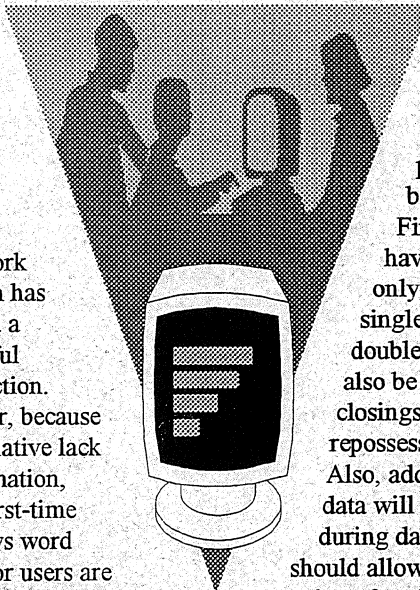
In the past four weeks, sixteen locations have come on-line with the Nationwide Tracker Software and, so far, the results have been very encouraging. With regard to the prospect database, virtually all locations have been happy with its features and performance and have embraced it heartily. In fact, neither of its two programmers expected such a hassle-free first version. "When you have a new program that is, for the most part, untested," said John Smith, "you have to expect the need for a lot of fine tuning. So far with the prospect database, though, 99% of our tech support calls have related to data-entry error." When the programmers were approached with the common questions during installation, "can it do this" or "can it do that," it seems that, if the idea was reasonable, the answer always seemed to be yes. Now that everyone has the sales

tracking software that they've waited so patiently for, the ball is in each location's court and the program's success can only be measured by results.

The Tracker Paperwork program has also had a successful introduction. However, because of its relative lack of automation, many first-time Windows word processor users are having a hard time adjusting to its features. Also, a number of improvements and developer errors have been brought to our attention and, as a result, a new update (ver. 1.1) is currently being developed and should be completed and loaded on everyone's

computer (via modem) within the next few weeks. Because of the valuable feedback we've received during these first

installations, a clearer vision for Phase II's paperwork program has been developed. Firstly, it will have support not only for new singlewides and doublewides, it will also be useful for closings on all used and repossessed homes. Also, additional fields of data will be requested during data entry which should allow for less fine tuning after the documentation merge. A 5% closing package is being considered but not yet decided upon. The new home office form, now referred to as the Sales Journal, will be included in the program along with a few other documents requested by the sales centers.



## Computer Lingo The Basics

*This month, we'll talk hardware:*

**Monitor:** The device (which looks like a small TV) on which images generated by the computer are displayed.

**Hard Drive:** The piece of equipment that allows for the

permanent recording or computer data. A typical hard drive holds the same amount of data as 300 to 400 floppy disks.

**RAM:** (stands for Random Access Memory) The immediately retrievable memory that can be accessed by the computer. Let's try to explain it by analogy... Let's say you're in a library and you

are asked a question. If you know the answer, you spit it out from memory immediately. If you don't, you go to your books, look up the answer and then answer. The computer is the same way. If the answer to your question is in RAM, it spits it right out. If not, it goes to the hard drive. The more RAM you have, the less it goes to the hard drive (which slows things down considerably).

*\*Some definitions courtesy of Microsoft's Computer Dictionary*

# President's Club Monthly

## The Manufactured Home Market in the Southwest

*...and our place in it*

### FACTS, HERESAY AND OUTRIGHT LIES ABOUT OUR MARKET:

**80% of Mobile Home Buyers finance their Purchase**

**Nationally, shipments in the Mobile Home industry are up 49% over the last two years.**

**Our competitor's use mostly recycled aluminum cans and driftwood as the primary materials in their houses.**

**Since the Clinton's moved to the White House, Big Mac consumption in Little Rock, Ark is down 28%.**

**Men with pot bellies and hairy backs are less likely to marry.**

In the next two years, American Homestar Corporation will pursue an aggressive growth strategy at both the retail and manufacturing levels. To best explain how we plan to reach our goals, we first look at the current posture of the market in the Southwestern United States.

