

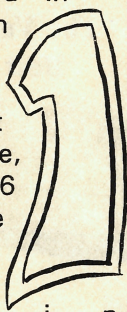
The President's Club Monthly

THE MONTHLY NEWSLETTER FOR
THE AMERICAN HOMESTAR CORPORATION

Sales Soar for the Company in May... A Record Month in a Record Quarter in a Record Year!

Instant Gulf's Louis Murray #1 in FY 1994!

Much like the company as a whole, Houston's Louis Murray exploded in May to finish a record quarter and year. Last month alone, Louis had 6 new home sales, 46k in Payable Gross, 17k in P.D., 2k in C.L. and (hold on to your hats!) an amazing 147.3 President's Club Points. This amazing production secured Louis the number one spot in the quarterly contest (and secured the 2k in winnings!) and also meant that he finished as the year end top salesman (with 479.7 points!). Louis, you are the King!



Running on All Cylinders...

With its back against the wall and the future on the line, both the retail and manufacturing divisions of the company stepped up to the plate in May and knocked the ball over the fence. The retail locations combined for an amazing 310 homes sold, fantastic physical damage penetration and near-record credit-life sales. All three of the manufacturing plants had a fantastic month, achieving record profitability and production levels.

The Sales Stars...

As you can read in the article to the left, **Louis Murray** of Houston's Instant Living was the top sales pro in May and the winner of the fourth quarter contest. 2nd place was won by perennial superstar **Yvonne Lujan** (\$1,500 in winnings), 3rd place was won by South's new pro **Sandy Bunn** (\$1,000), Huntsville's consistent star, **Diane Miller**, secured 4th place (\$750) and the omnipresent **Tom Threadgill** of Albuquerque was the 5th place winner (\$500).

The Top Locations...

Though most locations got into the act in May, many had truly exceptional months. Some of the President's, V.P.'s and G.M.'s that had great months include **Jim Lee** and **Mike Wallace** in Albuquerque, **Jim Clark** in Tyler, **Robbie Golden** in Denton, **Don Simonson** in Lancaster, **Jim Taylor** at the SuperCenter, **Butch Newman** at Instant Gulf, **Bob Legg** in Bryan, **Chuck Carney, Sr.** in Chan-nelview, and, in what has become a regular occurrence, **Jeff Goodrich** in OKC. Congratulations to everyone who contributed to this great month!

New Locations Acquired in Spring and Lufkin

Instant Living's Schwartz and Jacksonville's Tierney Promoted to G.M.

You've known him as "The Davemeister", "Dave Schwarzeneger", "the Terminator", and as a top salesperson for the company the last two years. Now you'll know him as the new General Manager of Instant Living in Spring. **Dave Schwartz** is taking over the former Spring Mobile Homes location, an ARG dealer situated on prime I-45 frontage road. Traveling North with him is none other than **Jim Rea**, salesman extraordinaire from

Instant-Gulf. In his new capacity as sales manager, Jim will help lead the charge against the thick competition in Spring.

In keeping with the company's policy of promoting from within whenever possible, Jacksonville's **Jim Tierney** has been named the General Manager of **Jim Clark's** new Lufkin location. A successful salesperson for over a year and a half, Jim is taking over a location formerly known as "Angelina Homes." Being from Lufkin and a graduate of

Stephen F. Austin University, Jim is excited about the move. Good Luck!

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HAPPY NEW YEAR!

President's Club Monthly

Laurie Lowery

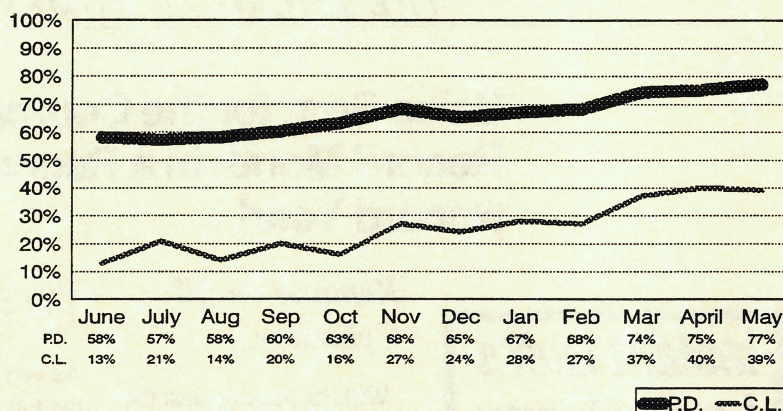
Year-end Insurance Sales Blow Away '94 Forecasts

Forecasting a record year before it happens is hard work. We had to commit to the idea of doubling our point of sale dealer business in just one year, which was exciting to think about but a challenge to execute. Luckily, after about 11 months, we got used to the idea and before we knew it, the year that we so hesitantly forecasted was over, resulting in over \$2,360,000 in insurance premium salesmore than \$400,000 over our forecast.

