

The President's Club Monthly

THE MONTHLY NEWSLETTER FOR THE RETAIL DIVISION OF
AMERICAN HOMESTAR CORPORATION

Company adds Lumberton Location and Returns to Hot Golden Triangle Market with with Industry Veteran Jones at the Helm

Jay's on the Job...

Former Mobile America star and longtime Golden Triangle resident **Jay Jones** has rejoined the company and is opening a new location in Lumberton. Located on Highway 69, the six acre location is situated in the heart of one of the state's best manufactured housing markets.

With an office unit on order and a lease signed for his property, Jay is already well on his way to being open by his pro-

jected start date of April 15th. He is currently assembling a top notch sales and support staff to help fuel his game plan of rapid expansion. "I hope to open a number of lots in this area in the next few years," said Jay.

Jay brings much experience in the automotive industry to his new job. For the past nine years, he has worked in the capacity of sales manager for a number of very successful

Beaumont area car dealerships. "Jay has the kind of experience and track record it will take to build a successful dealership," said American Homestar Corporation Co-Chairman of the Board, **Buck Teeter**, "We're very proud to have him on board."

The operation will open under the "Nationwide Mobile Homes" Banner. Good luck to Jay and the entire Lumberton team!

LANCASTER EXPLODES!

Well, figuratively speaking, of course. Don Simonson's crew of sales superstars (Ann Forsberg, Stephanie Hicks, James Karrh, James Morrison, Ed Sampson and Joe Woods) rocked the competition's world in February, taking down 19 big deals and bringing a ton of money to the bottom line. Don's winning combination of high volume, high margins, strong customer service, excellent insurance penetration (way to go, Cathy Jackson!) and tightly controlled costs equated to near record profits!

Another Great Race...

Instant Gulf's **Louis Murray**, propelled by an explosive month of production in February, rocketed to the top of the pack and won the 3rd Quarter Sales Contest. His 231.5 President's Club Points on 12 deals were almost 40 points ahead of second place finisher, **Charles Hermann** of Instant Living in Spring. Continuing the "Houston Assault" was the SuperCenter's **Rick** "stay out of Harm's way" **Harms**, who earned 178.2 Presi-

dent's Club Points for the quarter. The one and only **Jack Doss** finished in fourth place, earning 150.2 on ten big deals. Rounding out the winners was Mesquite's Mr. Dependable, **Mike Levin**. His 148.6 President's Club Points on sixteen deals earned him fifth place.

Many Strong Finishes

Just missing the money, but rounding out the top ten with great quarters were Spring's **Ron Beauchamp**, Lancaster's **Stephanie Hicks**, Instant-Gulf's **Bill Hopkins**, Lancaster's **John Raine** and

Lufkin's **Paul Taylor**.

The winners earned \$2,000, \$1,500, \$1,000, \$750 and \$500, respectively. The contest starts again in March.

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MARCH, 1995

President's Club Monthly

COMPANY BIRTHDAYS, April of 1995

Elizabeth Kyle
April 1st
Mark Pell
April 3rd
John Hamilton
April 3rd
Joseph Morgan
April 3rd
Butch Newman
April 4th
Lou Anne Steele
April 5th
Brenda Yeomans
April 6th
Susan Justice
April 7th
Buddy Webb
April 7th
Jeff Rader
April 8th
Rhonda Inman
April 9th
Judy Haldane
April 10th
Abraham Ernest
April 10th
Nick Deblasio
April 12th
Jerelyn Flynt
April 13th
Cathy Jackson
April 14th
Russ Madden
April 14th

Continued on Page 6

The Return of the 50+ Meeting

It is all about sales

This is the first of a series of articles designed to increase the effectiveness of your follow-up system. While Tracker creates a schedule of reminders, the follow-up is only as good as the phone call itself. The appropriate verbiage for a phone conversation can best be determined collectively through an organized sales meeting, henceforth called the "50+ Meeting." The proper format for these meetings is discussed in the following article, written by Dwayne Teeter but based on the teachings and publications of Grayson Schwepfenger.

As business improves, an inevitable increase in funding and service "opportunities" occurs. Because these distractions can be so time consuming, it is easy for a manager to lose sight of the importance of sales meetings as a catalyst to improved sales, morale and better communication. The 50+ meeting, as discussed in Schwep's "Follow-Up Calls that Work" seminar, is designed to address the problem of how to get more of your prospects to return to your location and what to do when they get there.

Fundamentals

According to Schwep, these meetings should be held first thing every weekday morning. This allows for a the sales team's day to get started on a positive note, with a game plan for success fresh on their mind. With the exception of clerical and service people, the entire

staff should be in attendance with the Sales Manager presiding. The meetings should last exactly one hour (no more, no less). "I believe that a stop watch should be started when the meeting begins," said Schwep at his last seminar, "and, no matter what, the ending must stop when the watch's alarm sounds one hour later." Also, the Tracker Call-Back sheets for that day must be printed and distributed before the meeting begins.

