

The President's Club Monthly

THE MONTHLY NEWSLETTER FOR
THE RETAIL DIVISION OF THE AMERICAN HOMESTAR CORPORATION

Company Continues to Roll as New General Managers Rudd, Shetler and Wilson Explode with Fantastic Months!

New Guys on a Roll...

The retail division of the American Homestar Corporation continued their great year by having excellent sales in October. Bouyed by the performance of three new general managers, the Lancaster Factory Outlet's **Danny Rudd**, Mesquite's **David Shetler** and Tulsa's **Tom Wilson**, the company realized substantial

profits at these locations. Nationwide of Mesquite President **Larry Speck**, whose other four locations (run by stars **Jeff Goodrich**, **Don Simonson** and **Brian Shear**) are also performing on all cylinders, had this to say about the new management superstars. "These guys exceeded not only by selling lots of houses, but by watching their costs and keeping their customers happy. I'm lucky to be working with such good *businessmen*."

The company's "beacons of consistency", the *SuperCenter's* **Jim Taylor**, Lancaster's **Don Simonson**, Tyler's **Jim Clark**, Spring's **Dave Schwartz** and Denton's **Robby Golden** contributed "jam-up" performances in October, as they have most months this year.

The company seems to be maintaining its momentum going into the winter months with retail sales holding strong and manufacturing continuing to increase production.

Focus Groups Lead to Better Communications with Ford Finance

by Gary Neuman

I want each of you to know that we at Ford Consumer Finance Company, Inc. feel extremely fortunate to have a partnership with American Homestar Corporation and want to thank you for your recent focus group sessions that have opened our eyes to ways we can better serve you and your needs.

I can see many positive results from our meetings and surveys. Thanks to your help, we can boast 24 hour turnaround time, 5 year physical damage insurance to be financed within the contract, and now deals are

being approved with only two conditions. It doesn't take long to see how a few adjustments can produce such outstanding results with weekly Nationwide approval ratios as high as 44% **WOW!!!**

Ford has many good products to offer, with one of the most exciting being our latest 10 year product with 140% advance, which is approximately 200 basis points below the average market rate. Did you know that the monthly payment is only \$30.00 higher on a 10 year term compared to the average industry's 10 year note (25k financed)? This means that in 5 years your customer has a strong equity position and can trade in the 1995 model

with no additional cash down. This also means that in 5 years, the manufacturer builds another home, the lender finances another customer, and the retailer sells another home, keeping all the intricate parts of our industry in motion. This is just one example of our exceptional products, to help you sell more homes.

Bruce, the Bionic Business Manager Breaks Tall Records in a Single Month!

See for yourself, ladies and gentlemen, it is right here in black and white. **Bruce Reynolds**, Business Manager for the Nationwide of Fort Worth stores in Burleson (2) and Granbury sold \$118,991.99 worth of insurance products in the month of October. Mr. Reynolds truly maximized a strong home sales month by exceeding the company goals with an average penetration of 91% physical damage and 74% credit life. When Nationwide of Ft. Worth President, **Ray McKinney**, put the pencil to it, his team had averaged over 4k in insurance premium per sale. Wait, it gets better... these numbers include nine 5 year policies, fourteen extended service policies and one 7 year policy. American Homestar Chairman of the Board and Co-CEO, **Buck Teeter**, adds: "Remember, the Business Manager is a "profit center" because he generates bottom line profit (continued next page)

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NOVEMBER, 1994

President's Club Monthly

Bruce Reynolds

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COMPANY BIRTHDAYS

Bridget Halliburton
December 1st

Cynthia Herbst
December 1st

Charla Ferguson
December 8th

Connie Prather
December 9th

Janice Higginbotham
December 10th

Chuck Carney, Sr.
December 12th

Marie Longora
December 12th

Bruce Reynolds
December 14th

Lonnie McBride
December 16th

Donald Wright
December 17th

Mary Morton
December 19th

after the cost of the sale is incurred. These profits do not require any additional home sales, do not demand delivery costs or require service calls. On each dollar of profit generated on finance or insurance, 75% goes to the bottom line. On each additional mobile home sale, only 5-7% goes to the bottom line. Which is best? Get more sales and maximize the profit through "F & I" just as **Bruce Reynolds** has illustrated. It can be done."

401(k) Additional Facts

As the adjacent letter from Lad and Buck says, the time is upon us once again to sign up for the company's Retirement Savings Plan 401(k). If you are not currently participating in this great program, now is the time to sign up. If you are already enrolled, this is your opportunity to increase your savings deferral percentage.

