The President's Club Monthly

THE MONTHLY NEWSLETTER FOR THE AMERICAN HOMESTAR CORPORATION

...by Leaps and Bounds! Company Enhances Presence in West Texas & Opens Odessa Location, Cleveland to Open Soon

Burnett Begins Expansion

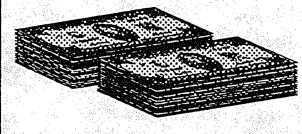
Nationwide of Midland's **Greg Burnett** has expanded his company to include a new flagship location in Odessa, Texas. To be run by Greg himself, the sales center is situated on prime real estate in the center of Odessa's own "mobile home row." "It is a very different business climate than in Midland, because,out there, we are literally the only dealer in town," said Burnett, "Here, there are a half dozen other dealers within a mile."

Operating under the "Nationwide Mobile Homes" banner, the location is made special by its extensive black top, large back storage lot, superb frontage and newly refurbished office.

Joining Greg will be his new Business Manager, **David O'Reilly**, who will also serve that role for the Midland location. **J.B. "Boomer" Hilburn** has also rejoined Greg's team in the capacity of Odessa Office Manager and "Weekend Sales Warrior." **Dewayne Click**, as Sales Manager of the Midland store, will be handling many of its day to day operations.

Just announced at press time: Advantage of Channelview, Inc. President **Chuck Carney, Sr.** will be opening up his third location, this one in Cleveland, Texas. Starting from scratch with a prime piece of undeveloped real estate, the location will be headed by **Wayne Whitehead** and is slated to open sometime in October. As more information becomes available, you will read it in the *President's Club Monthly*.

Quarterly Contest Update



Granbury's White Continues to Shine

If a movie was made about Nationwide in Granbury, **Tim White** would be played by Kevin Costner... this guy is a Superstar! The man exploded for an unbelievable 85.6 President's Club points in July to take over first place in the Quarterly Contest. His total of 143.8 pts places him well ahead of the competition. In second place is the SuperCenter's newest star, **Larry Moore**, with 117.8 points. Albuquerque's **Randy Tappen** (101.0 pts), Channelview's **Jack Doss** (96.6 pts) and the SuperCenter's **Rene Rincones** (86.6 pts) round out the top five with one month to go.

Homestar's and Oak Creek's Continue to Lead Sales Mix

Company Product Captures Lion Share of Market, Singles Sell Big

The Lancaster product captured 37% of Nationwide's unti sales in June to lead the way for company manufactured product to account for 53% of total retail sales in units by company owned sales centers.

The most impressive statistic is the 54% of total singlewide sales that came out of the Lancaster plant. This more moderately priced product is reaching a market that had previously been barely penetrated and thus is increasing sales per store. With Oak Creek singles included a total of 61% of single section sales were recognized from product manufactured in our own plants.

When a company owned sales center sells a home manufactured in one of the three company plants, a double profit margin is realized - one at retail and one at manufacturing. This is a trend our shareholders want to see!

Inside

LANCASTER NEWS	2
401(K) UPDATE	3
INSURANCE PAGE	4
WHO'S HOT	5
ETC, ETC, ETC	6
SEPT. TRAINING	7
TRACKER PAGE	8

AUGUST, 1994

Manufacturing Moves Home Office

American Homestar Corporation's Oak Creek Housing Division has relocated its corporate offices to the Brookhollow Two Building, 2221 East Lamar Blvd., Suite 790, Arlington, Texas 76006-7422.
The new offices house Accounting,/Finance, Engineering, Design, Marketing and **Lad Dawson's** Executive staff for the division's three manufacturing plants. Corporate offices for the division had previously been located at the Oak Creek plant in Fort Worth.

The new offices serve all three of the company's manufacturing facilities which include American Homestar in Lancaster and Burleson as well as the Oak Creek plant.

The phone system in the new office was designed so that callers can call directly to the desk of corporate office employees without going through an operator or automated attendant. This should reduce long distance tolls, staff time and the caller's time in reaching their party. Please make note of the new phone numbers, listed in the grid to the right.