Meeting Outline

The meeting is designed to be an open, yet organized forum designed to allow your salespeople to discuss their follow-up calls for that day and, with the assistance of the rest of the staff, develop a specific, written game plan for getting that prospect back to the location. By getting the plan of action on paper, you not only can develop re-usable answers, you also lessen the chance of making errors when the call is actually made later in the day. Also, by discussing calls with others, salespeople with more experience can offer their knowledge of dealing with a particular objection and new salespeople can offer a fresh perspective to these same opportunities. "Over the long run, you hear the same ob-

jections over and over," said Nationwide of Mesquite President, Larry Speck, "when you learn to handle them well, then you can become great."



Another important part of the 50+ meeting is the discussion of the previous day's follow-up. During this section, salespeople can analyze why the methods

discussed the day before were or were not successful. It also allows for troubleshooting of a particular salesperson's phone methods. In other words, if the same salesperson is unsuccessful day after day using the written game plan, over time the reason why will become obvious.

Other Benefits

One of the most obvious dividends of these meetings, is the team spirit that develops. Having everyone together to start the morning and being able to get focused on the same goal is invaluable. By sharing information and ideas with each other, the successes that result feel like a team's, as opposed to an individual's, success. Also, having everyone learn to use the phone correctly increases your training speed. Because everyone attends the meeting at the same time, everyone learns at the same pace. Over time, this will also allow a manager to identify future managers as some will learn, and consequently



President's Club Monthly

Laurie Lowery

Insurance Today



HAPPY DAYS ARE HERE AGAIN, AS INSURANCE SALES COME INTO FULL BLOOM

WHO'S WHO @ WESTERN

profile:

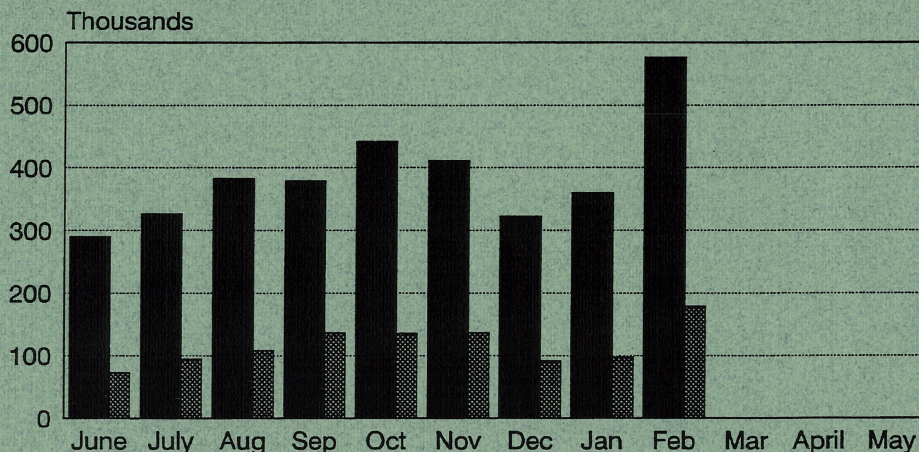
Janice Higginbotham
Administrative Support

Our beloved "Jan" has been with Coastal since July 1983, when the Agency was located in the Montrose area of Houston. She originally worked in the accounting department but within a year was promoted to Customer Service Representative, where she won the "top salesman" award three times. Janice retired from Coastal when her husband became ill and left the company shortly thereafter when her husband passed away. Lucky for us Jan needed a little more excitement in her life so she signed on again with us in December of 1993. Two days a week, Ms. Higginbotham helps out with filing, invoicing, preparing renewals, and providing relief on the switchboard. Janice enjoys working with "such an upbeat team", but what she does not realize is that she is often the reason for our sunny disposition. She's contagious! Life before Coastal consisted of 2 years with Pacific Telephone and Telegraph as an operator, marriage, a move from California to Texas, the birth of two sons and 3 grand children. Whew! Jan has a very full life and enjoys every minute. Her foremost job however, is being mother to her four year old, six pound Toy Fox Terrier, "Foxy". "The smartest dog in the world."



Believe It or Not! A \$12,000

5 year policy was recently financed at Instant Living - Gulf Frwy! Great Job Rick, Louis and the Instant Team!



Physical Damage and Credit Life Sales Volume - YTD 94-95

■ PD ■ CL

There are no two ways to say it...February was an incredible month. Physical Damage sales volume exceeded \$575,000 and credit life rolled in at just under \$178,000. It has been many moons since our company has achieved this kind of volume. Our success would not be possible without the outstanding efforts put forth by all our retail management teams. The following locations pulled out all the stops for a record month:

#1 Instant Living-Gulf Frwy (BM: Rick Danos) \$59,482 PD \$19,049 CL WOW!