To be eligible to participate in the plan, you must have been employed for at least one year as of January 1, 1995, be a full time employee and be at least 20 1/2 years of age. There are only two times each year that you can enroll; January 1st and July 1st, however, you can discontinue par-

An Important Message from Lad and Buck Concerning 401(k) Retirement Planning

To All Company Employees,

Planning for the future is important for each and every one of us; probably more important than ever before. It is estimated that only 5% of American workers retire on something other than social security as their main source of income - and that doesn't go very far. Each of us now has an opportunity to create our own meaningful retirement program in partnership with American Homestar.

The retirement plan is called a 401(k) plan. It is a voluntary program in which each employee decides how much to contribute for retirement. Employee contributions are made through the convenience of payroll deduction and they are not subject to federal income tax until you withdraw them. American Homestar then adds an additional amount to your contribution. All contributions are immediately invested in your account with The Principal Financial Group, the nation's largest administrator of company-sponsored retirement plans. You choose the type of investment for your contributions.

To be eligible to participate, you must have been with the company one year as of the enrollment date and you must have attained the age of 20 1/2. The next enrollment date is January 1, 1995 and we urge you (if eligible) to take advantage of this company benefit and start planning for tomorrow!

Sincerely,

Buck Teeter Lad Dawson

icipation at any time.

American Homestar's Retirement Savings Plan offers employees many benefits:

- * The company matches 33% of each dollar you contribute up to 3%.
- * Reduces current income taxes.
- * Helps build a secure retirement.
- * Works through convenient payroll deduction.

Even if retirement seems a long

way off, you need to start saving today so your money will work for you. The power of compounding is amazing. If a 30 year old saves just \$500 per year for 30 years at 8% interest, the plan pays that saver \$500 each and every month - for life! For additional info, contact your sales center manager or **Jackie Patrick** at (713)333 5601 ext 3044 or **Ronnie Richards** at (817) 695-0102.

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Laurie Lowery

Insurance Today

WHO'S WHO

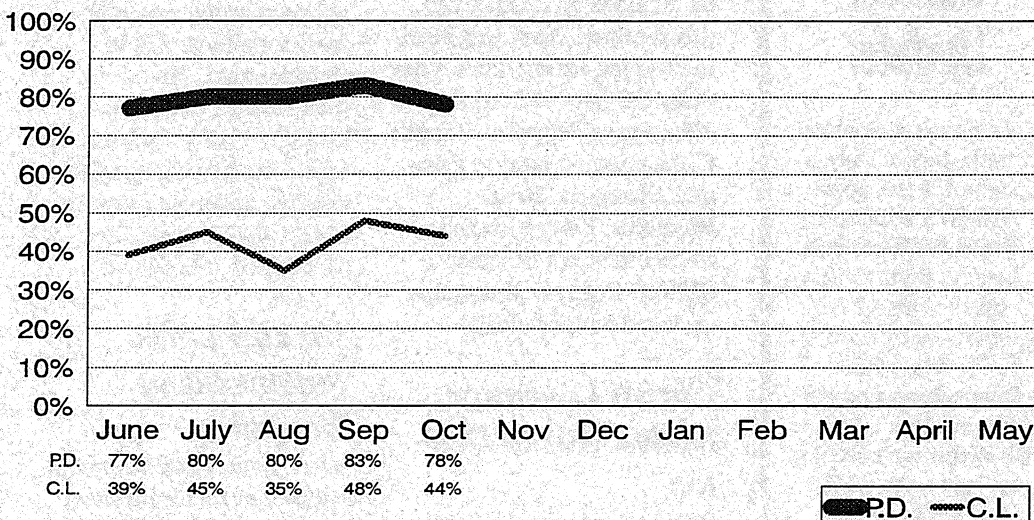
@ WESTERN

**profile: Laurie Lowery
Dealer Mktg Rep**

I guess you could say I grew up around mobile homes, living in them until I was almost nine years old. However, I knew very little about the industry prior to coming to work at Coastal 3 years ago. After graduating from the University of Texas with a degree in Sociology(I can't help but think that I chose the study of human behavior somehow knowing I would need preparation in dealing with salespeople later in life! HA!), I was recruited by Marshall Feilds & Company to join their management training program in Chicago. Let's just say, as a twenty-one year old, I was not prepared to manage a staff of twenty-three. No course can prepare you for that. After moving back home 2 years later, I went to work as a staffing consultant, working 6-7 day weeks on straight commission. Unfortunately, the head hunting business went with the oil barons in the bust, so here I am training and providing marketing support for a very exciting company. I like my job. I love the people. Personal stuff: I am married to a great guy named John. We share our home with a dog and two cats. We have recently taken up golf and I should probably apologize to anyone living near South Shore Harbour Golf Course. Heads up!