Name	Department	Direct Phone
Cantu, Nancy	Design	695-0105
Cooper, Robin	Executive	695-0125
Dawson, Lad	Executive	695-0123
Hall, Connie	Accounting	695-0108
Holland, Jackie	Accounting	695-0106
Howell, Jim	Engineering	695-0111
Jewell, Tom	Engineering	695-0112
Needham, Charles	Engineering	695-0115
Nichols, Mitzi	Engineering	695-0115
Ronnie, Richards	Marketing	695-0102
Speece, Marty	Engineering	695-0113
Sunseri, Judy	Accounting	695-0115 x155
Titus, Sydney	Accounting	695-0115 x154
Whitson, Dave	Marketing	695-0101
Wilder, Birt	Accounting	695-0107
Fax #1	Main Fax	695-0110
Fax #2	Executive Fax	695-0120
Fax #3	Engineering Fax	695-0130

Under the Oaks

Oak Creeks News from Charlie Boyer

Construction at Oak Creek is underway! Phase 1 of the Plant expansion is in full swing here at Oak Creek. We have knocked down all of the trees and brush in our front yard and excavation is underway. Phase 1 includes paving the front of our plant for finished goods storage and creating a better flow of traffic in, out and around the facility.

Phase 2 is in the approval process and includes the formation of a tape and texture stationing area to the rear of the plant. This new layout will allow us to block all units while tape and texture work is in process and provide us a better quality application. This phase will help relieve the current congestion in our yard for the completion of all homes.

Southern Belle Decor a Huge Success!!!

The first new Decor for the Southern Star product line appropriately named "Southern Belle" is now in full swing and your reactions give us a great feeling that we have a real winner. **Robby Golden** in Denton received his first Model #964 with this new decor at 10:00AM and sold it for cash at 12:00 noon! How is that for immediate product impact. Call Jerry, Mike or Rick today and order your Model #964 or other current Model with the "Southern Belle" decor!

Oak Creek University Programs

The Oak Creek Sales Team is preparing to reinstitute the "Oak Creek University" sales training program in the next few months. We are now practicing on a few independent retailers so we can work out all the bugs. Look for more information on the OCU in the next issues of the President's Club Monthly.

Did you know that the Oak Creek Sales Team has over 120 years of combined experience in the manufactured housing business!

Lancaster News

Brian Owens

The American Homestar Lancaster Plant is building a SOLID SEVEN floors per day - that's 35 per week and 140 per month!

Of current models, the 694 is hot with 21 sold retail in June followed by the 690 with 20. Many of you are ordering these homes with the new Lodgewood decor, which by all accounts, is a real winner.

New faces at Lancaster that are making things happen are **Bruce Davis**, purchasing assistant, and **Walter Van Hook**, electric department foreman. Walter comes to us with 28 years experience in the industry.

Everyone's cooperation in eliminating the option of changing panels has contributed to more efficiency in production. Emphasize to your customers that our homes are professionally coordinated by a full-time interior designer with many years of experience.

COMPANY BIRTHDAYS

Big Jim Rudolph
September 4th

Byron Cook
September 5th

Mary Hufsey
September 6th

Bascom Kemp
September 6th

Steven Sanchez
September 7th

Nelda Jones
September 11th

David Porterfield
September 12th

Jack Williams
September 14th

Janet Haws
September 14th

Jack Doss
September 16th

Greg Burnett
September 18th

Sally Crocker
September 19th

Garland Gregory
September 21st

Sherry Bell
September 22nd

Devra Norton
September 22nd

Rene Rincones
September 22nd

Bob Legg
September 22nd

Billy Hilton
September 25th

Bryon Harrison
September 29th

Burleson News

Adopt a Home Prototyped

The American Homestar Burleson plant in conjuction with Nationwide of Ft. Worth's Burleson and Granbury Sales Centers is testing a program patterned after one of the Saturn car manufacturing plant programs of continuous improvement.

The Adopt-A-Home program is designed to bring manufacturing management and sales staff closer to the ultimate retail customer and receive input on product improvement and features.

The program begins when a customer orders their home and applies to participate in the program. A photo of the customer and family is placed in the home as it goes down the production line so all the plant employees can see who the home is being built for. One member of the plant's staff adopts the home and becomes the customer's advocate from the time the order is taken all the way through production and even visits the Adopt-A-Home family once they have moved in.

Not all homes can be in the Adopt-A-Home program, but a representative sample will. Full introduction of the program is to be annoucned once the test is completed.

! Special Notice- 401K Enrollment

Anyone not currently enrolled in the company's 401k savings plan who will be at least 20 1/2 years old and with the company at least 6 months on October 1st is eligible to enroll on October 1st.