### *Shipments Way Up...*

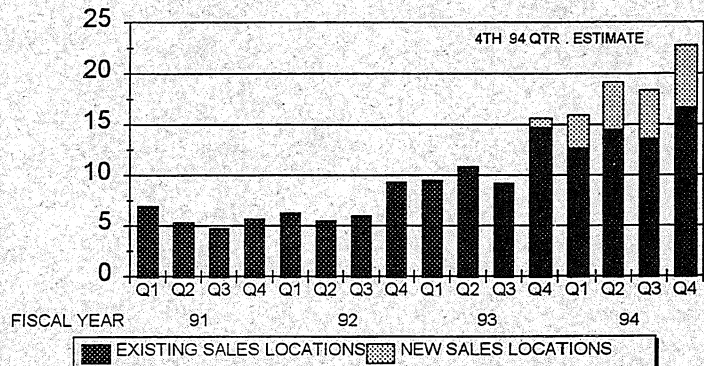
Total new unit shipments in 1993 for the three state area of Texas, Oklahoma and New Mexico are up 73% over 1992. In the past two years, shipments have increased an amazing 237%. A majority of this increase has taken place in the singlewide products. In fact, the increase in singlewide shipments has been almost twice that of multi-section homes.

### *A Broader Product Offering...*

Historically, our company has been more dominant in the doublewide market. Why? Because it has proven to be a more stable product when times were lean, and most importantly, because two out of our three manufacturing plants specialize in making high-end multi-section homes. Consequently, we have not targeted the rapidly-expanding singlewide market and have not experienced the dramatic increases in sales which are

## AMERICAN HOMESTAR CORPORATION

QUARTERLY RETAIL SALES \$ IN MILLIONS



This graph shows how important expansion has been to improving overall sales revenue. As explained in this article, a broader product offering will help increase volume on existing locations.

available to us. In other words, we have been missing the most rapidly-growing segment of our market. That's all about to change.

### *The Plan...*

Our goal is to have a complete inventory- one which meets every customer price point- on every location. An upcoming expansion at the Lancaster facility will enable us to broaden the Galaxy product line to include homes with pricing and floor plans that are not currently being offered. This expansion will also greatly increase production, thus improving our manufacturing efficiencies, resulting in lower home costs.

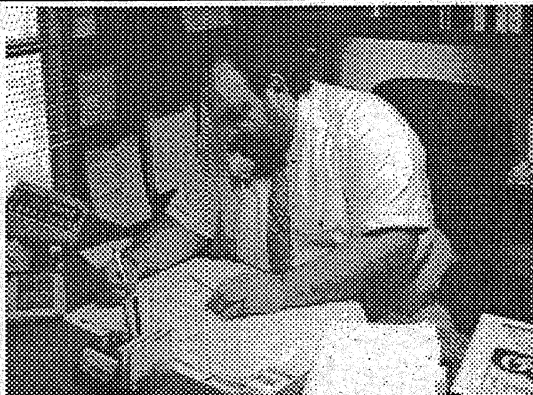
There is a two-tiered plan for growth for our retail division. The first tier, as we've

explained, involves increasing volume on our existing lots through broadening our product offering. The second involves increasing our presence in the Southwestern market by opening or acquiring several different locations. By the end of Fiscal Year 1996, for example, we plan to have as many as 40 retail locations. We will be in every major market in our 3-state region. We can only grow this fast through the internal development of our people.

### *Seize the moment...*

There is a great opportunity presently at hand. Those who have proven to be the best at maximizing performance through the use of company tools will be the first to be called upon in this exciting period of growth.