Mid-Quarter Slump Hits in October

October's sluggish performance in insurance sales would baffle the most analytical of minds. The truth is not everyone had a sluggish month. Several, including all the Nationwide of Ft. Worth, Inc. stores (see front page story), Advantage Jacksonville, Advantage Longview and Nationwide of Oklahoma City, set location and company records, producing business like never before. As with everything we do CONSISTANCY is key, especially in maintaining the momentum that has brought us this far.

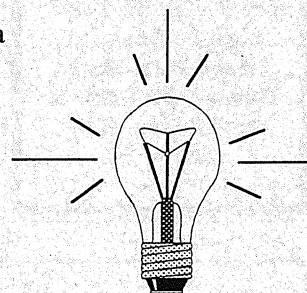


STOP THE INSANITY!

There seems to be a lot of confusion over insurance sales when it comes to Green Tree deals. So, this is the skinny....the best case scenario is to sell a cash policy through our Agency, because the salesperson gets 9% commission, the location gets a higher commission and the company retains the renewal commissions, which help pay company operating costs. The second best scenario is to finance 3 years of Green Tree Agency insurance on the deal. We don't get the renewals but the location gets a smaller commission on a bigger premium and the salesperson gets 6% commission. It is not a good deal to finance one year of Green Tree Agency insurance and it is even worse to not sell insurance on these deals at all! That's all folks.

CREDIT LIFE TRAINING PROVIDES NEW IDEAS

American Bankers Trainer, John Irvine, and Field Rep., Tim Schuur, provided credit life training for over seventy Nationwide participants during mid-November. Those in attendance were challenged to examine their personal attitudes about insurance and those of their customers, and further, to change the way they were presenting the product. Through discussion and role playing, many realized that their presentation consisted of more negative scare tactics than positive motivation. Mr. Irvine also devoted time toward the concept of "seed planting", which deals with the method of bringing up the insurance in the interview with the client or "planting the seed". For example the salesperson might make the following comment in the interview: "Mr. Jones, I see you have children. Remind me, and later I will introduce you to John, our business manager. I think he can help you protect your family and your investment for years to come." The Business Manager then can use the seed as an excuse to bring up the credit life and physical damage insurance topic just prior to the close or in the close. This concept will be further developed and introduced into the insurance training to be provided in the new five day basic training course for salespeople.



PRESIDENTS CLUB UPDATE....

TOP 5 BUSINESS MGRS

1. Bruce Reynolds 185.1
2. Cathy Jackson 141.9
3. Randy Wilson 137.6
4. Richard Fenley 125.6
5. Jim Rea 119.6

Keep up the GREAT work!

President's Club Monthly

WHO'S HOT

Continued

2nd Quarter Contest Update!

Ladies and Gentlemen, this is truly a race for the ages! Athen's super-pro **David McMichael** is holding tight to first place with 122.8 points but Instant-Spring's **Ron Beauchamp** and the SuperCenter's **Vince Cipollone** are catching up fast with 117.3 and 119.3 points, respectively. **Louis Murray**, always in the hunt, is 3rd with a bullet with 105.1 pts while Granbury's **Tim White** rounds out the top 5 with 97.3 pts. **Brandon Newman, Barry Park, Matt Stanley, Bill Hopkins** and **Ed Price** are in the top 10.

This Corner
Intentionally Left
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Barry Park *Nationwide in Burleson*

Big, bad Barry barrels through the competition again! Obviously gunning to be included on another trip this summer, Barry exploded in October, taking down 5 big deals (all new!) for almost 29k in payable gross! Thanks to the reigning guru of Business Managers, **Bruce Reynolds**, Barry also had \$5,591 in credit life and \$10,057 in physical damage included with his deals!

Christi Lancaster *Nationwide in Den- ton*

Denton's longtime pro returned to superstar form in October, taking down 5 deals (4 of them new) for an incredible \$27k in payable gross! Back in the saddle after taking maternity leave, Christi seems ready to make her bid for the big end of year trip! Go, Christi, Go!