This is a special one-time enrollment opportunity. Normal enrollment dates are January 1st and July 1st each year. Please see the aricle below or call **Ronnie Richards** at (817)695-0102 for more info.

401(k) to be Kicked Off in Manufacturing

Ronnie Richards

The manufacturing division has announced the expansion of the benefits package with the introduction of a company retirement savings plan - the 401k plan. The plan which was previously available to the retail group provides each associate the opportunity to save for retirement. The 401(k) Plan is great because:

- Company matches 33% of each dollar contributed by an associate up to 3%
- Reduces current income taxes
- Helps build a secure retirement
- Works through convenient payroll deduction

Remember, Social Security was never meant to be our only retirement - this plan makes it easy. Employee meetings will be held the week of August 29th through September 2nd at all three plants. The initial effective date will be October 1st. To be eligible to participate, an associate must be 20 1/2 years old and employed 6 months as of October 1st. Those not meeting this eligibility requirement can pre-enroll for the next enrollment date of January 1st.

An associate entering the program at age 25 and contributing just $10.40 per week could expect to retire at age 65 with $200,938.74 in the plan assuming an 8% interest rate. Of course, interest rates may vary and are not guaranteed.

All company associates including retail have a chance to enroll October 1st. Anyone in the Dallas/Ft. Worth/East Texas area retail group interested in the 401k plan but not currently enrolled may wish to attend one of the presentations. For additional information on scheduling contact me, **Ronnie Richards**, at (817)695-0102.

About The President's Club Monthly

Published monthly by the American Homestar Corporation.
Editor: Dwayne M. Teeter
Writers: Dwayne M. Teeter, Ronnie Richards, Laurie Lowery and various columnists
Contributions are welcomed by Dwayne at (713)333-5601 ext.3203 and Ronnie at (817) 695-0102.

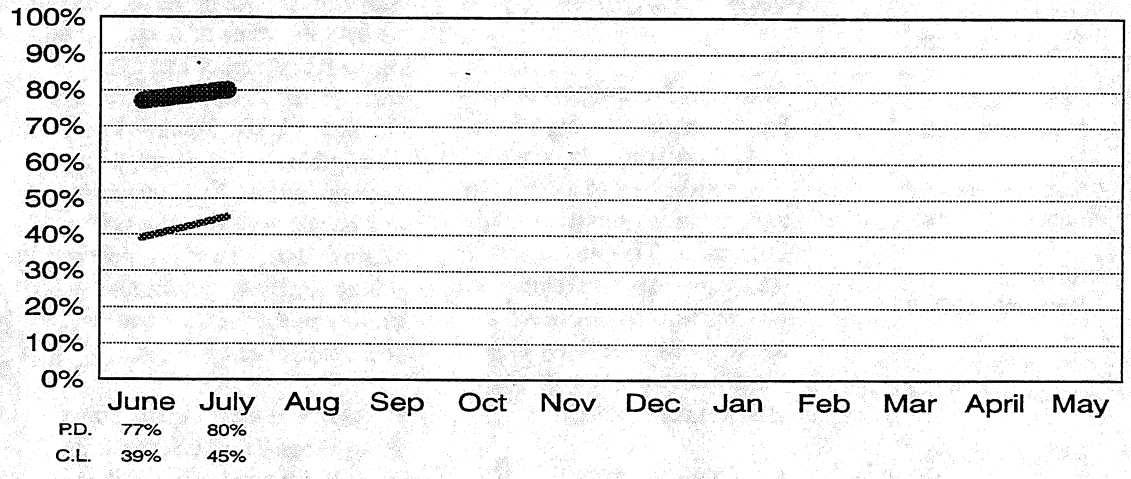
Laurie Lowery
Insurance Today

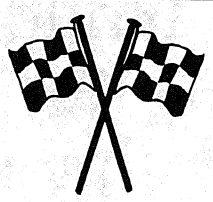
RECORD SET BY SUPERCENTER SOUTH

In July Supercenter President, **Jim Taylor**, and Business Manager, **Randy Wilson**, led their team to the biggest insurance month by a single location in more years than we can remember. The numbers tell most of the story: $41,000 PD premium...$20,000 CL premium .....**$16,500 INSURANCE PROFIT**!!!!! What the numbers don't show is the training before the close of the deal and the month end numbers. Jim and Randy believe very strongly in preparing their sales staff to be successful. Randy trains new salespeople how to properly complete an application and how to "plant the seeds" or prepare the customer for the insurance sale. How did it all come together this month? "Everybody was in tune. I could tell when we got to each closing that the customers had been prepared successfully. You must have a strong, well trained team in addition to a supportive President in order to be the best you can be" replied **Randy Wilson**. The Supercenter team maximized their opportunities by utilizing lenders (Ford & CIT) that support physical damage and credit life sales and by not overlooking the cash buyer. **THANK YOU, SUPERCENTER SOUTH!**