Without exception, all our locations did a great job marketing insurance this year. We not only topped our volume goal but we made consistent strides toward realizing our penetration goal. If we can do that kind of volume at 67% P.D. and 29% C.L. penetration, just think what we could do when we reach our 90% P.D. and 50% C.L. goals,...

without selling one more house. Coastal would like to recognize those locations, Business Managers and salespeople that most contributed to insurance sales and penetration during fiscal year 93-94. (Plaques and certificates have been ordered!)

FY 1994 Insurance Penetration



Physical Damage-Premium Sales

- #1 Nationwide South \$186,765
- #2 Instant Living-Hou \$157,843
- #3 Nationwide Lancaster \$113,741

Credit Life-Premium Sales

- #1 Nationwide Albuquerque \$78,493
- #2 Instant Living-Albuquerque \$48,994
- #3 Nationwide South \$34,684

Physical Damage-Penetration

- #1 Nationwide South 89%
- #2 Nationwide Granbury 83%
- #3 Instant Living-Albuquerque 81%

Credit Life-Penetration

- #1 Nationwide Granbury 65%
- #2 Nationwide South 51%
- #3 Instant Living-Albuquerque 47%



Sales Teams-Physical Damage Premium Sales

- #1 Vincent Cipollone & Randy Wilson (BusMgr)
- #2 Tom Threadgill & Richard Fenley (BusMgr)
- #3 Louis Murray
- #4 Dave Schwartz
- #5 John Raine & Cathy Jackson (BusMgr)
- #6 Randy Tappen & Richard Fenley (BusMgr)
- #7 Rick Crosby & Randy Wilson (BusMgr)
- #8 Billy Rolando & Richard De La Garza (BusMgr)
- #9 Jack Doss
- #10 Yvonne Lujan & Richard Fenley (BusMgr)

Sales Teams-Credit Life Premium Sales

- #1 Randy Tappen & Richard Fenley (BusMgr)
- #2 Yvonne Lujan & Richard Fenley (BusMgr)
- #3 Al Chavez & Richard Fenley (BusMgr)
- #4 Tom Threadgill & Richard Fenley (BusMgr)
- #5 Dave Cuellar & Richard Fenley (BusMgr)
- #6 Vincent Cipollone & Randy Wilson (BusMgr)
- #7 Alice Burke
- #8 Keith Madden & Carole Phillips (BusMgr)
- #9 Diane Miller & Elizabeth McCoy (BusMgr)
- #10 Earl Ortega & Richard Fenley (BusMgr)

Special thanks to: Nationwide South and Instant Living-Houston for pulling out all the stops to have a record setting physical damage month in May...\$32,000 respectively, the staffs of Nationwide Huntsville, Nationwide Mesquite, Nationwide East Texas and Nationwide Lancaster for making huge strides over the last year, and all the Business Managers for taking their jobs to heart and being so wonderful to work with.

Here's to next year!

P.S. Well, Coastal, I think a group hug is in order. The numbers above more than justify the growing pains we have been experiencing. Great job!

President's Club Monthly

COMPANY BIRTHDAYS

Teri Ragon
July 3rd

James McCoy
July 3rd

John "Yankee
Doodle Dandy"
Raine
July 4th

David Green
July 5th

Barry Park
July 6th

Cheryl Cowie
July 6th

Rita Mallatt
July 7th

J. "Summers"
Debose
July 7th

Nick Garcia
July 7th

Kerry Orr
July 7th

Yvonne Lujan
July 9th

Dave Davis
July 9th

Rick Crosby
July 12th

Fred Sledge
July 13th

Gilbert Fonseca
July 13th

William Clark
July 13th

Profiles in Excellence

Bruce & Cathy, Cont.

In last month's newsletter, we began a two part conversation with two of the company's top Business Managers... Bruce Reynolds of Granbury and Cathy Jackson of Lancaster. Following is the continuation of this interview...

Prior to your move into the position of Business Manager, the insurance penetration at your location(s) was below average. You have been able to steadily increase these numbers. What have been your biggest hurdles and how have you been able to overcome them?

Cathy: Lack of support from the sales staff was my initial, and largest, hurdle. In many cases, they were actually creating obstacles for me, leaving me absolutely nothing to work with. With the help of Laurie Lowery, we were able to obtain a more thorough understanding of the insurance products offered by our Company and the importance of selling these products. I'm still not sure at what point it all came together for me; but, with the help of everyone involved, it finally did.