Jack Williams *Advantage in Jack- sonville*

Folks, this is a man you can count on. Like a lighthouse that always shines, like Ted Williams at the plate, like a Democrat that always raises taxes, Jack is a man that has shown unparalleled consistency over the years. In October, he took down four big new home deals for over 22k in payable gross. Nice month!

Marianna Forsberg *Nationwide in Lan- caster*

Another big reason for Lancaster's rise to the top, Marianna took charge in October, selling four big new home deals for almost 23k in payable gross. Marianna, with the help of Business Manager **Cathy Jackson**, also scored big by selling \$9,833 in physical damage insurance and \$2,491 in credit life. Nice month, Marianna!

Michael Levin *Nationwide in Mesquite*

A new name to this column, Michael made his presence known in October, selling four new home deals. Keep it going, Michael!

Nick Garcia *Instant Living in Al- buquerque*

New Mexico's Nick Garcia continues to display consistent performance month after month. October was no exception; he sold four new homes for 19k in payable gross.

Ed Price *Homestar Factory Outlet in Lancaster*

Four deals in October for the distinguished Mr. Price! Ed averaged almost \$5,800 payable gross per deal and had good physical damage penetration. Way to go, Ed!

Don Smith *Nationwide in Okla- homa City*

Don, a cornerstone to Jeff Goodrich's amazing OKC sales staff, made it happen once again in October. His four deals and excellent insurance penetration helped propel his location to another good month.

David Dalley *Homestar Factory Outlet in Lancaster*

Yes, another great month from a AHFO - Lancaster salesperson. David, whose name has appeared here many times, sold four new home units in October for almost 20k in payable gross. Keep rocking, David!

Charles M. Hermann *Instant Living - Spring*

Mr. Hermann was no hermit in October, selling four new home deals for (are you ready for this?) an amazing \$29,613 in payable gross. Folks, that is \$7,500 dollars per deal. Charles knows how to pay himself well!

Edward Delbrey *Nationwide in Cor- pus*

Corpus's newest star put it together in the month of October, selling an impressive four new home deals. Do it again, Edward, you are on a serious roll!

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WHO'S HOT

The Truly Awesome Peggy Richardson

Talk about making a contribution! Longview's **Peggy Richardson** was a one-woman wrecking crew in October, destroying the competition with 8 big sales (6 of them new) and almost 32k in payable gross! According to General Manager, **Craig Pickett**, this explosive month is only the beginning for Peggy. "She's got a ton of business working right now," said Craig. A former staff worker at a manufacturing plant, Peggy is finding the financial rewards a lot more satisfying on the retail end. Keep up the great work, Peggy!

Tim White Nationwide in Granbury

Some have said that being interviewed in the article "Profiles in Excellence" is like the Sports Illustrated curse; as soon as your featured, you have a lousy month. Not with this superstar of superstars, though. Tim used the exposure as a catalyst to great things... 5 deals and an unbelievable 82.8 President's Club Points!

Vince Cipollone SuperCenter

You can't keep the Godfather down! Once again, Vinnie had the competition sleeping with the fishes, selling four big new home deals! Thanks to great physical damage and credit life penetration (way to go, **Randy Wilson**), Vince scored big with 76.6 "Presidential Points." Keep rolling, Vinnie-baby!

Brandon Newman Nationwide in Mesquite

All hail the Sales Stallion! Mesquite's supreme tracker-head and sales manager extraordinaire went hog wild in October, selling 7 new homes for almost 33k in payable gross. These numbers were the highest in the company in October, putting the Stallion in an excellent position to place in the quarterly contest. With the help of Business Manager **Russ Madden**, Brandon also had excellent insurance penetration.

Gerald Weedon Homestar Factory Outlet in Lancaster

Gerald, one of G.M. **Danny Rudd**'s new group of superstars, exploded in October, rocking the mobile home world with six brand new home deals. All in all, he finished with almost 27k in payable gross and over 11k in physical damage premiums. Keep rocking, Gerald!

Tom Threadgill Instant Living in Al- buquerque

There is no keeping this man out of the "Who's Hot" column! Month after month, Tom handles the responsibilities of the Sales Manager position without sacrificing his own personal sales. When asked what he credits his success to, Tom said "long hours, hard work and good follow-up." Well, Tom, your method seems to be working.