***For those profit hungry managers, twelve months of insurance profits such as these would result in end of year insurance profits of close to $200,000.**

SO FAR SO GOOD.... The graph below illustrates a new high in both physical damage and credit life sales for the Company.





SPRING HAS SPRUNG!

Instant Living Spring may be a new location but it sure doesn't perform like one. In its first month out of the shoot, this team added over $7400 in insurance profits to its bottom line and set a company precedent at the same time. When the dust cleared over 19,000 in PD premium and 10,000 in CL premium had been sold. Business Manager, **Jim Rea**, expertly sold 9 out of 10 credit life opportunities! Congratulations to General Manager, **Dave Schwartz**.... hopefully you will be setting the pace for locations to come!

LOOK WHO'S SELLING 4 & 5 YEARS OF PHYSICAL DAMAGE INSURANCE ON CASH DEALS!

WAY TO MAXIMIZE THOSE PROFITS, GRANBURY TEAM!

BUSINESS MANAGER PRESIDENTS CLUB RACE -top 5

#1 Randy Wilson	63.1 pts	#3 Richard Fenley	46.1 pts
#2 Bruce Reynolds	55.9 pts	#4 Russ Madden	44.3 pts
		#5 Cathy Jackson	40.9 pts

WHO'S HOT

SUPERCENTER EXPLODES IN JULY!

Jim Taylor's Super Sales Pros on Hwy 288 in Houston made mobile home magic in July, selling 19 homes for an amazing $120k in payable gross (that's an average of new home p.g. of almost $7,200!). As most of you know, July is just one month in a long line of great ones for Mr. Taylor and co. How does he do it? "By assembling a top notch sales staff, and by having a Sales Manager, Business Manager and Office Manager who know what their responsibilities are and handle them well. We also do a Tracker Mail-Out once a month and stick to Value Guide Pricing," said Jim. "We've got the tools, so we use them!"

Larry Moore SuperCenter

Larry keeps blowin' and goin' down South... In July, he rocked the mobile home world by selling 3.5 deals for $23,787 in p.g., $7,800 in p.d., and $3,432 in credit life. That puts him second place in the First Quarter Sales Contest!

Terry Thompson SuperCenter

Four big deals in July for South's newest star! Not only did Terry hit home runs every time up to bat (24k in p.g.), his excellent physical damage and credit life penetration resulted in an amazing 57.7 President's Club Points! Way to go, Terry!

Tim White Nationwide in Granbury

What can be said about this man that hasn't been said in the last 5 issues of this newsletter? He can't be stopped! July was a typical month for the big man... 7 deals, 6 of them new and an unbelievable $45,107 in payable gross (nearly a record). With the help of his top notch Business Manager, **Bruce Reynolds**, his insurance penetration was also excellent. Tim's great month (and the one before it) puts him in first place in the Quarterly Contest! Go, big dog, go!

Ralph Segars Key Homes in Bryan

Ralph put it together in the month of July... 4 big new home deals, $16,906 in payable gross and 25.7 President's Club Points. Nice month, Ralph, keep it going!

Byron Cook Nationwide in Midland

How does this star prepare for his upcoming vacation (on the company cruise, by the way)? By selling 5 big deals in the month of July! His $17,691 in payable gross resulted in an impressive 33.7 President's Club Points! Nice going, Byron!

Randy Tappen Instant Living in Albuquerque

Randy is ready to lay his claim as this year's number one salesman. Anyone who has met him knows he has a talent with people that is truly rare, but the competition will surely be tough this year. He had a typical "Tappen" month in July, selling 5 deals (all new!) for 40.6 President's Club Points and almost 30k in payable gross. See you at the top, Randy!

Tom Threadgill Instant Living in Albuquerque

4 big new doublewide deals in July for Instant's resident Superstar. Tom has many responsibilities as Sales Manager of that location, yet, month after month, always finds the time to sell more than his fair share.