Bruce: None. The biggest hurdle is ourselves. You have to go into every closing knowing that what you are presenting to the customer is in their best interest. We must become knowledgeable about the insurance programs that are

available.

Lender relations are a tremendous part of your day to day job. What do you think is key in forming strong relationships with our lenders?

Bruce: TRUST is very important! The have to believe in you and what you tell them. The company trips, ball games, meeting away from the office, help to build the relationships with lenders. They begin to know you on a personal level. Knowing what their company guidelines are and working within them. Many times if they can help, they will lead you in a direction they can make work.

Cathy: By having spent several years in the mortgage industry myself, I understand the workload that our lenders carry. The sad thing is that a large part of it could be eliminated by accuracy on our part. If you do everything you can to ease their load, they will more than likely return the favor. I suggest the following:

- one contact person for credit call backs
- send completed credit applications (fill in all blanks)
- minimize re-looks as much as possible
- fax explanation letters upfront with applications

- one contact person for loan processing
- send in "fundable" files when possible

Believe me, they will appreciate it!!!!

As we continue to grow in size and volume, our Company plans to add Business Managers to locations.

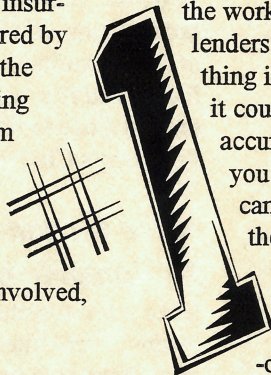
What advice do you have for others in the same position?

Cathy: The best advice I can give is to have plenty of patience, treat each customer as

if they were your only, and never lose your thirst for knowledge. This, along with a sincere team effort within your organization, will ensure your success as a Business Manager.

I would like to close by saying that without the continuous efforts of our Office Manager, Linda Toombs, there would be very little to write about. She is literally the glue that holds this successful operation together. Thank you Linda, we could never do it without you!!

Bruce: Know and understand the "Big Picture" of Sales. You can't understand how all the pieces fit together until you learn what each does and how it interacts with the others. ■



President's Club Monthly

WHO'S HOT

MVP

Home Run Hitters

Louis Murray, #17
(2 Home Runs!)

J. Summers Debose, #22
Jim Rea, #17
Vince Cipollone, #28

Triple Hitters

Dave Dalley, #52
David Foy, #47
Louis Murray, #17
Larry Miller, #17
Sandy Bunn, #28
David McMichael, K-A
Tim White, #23
Earl Ortega, #69
David Hinds, #58
Larry Goings, #60
Billy Alt, #60

Double Players

J. Summers Debose, #22
Bill Kussman, #22
Gary Robson, #29
Louis Murray, #17
Barry Park, #21
Nancy McCann, #34
Sandy Bunn, #28
Craig Pickett, #59
Yvonne Lujan, #69

SINGLE HITTERS

Louis Murray, #17
Kermit Freeman, K-A
Tim White, #23 (2)
Craig Pickett, #59
Yvonne Lujan, #69 (2)

Tim White Nationwide in Granbury

People, this man is a genuine, 100% Grade A, Corn Fed, All-American, Government Approved **SUPERSTAR!** Remember, last month he won the "Impact Player" award for his astounding production in his first full month. How does he follow that up? With a let down? With an average month? **NOT ON YOUR LIFE!** Tim scored 7 deals in May (when the company needed them most) for an incredible \$30k in payable gross and 83.9 President's Club Points. Tim made the Bronze level of the President's Club in just two full months of selling. At'a Boy, Tim!

Phillip Marchbanks Nationwide in Granbury

Another new star has risen west of the Metroplex. Phillip exploded in May by selling 4 homes for over 17k in Payable Gross. This impressive production was good for 42.8 President's Club Points. In Fiscal Year 1995, look for the incredible combination of Phillip, **Tim White**, V.P. **Jack Maxey** and Business Manager extraordinaire **Bruce Reynolds** to propel Granbury to the upper reaches of profitability!

Gary Robson Burleson Country Club

Gary, the new head honcho at

Burleson's Factory Outlet, proved that he's the spark plug this fine location has needed. In his first month at the helm, Gary's location took down 6 new home deals, by far their best month ever. **Curtis Pope** helped make this month happen by taking down three deals! Keep it going, Gary and Curtis!

Barry Park Nationwide in Fort Worth

Barry helped propel the Fort Worth location to a good month by contributing 6 deals. Combine this volume with excellent insurance penetration, and you end up with a very profitable month. Way to go, Barry!