Thala Wynn Nationwide in Tyler

Tyler's newest sales pro made a big impression in October, selling 6 deals (five of them new) for almost 26k in payable gross! Holy Toledo! It looks like **Jim Clark** has got another superstar on his hands! Keep rocking, Thala!

Daved Dealejandro Advantage on Eastex Freeway

Stand back, people, Daved is on a roll! In October, he took no prisoners, selling six deals (all new) for an amazing 31k

in payable gross (second best in the company). To make matters even better, he also scored big in physical damage insurance department (\$8,559 in premium). What a fantastic month!

Ron Beauchamp Instant Living in Spring

A consistently successful salesperson from a consistently successful location, Ron really made it happen in October. His five new home deals helped propel **Dave Schwartz**'s great Spring location to yet another good month. Ron, with the help of Business Manager **Jim Rea**, also had great physical damage and credit life penetration. Keep the ball rolling, guys!

Rick Vaughan Nationwide in Tulsa

If Rick Vaughan truly does represent the next generation of our company, the future will be bright! *As usual*, the former Houston resident who now calls Tulsa home rocked the Oklahoma market to the tune of 5 new home deals and 22k in payable gross! Folks, you can't hold this guy down!

Edwin Sampson Nationwide of Lan- caster

Whatever you do, don't cut this guy's hair! Sampson had a month of biblical proportions in October, taking down five big new home deals and selling almost 9k in payable gross! Edwin is one of the key reasons that Don Simonson's Lancaster location is now considered one of the strongest in the company.

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COMPANY BIRTHDAYS (Continued)

Jimmy Bivens
December 22nd

Daved Dealejandro
December 24th

Ronald Carne
December 25th

Dayna Shetler
December 26th

George Johnsen
December 27th

John Redlinger
December 29th

Susan Ketchum
December 30th

Jerry Winters
December 31st

Don Simonson
December 31st

The Tracker Page

The Follow-Up Letter Library

In the newest version of Tracker, salespeople have a number of new follow-up letters from which to choose. Most of these can be printed on a customer by customer basis, or to all non-status zero customers. These letters will be discussed one by one....

President's Letter #1 and #2- There are two different letters on the system that are written from the point of view of an appreciative general manager or President. These should be mailed out to all of your customers approximately 3-4 business days after their visit. Have your G.M. choose which one he prefers.

Referral Letter - This letter can be mailed to all of your prospects requesting them to refer to you interested buyers.

This mass mailer should be done once a month to all of the previous month's customers.

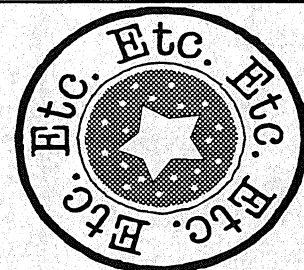
Spanish Letter - This should be sent to all of your Spanish speaking customers.

Norwegian Letter - Should be mass mailed four times a month.

Pig Latin Letter - Ouldsh eb aile-dem eryev ad.

Customer Satisfaction Survey - This is an excellent tool for measuring how well you have done your job. This letter asks questions regarding the performance of the salespeople, management, manufacturer and delivery people. Tracker details who was responsible for all of these functions at the bottom of the page, so there is no need to pull deal files to get additional information. Mail this letter after every delivery.

VERY IMPORTANT - Every letter in Tracker is laid out so that the address will appear in an envelope window when printed!



Tracker Success Story Number #1,245.... Randy Tappen, Albuquerque's resident superstar, sold 8 solid gold new home deals to people who brought in their Tracker mailer during their first sale. With the profits from these sales, Tracker has easily paid for itself. This is no small feat, considering Albuquerque has a total of 5 computers networked into the system (a large expense). Keep rocking, Albuquerque!

Watch Out for Rick Vaughan! Tulsa's newest star keeps selling like a man possessed! All indications are that this man has got a great future with the American Homestar Corporation. "Its great to have someone that you can depend on four or five deals a month, who just happens to be dependable and honest," said G.M. Tom Wilson. "Rick's one of the main reasons why we're doing so well!"

BACKUP YOUR DATA EVERY DAY!

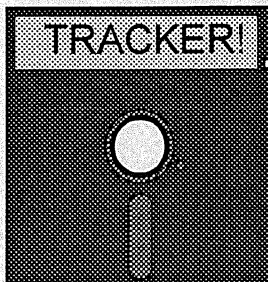
It is the responsibility of both the general manager and office manager of each location that their Tracker data is backed up on a daily basis. If this is not done, and your hard drive crashes, the fires of hell will cascade down upon you from the home office, making you wish you mother had never met your father.