Garland Gregory Nationwide in Tyler

Seven new home deals in July for Garland! This guy can sell homes in his sleep... he's got an easy going manner and a talent for closing the deal. In July, his sales totalled almost 39k in payable gross and over 7k in physical damage premium. What a month!

Nathan Templeton Nationwide in Tyler

They don't call Tyler "the playground of the sales superstars" for nothing! Nathan contributed his usual high-profit month in July - five big deals, 21k in Payable Gross and excellent insurance penetration (thanks in part to Business Manager **George Hargrove**!). As a result of this great month, Nathan earned an impressive 36.3 President's Club Points.

Tom Wilson Factory Outlet in Lancaster

This guy makes it happen by taking matters into his own hands. In July, Tom sold four deals for an impressive $23,069 in payable gross. With the help of his Business Manager extraordinaire, **Cathy Jackson**, Tom also attained excellent insurance penetration. Way to go, Tommy!

John Raine Nationwide in Lancaster

Always a contributor, Lancaster's Sales Manager poured it on in July... 4 deals, 17k in p.g. and 28.4 President's Club Points! Keep it going, Johnny!

WHO'S HOT
Continued

Instant- Spring Starts Out on All Cylinders!

Proving that a great salesperson can become a great General Manager, **Dave "The Terminator" Schwartz** opened up his new location in grand style in July... 18 deals and 87k in payable gross! Already one of the highest traffic locations in the company, Dave's staff of sales pros made the most of their opportunities in July, achieving a high closing ration and maximizing most every deal. With this kind of start out of the gate, look for continued greatness from this team North of Houston!

HOLY COW!

This just in at press time: CIT has just agreed to finance up to 5 years of P.D. Insurance with each approved loan. More info is available from **Laurie Lowery.**

Susan Lewis Nationwide in Denton

A proven winner with a lot of energy and new ideas, Susan Lewis manages to set the pace as Sales Manager for her location month after month. In July, she took down four deals (all of them new) for an impressive 32.4 President's Club Points. Keep it going, Susan!

Louis Murray Instant Living - Gulf Freeway

Last year's top salesperson is already laying claim to that title for Fiscal Year 1995! Louis exploded in July, selling 5 new homes with an unbelievable $10,033 in physical damage insurance! Holy cow! Louis was award 59.8 President's Club Points for his amazing production. Way to go, Big L!

David Crocker Advantage in Longview

General Manager **Craig Pickett** has turned around this location and David Crocker is a big reason why! In July, his 6 deals (5 of them new!) accounted for almost half of his location's production. His performance earned him 24.2 President's Club Points. Way to go, David!

Jack Doss Advantage in Channelview

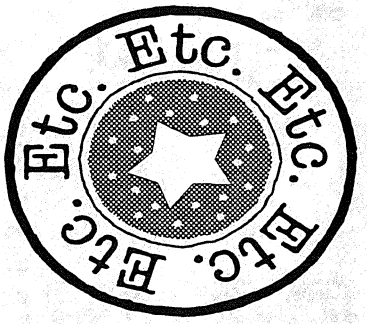
This man is unbelievable! Month in and month out, he does what it takes to get the job done! In July, he swatted four pitches over the center field fence.... $7,342 average payable on his four new home deals! Watching Jack on a roll is *Fan*-tastic!

Jerry Phillips Instant Living - Spring

11 deals for Jerry Phillips! In what must be the most explosive start in company history, Spring newcomer Jerry Phillips sold an unbelievable 11 deals his first full month on the job. Of these, 8 of them were new and almost all of them included large amounts of physical damage and credit life insurance. All totalled, he ended up with over 45k in payable gross (close to a record), $9,294 in P.D., $5,654 in credit life and an amazing 83.5 President's Club Points! Hats off to Mr. Phillips, our newest superstar!

Dave Snyder Instant Living - Spring

Four big deals for Dave's in his first full month with the company! A real pro who knows how to ask for the deal, Dave is sure to be one of Spring's most consistent producers. All in all, he ended up with $20k+ in payable gross and almost 6k in physical damage premium. For the month, he earned an impressive 33.6 President's Club Points. Congratulations to Dave and all of the new stars at Instant Living - Spring!



Management Shuffle in the Metroplex Dept. Longtime Mesquite G.M. Dave Davis has transferred to Ray McKinney's successful Granbury location. Dave, a former Granbury resident, has family in the area and is very happy with the move. Jack "Maximum" Maxey, has transferred to Ray's flagship Burleson location to work his "turnaround magic" there. Longtime Magnahome superstar David Shettler has taken the reigns in Mesquite. He inherits a top-notch sales, service and office-management staff and is sure to do well.