## President's Club Monthly



**Brian Shear caught ordering 47 new Homestars.**

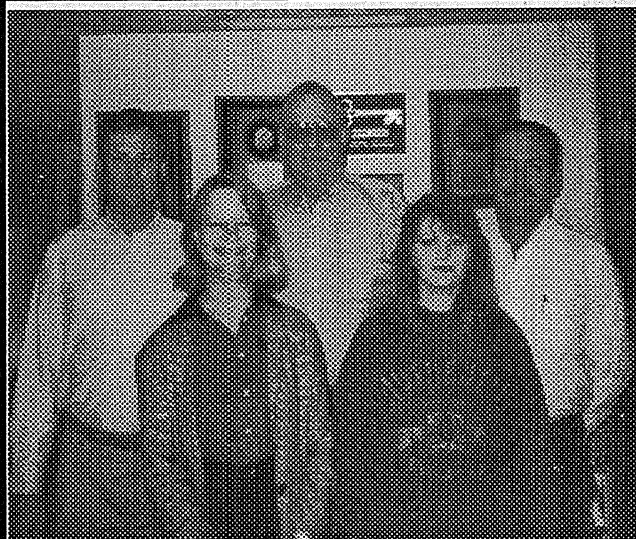
### Prepare for Shear Excellence

#### *Brian Moves East*

Nationwide of Mesquite's **Larry Speck** has bought out Phoenix Housing's interest in the Key-Greenville location. Its new General Manager will be none other than the one and only **Brian Shear**. Formerly an Asst. General Manager in Mesquite and longtime Sales Manager for Magnahome, Brian will no doubt

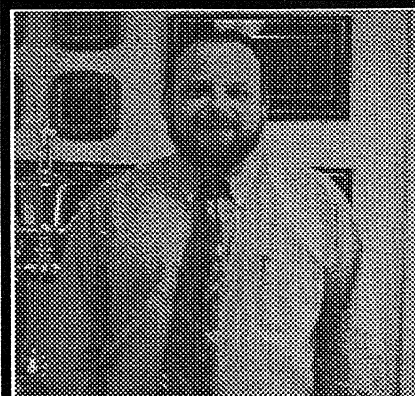
bring his unique selling style to the new location. "Brian is a winner who has a proven method," says Larry Speck. "He knows our program, supports it and will demand that his people follow it. This will result in great numbers."

Also coming from Mesquite will be sales pro **Dusty Kollmansberger**. The location will now go under the name "American Homestar." Good luck, Brian!



### The Faces Behind the Profits...the Athens Team!

Pictured from left to right on Front Row- Margo Beard, Janet Haws  
Back Row- David McMichael, Jim Rudolph, and Mike Smith



Why is this man smiling? Because his location in Lancaster just made more money than the Walmart that sits next door. Go Don Simonson! Go Lancaster Team!

## ATTN SALESPeOPLE!

We're looking for some very well-done set-ups and landscapes for homes that we've sold. If any of you know of some homes that look particularly picturesque, please call **Ronnie Richards** at the American Homestar plant at (214)230-3995. We may include pictures of this home in future promotional materials. The owner of the home will be compensated with an 8x10 glossy and maybe a fruitcake.

### President's Club YTD Standings

#### *The Superstars!*

1. **Dave Schwartz** - Instant Living- Gulf Fwy 334.6 Points
2. **Louis Murray** - Instant Living - Gulf Fwy 291.8 Points
3. **Randy Tappen** - Albuquerque - 277.7 Points
4. **Vincent Cipollone** - 288 SuperCenter - 277.2 Points
5. **Mike Smith** - Key Homes in Athens - 256.8 Points
6. **David McMichael** - Key Homes in Athens - 251.5 Pts
7. **Jack Doss** - Advantage of Channelview - 229.6 Points
8. **Jack Williams** - Advantage in Jacksonville- 210.2 Pts
9. **Jim Tierney** - Advantage in Jacksonville - 202.8 Points
10. **Diane Miller** - Nationwide in Huntsville - 202.8 Points
11. **John Raine** - Nationwide in Lancaster -194.1 Points
12. **Brandon Newman** - Nationwide in Mesquite - 175.2 Pts

## The Top 6 Are Gold Level Sales Pros!