Randy Taylor Nationwide in Tyler

Like the sun rising in the East, you can count on the big man to bring home the bacon month after month. How does he do it? It must be a healthy combination of clean livin' and hard workin'. In May, Randy had five new deals and one used one to rack up 48.1 President's Club Points!

Mike German Nationwide in Tyler

Mike put it together in May by selling a very impressive 5 units (four of them new) for 52.8 President's Club Points. It looks like Tyler has a new Superstar on their hands!

Craig Pickett Nationwide in Tyler

This man will not be denied!

With only 3/4 of the year to work with, this pro made the Gold Level of the President's Club. In May, he took down four more new home deals with healthy payables and excellent insurance penetration! To top his year off, he's been promoted to General Manager of Advantage Housing in Longview! Holy Cow!

Ray Cox Advantage in Longview

Ray took the Bull by the horns in May. Here's the lowdown... four new home deals, 4,520 in P.D. insurance and 35.2 President's Club Points. Do it again, Ray, you're on a roll!

Leon Dooley Advantage in Jack- sonville

STAND BACK, GET OUT OF THE WAY, LEON IS COMING THROUGH! In May, 5 deals were taken down by the new pro in East Texas! Not only did he achieve excellent volume, but he also followed through on the sale and scored big in Physical Damage and Credit Life insurance penetration. Way to go, Leon! We look forward to seeing your name more often in this column!

Jim Tierney Advantage of Jack- sonville

The company's newest General Manager (see related article on Page 1) finished up his tenure as a salesperson in May by selling everyone in sight. Four deals for big Jim in May! Good luck in Lufkin, big guy!

WHO'S HOT

Continued

Louis Murray Hits the Cycle!

What a month for last year's top salesman! In May, he scored big in the MVP category by taking down 2 home runs, one triple, one double play and a single. That added up to an extra 26 points for the month! Louis also took advantage of the Fast Start program by racking up an extra 10 points. As you probably already read, Louis's commitment to maximizing every deal resulted in an incredible 147.3 President's Club Points in the month of May!

Louis Murray Instant-Gulf

Often referred to by his peers as the "Leader of the Free World", Louis went on a selling spree in May. He racked up 6 new home deals, sold a huge amount of insurance products (17k in physical damage insurance), and earned (you better sit down for this) an unbelievable 147.3 President's Club Points. Folks, Louis does more for housing the people of this country than Henry Cisneros ever dreamed of doing! Roll, Louis, Roll!

Jim Rea Instant-Gulf

Jim is maintaining Instant's tradition of attracting only the most professional and talented salespeople in the industry. Hopefully, he'll hire others like himself in his new capacity as Sales Manager at Instant Living in Spring. In May, he sold 4.5 houses for almost 19k in payable gross. He also took home the gold medal in terms of insurance penetration. All in all, it added up to 48.7 President's Club Points for the star from Houston.

Bill Kussman Advantage in Channelview

A new name to you, maybe, but to five home buyers in the Houston area, he's the guy who sold them their home in May. Bill also cleaned up in the Physical Damage Insurance department my taking \$8,641 in

premium. Not bad, Bill! Hope to see you in this column more often!

Diane Miller Nationwide in Huntsville

Hey folks, Diane Miller is true professional. Not only is she a high grosser, she is also one of the most consistent producers in the company. Every month, her incredible sales production helps propel the Huntsville location to consistent profitability. May was no exception for Diane. She took down 6 deals (5 of them new) for an impressive 59.1 President's Club Points. That secured her 4th place in the 4th Quarter Contest! Congratulations, Diane!

David McMichael Key Athens

It was business as usual for David in May... 5 deals, four of them new, for an incredible \$7,057 average payable gross. Don't come looking for this superstar come Mid-August because he will be sunning his happy-self on the beautiful island of Nevis. Congratulations, David!

Mike Smith Key Athens

As everyone knows, Key Athens is home to two of the company's brightest stars. Mike Smith, never one to be left out of the action, scored big in May by selling four deals and earning 50.5 President's Club Points. You will also be seeing Mike on the Year-End trip. Way to go!

Ralph Segars Key Homes in Bryan

Another new guy who is making a name for himself very quickly, Ralph exploded in the month of May by taking down 5 deals (four of them new). This kind of production was good for 43.9 President's Club Points! Way to go, Ralph! We hope to see your name very often in this column.

Sandy Bunn The SuperCenter

HOLY TOLEDO! Sandy took no prisoners in the month of May! 6 new home deals, 10k in physical damage, \$4,000 in credit life and an unbelievable 101.4 President's Club Points! Sandy's incredible month helped her reach the elite Silver Level of the President's Club after only 5 months with the company. Look for Sandy's name at the top of the standings this time next year!