The Home Office welcome's its newest addition, Don Adam, who will work in the capacity of Corporate Controller. Don has 9 years of experience with KPMG-Peat Marwick and his responsibilities include all of the additional accounting work that must be done now that we are a public company. He and his wife, Becky, live in the Sagemont area of Houston and are a welcomed addition to the team!

Nevis Low-Down Dept: Well, it wouldn't be a real company trip without some kind of Buck Teeter accident. This year, the big guy took a long walk off of a short pier and ended up soaked to the bone before a night of gambling. Chuck Carney, Jr. was the biggest gambling winner of the trip, doing well in craps and black jack. In the big golf Tournament, Jim Taylor's team of Mike Wallace, Vince Cippolone, and Don Simonson were flying high and won handily. In the tennis tournament, Dave "the Davemeister" Schwartz, took down the big prize despite stiff competition. The talented team of Charlotte Teeter and Dave Davis took top honors in the doubles category.

MVG Update

Bari Moves to Corpus

Bari Davis, Model Value Guide Coordinator for Nationwide Housing Systems, has moved to Corpus Christi as a result of her husband's transfer to that area. She will maintain her current position and responsibilities but will be officing out of the Nationwide location in Corpus. If you need any assistance with your guides, please call her there using her private number (512)289-1117 and fax your requests to (512)289-1266. As before, any special requests relating to pricing or format changes can be addressed to **Dwayne Teeter** at (713)333-5601, ext. 3203.

In a few months, an expiramental program will be initiated which will allow for guides to be transferred over a modem, thus cutting down postage costs and time delays. If you would like to be one of the first to try this, please let Dwayne know. Those who volunteer should be experienced modem users and knowledgable of the Close Up communications software.

As a reminder, Model Value guide procedures are reprinted here:

Artist's Rendering of Bari Davis Cranking out yet another Model Value Guide

- To request a new guide, fax the invoice to Bari.
- To request a correction of an existing guide, fax a copy of the guide, with corrections marked, to Bari
- To request addional copies of a guide (no photocopies should be used), make a note of the serial numbers that you need and fax to Bari. Do not resend the invoice.

September Training

Sign Up Now!

DATE	TIME	PLACE	#	COURSE DESCRIPTION	COMMENTS
13th - 14th	10:30 - 5:00 pm (1st Day)	Lancaster Training Facility	203	Matchmaker Interview & Time Management (evening of 1st day 6:30pm - 8:30pm	Professor Schwepfinger - 16 hrs credit for completed course
15th - 16th	10:30 am - 5 pm (1st day)	Lancaster Training Facility	304	Features, Benefits, Buying Signals & Trial Closes / Methods of Prospecting (Evening of 1st aDay)	Professor Schwepfinger - 16 hrs Credit for Completed Course
20th	8am - noon	Lancaster Training Facility	359 360	Prospecting, Pre-Approach & Telephone Use	Professor Floyd Carr - 4 Hours for completed Course
21st	1 pm -5 pm	Lancaster Training Facility	359 360	Prospecting, Pre-Approach & Telephone Use	Professor Floyd Carr - 4 Hours for completed Course
21st	8 am - Noon	Tyler Texas Plaza Windermill Boardroom	359 360	Prospecting, Pre-Approach & Telephone Use	Professor Floyd Carr - 4 Hours for completed Course
21st	1 pm - 5 pm	Tyler Texas Plaza Windermill Boardroom	359 360	Prospecting, Pre-Approach & Telephone Use	Professor Floyd Carr - 4 Hours for completed Course