Status "0" - What Does it Mean

And How Does it Affect Your Complexion

Your data is a lot like your skin; keep it clean and you won't have pimples. A poor, if not confusing, analogy, I know, but I'm really pressed for time right now. Anyway, what I'm getting at is the following: customers who buy (whether from you or from anyone else) or die (in a business sense) should be changed to a status zero. This keeps your important print-outs, such as your daily call back

sheets, customers by target sales date, and any mass mail-outs, free of names that you no longer wish to see. This ultimately saves the company money on wasted postage and paper costs. Changing a customer to a status "0" does not, however, effect your traffic reports. That is why prospects are never deleted from the database; they are instead told by the system to be ignored using the status "0" method.



Remember, keep your data clean using status "0"!

President's Club Monthly

BURLESON **STAR** NOTES

NO FEAR IS HERE!

The introduction of the two new MVP plans is complete.

The new models 858 and 859 met with rave reviews at the kick off luncheon and display on November 22nd. Nancy Cantu's new decor's were extremely impressive and icing on the cake. These new models are designed and priced to hit the popular price market with more quality and eye appeal than any other product in their class. If you don't have these models in inventory, you are missing valuable sales.

People News...

We have a new face in our purchasing department. **Jason Lam** comes to us with several years of experience from one of our local competitors. Jason will team with Gil Cain in our purchasing department to insure we keep receiving the highest quality materials for our high quality homes.

Another key player in the front office is **Robin Copeland**, our Sales secretary. Although Robin has been with us for about 90 days, we neglected to mention her in previous newsletters. She whined and sniveled so much we had to include her in this month's column. Also, we would like to welcome **Jo Nell Horton** as our insurance and payroll administrator. Jo Nell is also our designated cookie and candy maker.

Production Notes

Up, Up and Away! Our super production department has increased capacity to 24 beautiful floors per week. It is a rare occasion when a plant can increase production and improve quality, but that is exactly what **Brian Grady's** crew has done. Just ask **Ray McKinney's** quality inspection team about



the latest homes that they have walked through. The Best of the Best just keeps getting better. Out plant modernization is in the last stages of completion. It has been difficult working around all of the construction but it will be worth it.

Product News

Now that the NO FEAR models are available, you can meet the needs of your customers with 2 floor plans that give more "bang for the buck" in the popular price range. Constructed to the same exacting standards as the Meridian series, the "MVP" line projects the same quality for a far less price.

However, don't forget that the best selling floor plan is the 862-4S. This is still the show stopper!

When you speak, we listen. The following are new options available:

1. Self-rimming, white porcelain kitchen sink.
2. Single lever lavy faucet.
3. Tile, backsplash in the MVP baths

Sales and Marketing

Thanks for inviting us to all the recent weekend promotions. We enjoyed working with everyone and welcomed the opportunity to instruct some of the new folks on the benefits of selling the American Homestar, Burleson product. The interest shown our homes by the retail customer during the promotions was very gratifying. If the

number of qualified buyers we talked to is any indication, there is a tremendous potential for high end buyers.

The latest results are in on the President's Club points Sale-A-Thon! Are you on the list?

Chuck Herrman	Instant Spring	5 pts
Dave Cuellar	Instant Alb.	5 pts
Mary Goodner	N/W OKC	10 pts
Randy Tappen	Instant Alb.	5 pts
Danny Rudd	AHFO - Lanc.	5 pts
Joe Cannon	AHFO - Burl.	10 pts
Chuck Steckel	N/W Albu	5 pts
David Dalley	AHFO - Lanc.	5 pts
Tom Threadgill	Instant Alb.	5 pts
Brit Sturdy	AHFO - Burl.	5 pts
Louis Murray	Instant Gulf	5 pts
Jim Rea	Instant Spring	5 pts
Jeff Goodrich	N/W OKC	5 pts
Thala Wynn	N/W Tyler	5 pts
John Raine	N/W Lanc.	5 pts
James McCoy	Huntsville	5 pts

Remember, sell a specially ordered American Homestar product by February 28th, 1995 and receive 5 points toward the President's Club.

Winter is almost here! When you sell a Brand X instead of an American Homestar, you are putting money in the competition's pocket instead of our own company's. So replace those Brand X's with American Homestar. Keep our production up in the winter so you will have it in the summer.