Randy Tappen Nationwide in Albuquerque

The man is back with a vengeance! Four big deals in the month of May helped propel the pro from New "yes, but its dry heat" Mexico. His big payables helped earn him 44.2 President's Club Points. Look for Randy on the big, year-end trip!

Billy X. Alt Nationwide in Mesquite

Five deals in the month of May for the man called "Mobile"! Keep it going, you big bad sales machine!

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WHO'S HOT *Continued*

TOM WILSON - IMPACT PLAYER AWARD WINNER

You all know Tommy... Great guy, Great Salesman, Liver of Life to the fullest. Recently, he was given the opportunity of running the Homestar Factory Outlet in Lancaster, a great location which hadn't gathered any momentum after being open almost a year.

Well, in his first month, Tommy turned the place around in a big way... 9 big deals and a return to profitability. Tommy helped his own cause by contributing 5 of his own sales. Talk about making it happen! Way to go, Tommy, you are truly an impact player!

Yvonne Lujan Nationwide in Albuquerque

Yvonne will be joining the Presidents on the annual trip for the third straight year. Never one to be denied, Yvonne put together an unbelievable month in May... 5 deals (four of them new), 26k in payable gross, 5k in PD, ALMOST 16K IN CREDIT LIFE, 92.8 President's Club Points. Yvonne will have some extra spending money in Nevis... she also placed second in the 4th Quarter Contest. What a month! What a Year!

Tom Threadgill Instant-Albuquerque

What a month for the distinguished Mr. Threadgill! 5 new home deals, great insurance penetration and 79.5 President's Club Points. For the second year in a row, Tom has reached the elite Gold level of the President's Club.

Dave Cuellar Instant-Albuquerque

Dave is mentioned in this column not only because he sold three houses in May, but also because he reached the Gold Level of the President's Club in his first year with the company. Way to go Dave!

Larry Murphy Instant-Albuquerque

What a month for Larry! Four deals, great insurance results and 59.5 President's Club Points. Well done, Mr. Murphy!

John Raine Nationwide in Lancaster

Sales Manager extraordinaire John Raine will be joining yet another annual trip in July. Why? because his 304 President's Club Points easily placed him in the Year-to-Date top ten. In May, John finished up the year by taking down four new doublewide deals and by earning a very impressive 45 President's Club Points. Well done, Johnny!

Ed Price Nationwide in Lancaster

Ed really made it happen in May... 5 (yes 5!) new home deals. Ed was an important part of a great team effort made by the entire Lancaster team. His production made up nearly one-third of their business in May. Way to go, Ed, and way to go Lancaster team!

Larry Goings Nationwide in Mesquite

It was only a matter of time before this young pro exploded!

He did it May, selling 4 new homes with a very healthy average payable gross of over 6k! Keep your eye on this guy in Fiscal Year 1995.

Jonathon Alt Nationwide in Mesquite

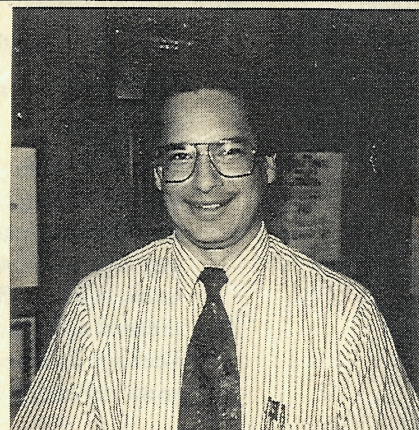
OK, we screwed up. Last month, we gave credit for all four of his sales to his big brother, Billy X, thus totally ignoring the fantastic first month he had as a member of the Mesquite team. To make up for this mistake, Jonathon is being noted in this month's column, and for good measure, we've ordered him a brand new 1994 Chevy Corsica.

Rich Ladiski Oklahoma City

Job well done, Rich! 5 big deals in May helped propel Oklahoma City to yet another great month. Here are the specifics... 16k in payable gross, 3,010 in P.D. (with some credit life thrown in for good measure) and 47.3 President's Club Points. Way to go, Rich, see you on the second trip, you gold level pro!

Ladies and Gentlemen... the number one salesman in the company...

Louis Murray! Autographed copies of this picture can be ordered through the editor.



President's Club Monthly

The Tracker Page

About Phase II...

As Phase II takes a more tangible shape, a clearer understanding of what it will or will not do has developed.

Following are the answers to the most commonly asked questions about the next generation of this program...

Will the paperwork program also include used home documentation?

Yes, and it will also include the paperwork for cash deals.

Will the calculations be computed automatically?

Unless you haven't received our most recent update, Phase I should be doing that

already. The program now only requires you to type in the raw data and summed numbers are calculated automatically. If you don't have

this new version, please call tech. support.