The Tracker Page

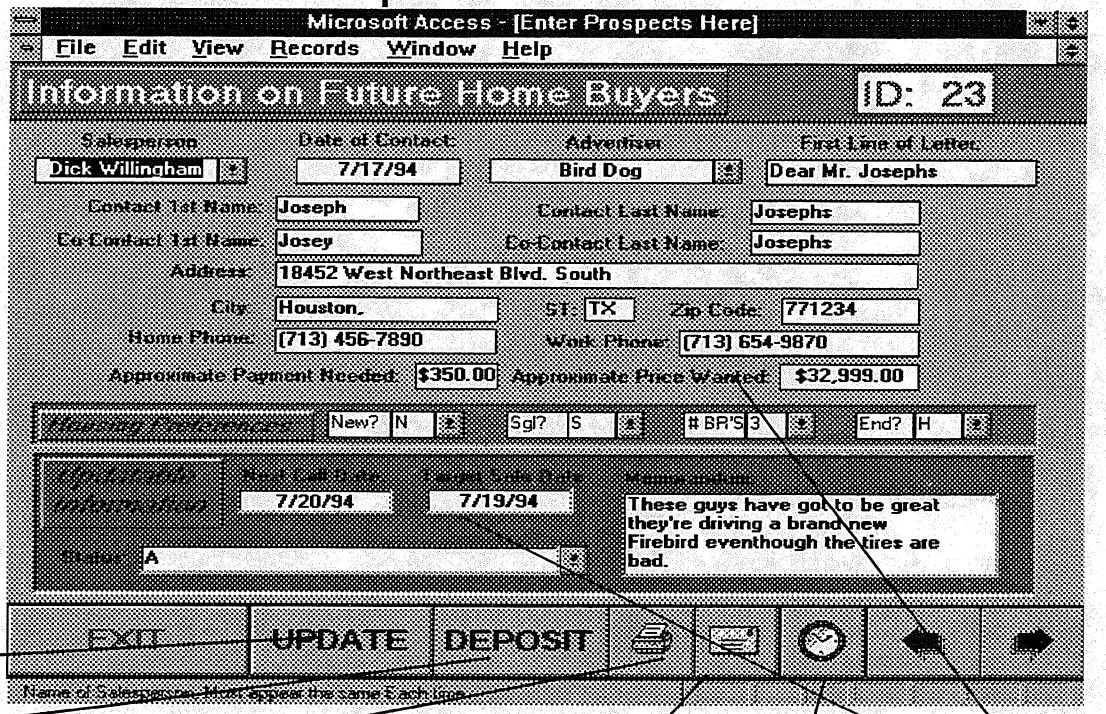
More Version 2.0 Improvements

The New Prospect Data Entry Screen - Though most parts of Tracker have received a complete overhaul in version 2.0, nowhere is it more noticeable than in the "Enter Prospect Info" screen. Now, all updating of information, logging of deposits, and printing of "first visit letters" are handled without ever leaving the data entry screen! Also, all data now fits onto one screen, no more scrolling!

Click Here to see another customer's data

Click Here to log your deposit, a pop-up screen will prompt you for the info!

"Enter Prospect Information" Screen



Click here to print the information on this screen - a new feature!

Click Here to automatically print out a "first visit letter" for the customer on your screen!

View the Time

Dates & Phone #'s are preformatted

Version 2.0 Integration

It is all or nothing...

As you have read here before, the next version of Tracker is an integrated program; in other words, all parts of the program (prospects, inventory, paperwork, invoices & purchase orders) work together and exchange information. For example, when you receive a home onto your lot that has been ordered through Tracker, the program will ask you if you want to write an invoice for the home, and if the answer is yes, it will pull an invoice onto your screen, filling out the Serial Number field on the form.

This kind of ease of use and power can come only through keeping the system up to date of all inventory events... ordering , receiving , selling and delivering of homes. Because the inventory program is, for lack of a better term, the nucleus of the program, all other parts will fail if it is not maintained.

The inventory system has been designed to be easy to use and a great time saving device. Among other things, it produces your Texas State reports, home office and location inventory reports, coach p.o.'s, stock sheets and many important sales reports based on historical data. If you don't think you would be interested in maintaining it, skip on Tracker Ver. 2.0.

Daily Tracker Schedule

Monday through Thursday (each day)

1. Enter the previous day's prospects onto the system.
2. Enter all updated information from the previous day's (or weekend's) call back sheets.
3. Print follow-up letter for each customer.*
4. Print call-back sheets for every salesman *for that day only.*

Friday Only

1. Enter Thursday's prospects onto the system.
2. Enter all updated information from the Thursday's call-back sheets.
3. Print follow-up letter for each customer.
4. Print call-back sheets for Friday's date through Sunday's date for all salespeople.

*** On Monday, you should use the button marked "Print Letter by Salesperson/Contact Date" to print this letter. Type in Friday's date and Sunday's date and hit "enter" when it asks for the salesperson's name. This will print a letter for everyone who visited the location during the weekend.**