From all of us to all of you... Happy Holidays!

President's Club Monthly

AMERICAN HOMESTAR

OF LANCASTER, INC.

Brian Shaw

New Incentives

The Christmas Lotto, an eight week program that runs through Christmas, is a new incentive designed to reward many of our employees for production levels exceeding 35 floors per week. When this level is reached, management throws \$2,000 dollars into the pot, an amount which is increased by \$500 with every floor in excess of 35. At

the end of the week, this money is distributed to all of those people who have achieved perfect attendance and who have reached their production targets.

New Decor

The new Lodgewood Decor is so hot, its on fire! In fact, it is now American Homestar's best selling decor! If you haven't ordered a house with this beautiful decor, you may be missing sales.

Sales Statistics

American Homestar of Lancaster wants to not only congratulate you for a job well

done, but also to thank you for ranking the 682, 690, 556, 560 and the 694 the hottest sellers. In just a four month period, Nationwide has sold 289 of these homes. The 682 and 690 combined have accounted for 94 of these homes while the two doublewides, the 556 and 560, have accounted for 76 (that's 152 floors in four months!). Leading the pack, the incredible model 694's sales make up 28% of Nationwide's sales of our houses for the June through September period. Folks, that's outstanding!

Service Response

In our recent T.Q.M. meetings, we have been receiving excellent feedback on service recommendations and, as a result, our

quality has gone up tremendously. The goal of these T.Q.M. meetings is to strive for quality. To best do this, we require your feedback... walk every home you receive and give us your recommendations on how to build a better one.

Feature - Benefitting the New Thermal Requirements

There are many benefits to the new thermal requirements. These will be summarized in a new feature / benefit newsletter that we are putting together. Watch your mail, it will be sent soon.

Under the Oaks

The Lowdown at Oak Creek by Charlie Boyer

PROGRESS IS EVERYWHERE AT OAK CREEK!!! New concrete is down - old concrete is up! New fences are up - old fences are down! Old Oak Creek Production will soon be gone - The New Oak Creek Factory will arrive soon! Christmas shutdown will produce an even better Oak Creek Factory to serve your quality housing needs.

New Southern Star Models

What would you expect from

your number one factory after the overwhelming success of the initial Southern Star Model #964? You guessed it! Here comes more new models for the Best Selling new Oak Creek series! First! We have converted the 32x66 custom series model #969 into the Southern Star line! This 32 wide model will enhance your Southern Star sales without compromising the big 32x76 model #974. Second! We are currently under design development of the 16x80 and 18x80 Southern Star single sectionals you have all requested

with introduction of mid-winter as our target date. These models are in high demand and we are pushing hard for engineering time to complete the design and blueprints.

Oak Creek University

Go check your faxes! Registration forms will be coming in the next few weeks for the December and January Oak Creek University Sales Training Sessions. Graduates to date number over 145... don't miss this great opportunity. We will offer 2 sessions for just Nationwide/Advantage/Instant/ARG

salespeople, but hurry and get those registration forms in since we will limit participation to 60 people per session!

Product Updates

Zodiac "Berber" Carpet: Oak Creek no longer offers this grade of carpet! If your customer has to have this style of carpet, you will have to source it locally and we can assist you by showing a carpet allowance on your invoice. 15' Wide Vinyl Flooring: In August, we introduced a

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Under the Oaks

Continued...

15' wide vinyl floor tile to assist with customers who wanted lino in dining rooms of 16 and 18 wide homes. So far, this has been well received. Special note: All 32 wide models must have the 15' wide flooring (#9045), advise your customers that #756 flooring is not available in 32 wides!

New Faces at Oak Creek Sorry, we don't have any! We have not hired a manager level employee in over 2 years! How's that for continuity! In fact, just within the sales department we

have over 150 years of industry experience with just 5 people. Where in America can you find that?

Production Lead Times

To allow for all departments in our plant to fully evaluate your home orders we always release enough orders to production to cover a period of not less than 3 and 1/2 weeks (125 floors). This gives materials procurement and production ample time to fully coordinate the production

OAK CREEK SHUTDOWNS

THANKSGIVING SHUTDOWN
THURSDAY, NOV. 24th AND
FRIDAY, NOVEMBER 25th

CHRISTMAS SHUTDOWN AND
FACTORY RENOVATION DEC.
23RD @ 4:30PM THRU JANUARY
3RD @ 8:00 AM
(Don't Call Us - We Won't Be There)

process of each of your sales. When committing a time frame to your customers, remember that if we have "No Backlog", it will take a minimum of 4 weeks to a maximum of 8 to 10 weeks to produce your customer's home. Chuck Jr. and I spend several hours per week scheduling your orders based on customer needs.