Will the lender's documentation be included in the paperwork program?

Yes. We are currently processing all of the forms for Ford, Greentree, Bergen, CIT, SePac and Vanderbilt. Master copies of their forms will be sent to each lender so that we have their approval.

When will Phase II be available?

We hope to finish a prototype in late August or early September. It will then be tested on the SuperCenter

for at least one month before it is distributed. VERY IMPORTANT: Phase II will not be available to any location who has not used Phase I.

Why waste any more of our time?

Will Tracker be made available to ARG Associates?

It will most likely be made available to associates in non-competing markets and associates who share markets with our locations who do not properly use the program.

The program's name has been changed to "American Homestar Tracker" for this purpose.

Will the Purchase Order and Invoicing programs included in Phase II be as good as the one I am already using?

We are designing ours based on Tyler's programs (which have been distributed to a few other locations). It will do everything they do, if not more.

How much wood would a woodchuck chuck if a woodchuck could chuck wood?

I don't know. Would you ask Chuck? ■

Computer Terminology

Know the Basics...

Computer: A stupid piece of plastic, glass and metal which does exactly what its told; often feared and misunderstood; excels at math.

Modem: A piece of computer hardware, positioned either inside or outside the computer, which works as an interface between the computer and a phone line. When used in conjunction with the right software, this piece of equipment can be used to transfer data over long distances. Tech Support uses it for file transfer purposes and for allowing us to remotely control other computers.

Smith Interviews...

Cheryl Cowie and Cindy Garcia

John Smith, co-programmer of Nationwide Tracker, interviews SuperCenter Office Manager **Cheryl Cowie** and Instant Gulf Office Manager **Cindy Garcia** about their use of the Tracker Paperwork program.

Q: Has Tracker made a difference in the way you work?

Cindy: Yeah, it saves me a lot of time, probably 45 minutes on every closing. That leaves me time to do other important things.

Cheryl: Cindy's right, it does save a lot of time. I always merge to a new document, so it only saves me about 30 minutes per close.

Q: Did the program work well from the get-go?

Cindy: Pretty well. We had some kinks at first but they

were handled by you and Dwayne.

Cheryl: There were a few problems on some of the documents but they were handled. Even with the problems, it was easier than the way that we used to do it.

Q: There are still a few office managers in the company who refuse to use the system, for whatever reason. What do you think about that?

Cindy: To each his own... but, I've been an office manager for over 12 years and this is the best thing to happen to my job. I don't understand why anybody wouldn't. The output looks so much more professional and saves you so much time. Maybe these girls are just scared of the computer.

Cheryl: I don't understand why anybody wouldn't use it. To me, that's just totally ridiculous.

Q: What improvements would you like to see made to the program in phase 2?

Cindy: I've seen a prototype of phase 2 and you all seem to be headed the right direction.

Cheryl: I've also seen the new version and I like how it will be integrated with the inventory program. I'm looking forward to it.

Q: Any final thoughts about the system?

Cindy: Well, I wish I had my own terminal to use it on.
Cheryl: I like the program but the programmers need a little work. ■

President's Club Monthly

Under the Oaks...

Charlie Boyer with Oak Creek News

The new "Southern Star" series is as red hot as these June Texas days... your response to our new line has been outstanding with approximately 80% of our locations ordering the initial model #964, 28x64 home! Way to go, Nationwide!

We are prototyping our newest 32 wide home in the



first week of July. **Mike Wallace** in Albuquerque has requested a shorter 32 wide for quite some time and has stepped up to the table and purchased the new 32x66 home.

Look for more info on this exciting new home in early July.

In 1993, Oak Creek produced 20.4 miles of high quality homes! ■

Financing News

Bergen's New Program

Bergen Acceptance Corporation has announced a special financing program for Oak Creek Doublewides and American Homestar Meridian products. According to Bergen representative **Scott Votaw**, the unique features of this program include an increased advance (125% of net invoice, 2k set-up allowance, 100% dealer options) and the lowest rate available (w/ 10% down). "What really sets the program apart," said Votaw, "is the fact that the competition doesn't have 240 month financing option without

putting up the property. With this extended term, payments can be \$45-\$60 month lower than your competitor's lowest Bergen payment."

As many of you know, the company also gets a quarterly volume rebate from Bergen depending on the volume done from the Nationwide/ARG group on a combined basis. If you have any questions, call Scott at 1(800) 231-8820, extension #57. *(the program is only available in Texas only)* ■

Home Office News

Girls Put in Overtime to Close Fiscal Year

It was crunch time in the home office as Fiscal Year 1994 ended. The staff had to close a record month's worth of business in less than half of the time normally required. 310 deals had to be booked by the 10th of the month in order to meet the regulations of our underwriters and the SEC. Under the leadership of **Mary Morton, Barbara Jaworski, and Diane Wilganowski**, the crew worked late nights, weekends and did whatever was necessary to get the job done.