RANKINGS BY PRE-TAX MARGIN!

The financial community thinks highly of those companies who have more of their sales dollars contributing to their bottom line, as compared to others in their industry. With this in mind, here are the rankings by location on this statistic:

1. Channelview 9.6%
2. Athens 8.8%
3. SuperCenter 8.4%
4. Lancaster 8.0%
5. Jacksonville 7.5%
6. Tyler 7.4%
7. Instant Gulf 7.2%
8. Huntsville 6.5%
9. Spring 6.5%
10. Burleson 6.4%
11. Denton 6.2%
12. Longview 5.9%

Office Manager President's Club

Year to Date Standings

Behind every good General Manager is a great Office Manager. In recognition of all the fine work that these ladies do, a special President's Club program has been introduced, measuring them on the completeness and promptness of their paperwork and funding. To the right are the current standings for fiscal year 1995. Please, as always, no wagering on the contest.

Year to Date Standings

<u>Location</u>	<u>Office Manager</u>	<u>Pts</u>
Mesquite	Kim Stafford	81
Tyler	Betty Haney	54
Jacksonville	Angela Jackson	36
Longview	Bobbi Watson	27
Instant-Gulf	Cindy Garcia	27
Odessa	J.B. Hilburn	27
Lufkin	Devra Norton	22
SuperCenter	Cheryl Cowie	21
Greenville	Mary Benson	16
Athens	Janet Haws	15
Channelview	Bonnie Stevenson	14
Huntsville	Elizabeth McCoy	12
Granbury	Teri Ragon	12
Albuquerque	Karen Stevens	9
Midland	Sadonna Rogers	6
Tulsa	Carole Phillips	6
Lancaster	Linda Toombs	5
Denton	Diane Yauger	5
Fort Worth	Connie Prather	3
Lancaster F.O.	Janette Raine	2

THESE ARE THE
DYNAMITE
DOZEN!

President's Club Monthly

Fort Worth Holds Fall Sale

Big Results

October 22nd and 23rd, all three Nationwide of Ft. Worth locations held their fall sale. Using the tracker database, they sent customized "Halloween Orange" mailers and post cards to all their customers over successive weeks.

The total take was 101 registrations and 27 sales for the 2 days. Representatives from Ford, CIT, Vanderbilt and Green Tree were on hand for "on-the-spot" approvals as well as representatives from the American Homestar, Oak Creek, and Redman plants to help with the sales effort.

The entire Ft. Worth team did a tremendous job in the preparation and presentation of the sale and are to be commended for their efforts.



No, this isn't a police line-up! This is the Burleson staff, pictured from left are Jack "Maximum" Maxey, Matt Stanley, Diane Yauger, Barry Parks, Linda Smith, Craig Harris, Susan Justice, and Cliff Kubicek

Next Version of Tracker Announced

Version 3.0

Even though installation of version 2.0 is only half way completed, preliminary work has already begun on American Homestar Tracker version 3.0. This update will include a comprehensive service scheduling and analyzing program along with a whiz issuing program. This whiz program will work in conjunction with the invoice program, automatically marking a corresponding invoice as paid when the cash is received with a whiz. Also, a

refund request generator will most likely be included.

Completion of version 3.0 is scheduled for late spring of 1995 and will be on your location soon thereafter. In the meantime, start thinking about what you would like a computerized service program to do for you. An appraisal of the Redman system has already taken place and much input has already been received from Nationwide associates such as **Louis Murray and Diane Miller**. If you have an idea for the program, it is essential that

you pass it on to Dwayne Teeter.

For those of you who do not have version 2.0 yet, chances are that you are scheduled for installation in the first two weeks of December. Regionalized training for all Metroplex locations (everybody East of and including Granbury and West of and including Greenville) is tentatively scheduled for Wednesday, December 7 and will be held in the training room at the Lancaster factory.

Computers will be set-up for hands-on training and the meeting is expected to last all day. Confirmation of this meeting will come over your fax machine in the next few days. Expect installation of the program within a week of this meeting. It is strongly suggested that all General Managers and Sales Managers be present for the first half of the meeting. This will cover improvements to the prospect database and the new inventory program.