Nationwide South, Advantage of Channelview, Advantage in Eastex and Instant-Gulf all brought in lunches on separate days so that the staff would not have to take a lunch break. Nationwide Housing

Systems President **Chuck Carney, Jr.** even threw a "Happy New Year's" party on the May 31st to give the girls a break from the grind. It seemed to work, as was evidenced by the countless bottles of empty champagne that remained after the shindig.

When all the smoke had cleared, the month was closed and put to bed over a day ahead of schedule. Everyone owes these ladies a debt of gratitude... thanks to **Jackie Patrick, Bari Davis, Michelle Butler, Elizabeth Kyle, Jennifer Gates, Judy Haldane, Kim Werner, Melinda Skillman, Missy Anguiano, Monica Rideaux, Rita Mallatt, Roberta Mikel and Sheri Duay**. You all are the greatest! ■

Promotions

Pickett and Rae Move Up

Craig Pickett, monthly regular in the "Who's Hot" column and all-around superstar, has been promoted to General Manager of **Jim Clark's** Advantage Housing location in Longview, TX. In his short tenure in Tyler, Craig has proven himself to be a dependable, hard-working asset to **Jim Clark**. "I think Craig is the kind of guy who can make money anywhere he's at. He's a winner." As you read on the front page, **Jim Tierney** of Jacksonville has been promoted to General Manager of Clark's newest location in Lufkin, Texas.

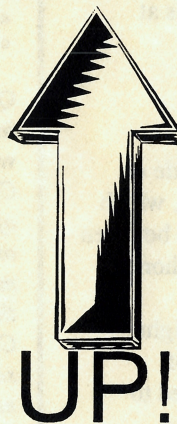
Jim Rae has been named

Sales Manager of the new Instant Living location in Spring, Texas (20 miles North of Houston).

Formerly one of **Butch Newman's** top sales pros, **Jim** brings to the table a professional manner and an eagerness to get the job done. "Jim is a natural for this position," said new General Manager **Dave Schwartz**, "he's got a lot of sales talent and he's also the kind of guy that any staff would respect."

Considering that neither Jim nor Dave like finishing second at anything, look for great things out of Instant-Spring. ■

MOVING



President's Club Monthly

Customer Letters

Doing the Job Right...

COMPANY BIRTHDAYS

Jana Brown
July 14th

Deborah McAbee
July 15th

Jerry Buerger
July 18th

Bari Davis
July 18th

David McMichael
July 21st

Mike Wallace
July 21st

Terry Thompson
July 21st

Reeda Speck
July 23rd

Kevin Burnett
July 24th

Chuck Carney, Jr.
President's Birthday
July 25th

Joel Beanes
July 27th

Harold Rosier
July 28th

Bob Mackie
July 29th

Jerry "Mean, Bad
and Ugly" Nail
July 29th

Bill Williford
July 31st

All of you out on the front lines know that keeping a customer happy can be challenging. That makes it all the more pleasing when we get letters like this one to OKC's Jeff Goodrich and Rich Ladiski from their customer, Lora Moore...

Dear Jeff,

Thank you so much for working with Russ and I and guiding us through the confusion of buying a new home.

You probably got sick of seeing my face or hearing my voice on the phone but you were always pleasant and uplifting and very kind. You always stood by your word and we appreciate that.

If it hadn't been for Rich being so informative, kind, warm, friendly - giving you a feeling that he was honest and really cared - we never would of bought our home. He's a gem! Hang on to him!

I've sent a couple to see Rich. Les & Cleo Young and they said they felt like you all were honest and cared and weren't out just to sell a trailer. They asked me if you all stand behind your homes as far as delivering what you say you will and servicing after

the sale (sic), and I said YES THEY DO! You all have treated us like we were someone important! Sincerely, Lora Moore

Dear Rich,

What do you say to the man who helped change your life and played a major role in making one of you life long dreams come true? Thank you doesn't seem to be enough.

Buying a home is the biggest and most important step in one's life. I was nervous and scared...could you get me into the home I wanted at a payment I could afford?

....Well, you said you would and you did it!

...It was a real pleasure to work with you and thank you from the bottom of my heart.

If you would, please do us the honor of dining with us in our new home. It would make me very happy. Please give me a call to set a date and time.

Sincerely,

Lora Moore. ■

From the N/W Staff in Lancaster to their Office Mgr., Linda Toombs

"We at Nationwide in Lancaster would like to thank our office manager, Linda Toombs (pictured below), for the fantastic job that she does for us month after month"



Our Office Manager is the best, She's Always
Flying around the office trying to get all the
Files in order. She arrives early each morning
In order to
Consistently stay on top of things.
Each task is performed to perfection.

Month-end seems to be her busiest time. It gets
Absolutely *crazy* the last few days. She has to work day and
Night to get it all done.
After month end, the race is on to
Aet all files to the lenders
Each day she rushed to Fed Ex with another pkg
Really, now, how does she do it all???

President's Club Monthly

Trip Winners Announced

The Top 10 Salespeople...

The winners for the big trip to the beautiful island of Nevis have been announced. Barring in backouts, they are (in order of finish) **Louis Murray** of Instant-Gulf, **Dave Schwartz**, also of Instant Gulf, **Vincent Cipollone** of the SuperCenter, **Randy Tappen** of Nationwide in Albuquerque, **Diane Miller** of Huntsville, **David McMichael** of Key Athens, **Mike Smith**, also of Key

Homes in Athens, **Yvonne Lujan** of Nationwide in Albuquerque, **John Raine** of Nationwide in Lancaster, and (of course!) **Jack Doss** of Advantage in Channelview.



For those of you who made the Gold Level, but not the Top 10, a second trip is currently being scheduled. Possible sites include Mexico or other tropical destinations. Make sure to get all of your deals funded in a timely manner so that they all count

YEAR END GOLD LEVEL PROS!

<u>Gold Level</u>	<u>Location</u>	<u>Pts</u>
1. Louis Murray	Ins. Gulf	479.7
2. Dave Schwartz	Ins. Gulf	436.7
3. Vincent Cipollone	SuperCenter	420.7
4. Randy Tappen	N/W Alb.	355.3
5. Diane Miller	Huntsville	355.3
6. David McMichael	Athens	349.0
7. Mike Smith	Athens	335.8
8. Yvonne Lujan	N/W Alb.	335.5
9. John Raine	Lancaster	309.1
10. Jack Doss	Channelview	303.1
11. Jack Williams	Jacksonville	301.9
12. Randy Taylor	Jacksonville	291.5
13. Tom Threadgill	Inst. Alb.	290.7
14. Jim Tierney	Jacksonville	288.1
15. Rick Crosby	SuperCenter	270.7
16. Bob Mackie	Eastex Fwy	266.2
17. Byron Cook	Midland	258.0
18. Rich Ladiski	OKC	256.6
19. Dewayne Click	Midland	250.3
20. Dave Cuellar	Instant Alb.	240.3
21. Brandon Newman	Mesquite	232.2
22. Billie Rolando	Corpus Christi	229.8
23. Gary Robson	Burl. Cou. Club	228.3
24. Barry Park	Ft. Worth	225.0

Lancaster Plant News

from Carol Cooper

Most of you have met or spoken with **Brian Shaw**, Lancaster's Sales Coordinator. Brian has been in our training program for several months and is the one who has been seeing to it that you get floor plan literature and samples when you need them. Now he's ready to "get his feet wet" in some other areas, so he will be taking calls for **Brian Owens** and **Carol Cooper** whenever they are not available. Brian will be able to answer your questions, or find the answer for you. If you haven't met or spoken with Brian yet, he'd be happy to hear from you any time.

The 694's Hot!

The new 694 MVP introduced last month was predicted to be the hottest seller yet, but this

home is not hot, it's on fire!! **Butch Newman's** Instant Living location in Houston got their first model on May 3 and they have reordered it ten times!!! If you're trying to get your grass to grow, park this one on top of it!! The grass will get plenty of fresh air and rain because it won't be there long!

Still Growing...

The long-awaited plant expansion is now under way in Lancaster. The additions to the plant are providing more storage space and more production space which is help-

ing immensely in our efforts to raise production levels. We've been building 7 homes a day on a regular basis and are still on course to be at 8 sometime in July. This means you get your homes

when you need them.

On the Move.

..

Lancaster's new General Manager, **Neil Scarbrough** will be moving his family up next month from Florida. They'll be living in their new home in Mansfield.

Keith and Ted are on

the Job!!!

We don't usually want to mention problems, except when they are successfully being solved. You've probably noticed your parts arriving on time and your service problems in general settling down. **Keith Burnett** needed help keeping up and now he has it. **Ted Bajorek**, Lancaster's Quality Control Manager, and Keith have been working together to set up a new, more effective system for handling your service and parts requests in a more timely manner. You may call Ted with any ongoing unsolved problems and he, as always, will be happy to help.