NW-Lancaster (BM: Cathy Jackson)	\$42,531 PD \$23,463 CL
Instant Living-Spring (BM: Jim Rea)	\$27,295 PD \$25,958 CL
NW-Mesquite (BM: Russ Madden)	\$35,568 PD \$10,762 CL
NW-South (BM: Randy Wilson)	\$31,649 PD \$10,024 CL
I. L.-Granbury (BM: Bruce Reynolds)	\$25,298 PD \$9,501 CL
NW-Tyler (BM: LuJuan Hollis)	\$21,620 PD \$12,326 CL
NW-Huntsville (BM: Elizabeth McCoy)	\$22,000 PD \$9,394 CL
NW-Oklahoma City (BM: Karen McVey)	\$24,337 PD \$5,407 CL

An extra special "GREAT JOB" goes to **Cathy Jackson**, Business Manager of Nationwide and AHO Lancaster, for attaining her personal best and bringing in a combined \$100,000 insurance premium in February.

Study Reveals Incomplete and Misrated Apps Cause Aging in Agency Employees

That's right, we are getting old and cranky trying to fix and fill-in the majority of applications received from our dealerships. Business Managers should be checking all insurance applications prior to closing to make sure that it has been filled in correctly and completely. Office Managers would be doing us (and their Business Manager) a big favor if they could check the quote prior to completing the application. We realize there is a lot of time involved in these tasks but already this year we have handled over 150 applications that have been misrated and 3 out of 5 applications come in without the necessary information. This causes huge liability risk and a tremendous delay in processing. Business Managers will be responsible for misrates and may even be charged back when there is additional premium due so please take the time to check yourself or have us do the quote for you. (If its our mistake, we pay!)

**DON'T FORGET
THE FOURTH
QUARTER CREDIT
LIFE CONTEST!**

President's Club Monthly

WHO'S HOT

February - A Month Short on Days and Long on Profits!

Monthly Deposit Contest Winners!

Here are the winners of February's Monthly Deposit Contest

Total Deposits

- 1st **Eric Geffert**
Instant Spring
- 2nd **Lamar Eaves**
Denton
- 3rd **Louis Murray**
Instant Gulf

Average Deposit

- 1st **Bill Fortney**
Fort Worth
- 2nd **Mitch Moore**
Instant Spring
- 3rd **Dave Cuellar**
Instant - Alb.

The winners in each category earn \$100, \$75 and \$50, respectively.
Congratulations!

Louis Murray *Instant-Gulf*

The only problem with **Louis Murray** is that there is just ONE of him! The Golden One made hay in his last official month as salesperson and moved into his new General Manager position in grand style... 5 new home deals, 36k in combined insurance premiums and 1st place in the quarterly contest. Holy Cow!

Charles Hermann *Instant Spring*

Charles came on strong in the last month of the quarter, selling 6 new homes and 22k in combined insurance premiums for an unbelievable 108.3 President's Club Points. His incredible production earned him second place in the quarterly contest and the \$1,500 that goes with it! Congratulations, Charles!

Rick Harms *The SuperCenter*

Hold onto your britches, he's selling everything in sight! Rick went crazy-nutso-wacko in February, selling five new homes, 25k in combined insurance premiums and earning 101.2 President's Club Points. His incredible finish earned him third place in the quarterly contest! Way to go, Rick!

Stephanie Hicks *N/W - Lancaster* She cannot be stopped!

Stephanie, one of **Don Simonson's** brightest stars in Lancaster, took down 5 big deals in February, earning 88.4 President's Club Points and making some nice commissions in the process. Heck of a month, Stephanie! Your consistency is impressive!

Nick Deblasio *Nationwide in Huntsville*

Nick continued to roll in February and word has it that his momentum is carrying forward into Spring. Last month, he took down four, clean singlewide deals, with plenty of insurance thrown in for good measure. His performance earned him 77.5 President's Club Points. Nice job, Nick!

Paul Taylor *Nationwide in Lufkin*

Spearheading a fantastic month for the entire Lufkin location was Paul Taylor. His 7 deals (6 of them new!) and \$37,093 in payable gross earned him an unbelievable 73.8 President's Club Points. Going into the best three months of the year, Paul looks poised to be on one of the year-end trips. Good luck, Paul, you've got talent on your side!

David Porterfield *Nationwide in Mesquite*

David exploded in February, selling 6 deals (five of them new) and including 15k in

combined insurance premium for good measure. David was a big reason that the entire Mesquite team reached a new level in February, selling 16 deals and making a ton of dough. Congratulations, David, keep doing what you do!

Randy Taylor *Nationwide in Tyler*

You knew it wouldn't be long before you saw his name in this column again. Randy, perennial all-around good guy and sales superstar, had a fantastic month in February, selling 6 big deals and earning 67.3 President's Club Points. Heck of a month, Randy!

Jack Doss *Advantage of Channelview*

What can we say about this man that we haven't said before? NOTHING slows this man down! In February, he provided quality manufactured housing to four families and earned 60.2 President's Club Points in the process. Way to go Jack, you are truly incredible!

Leon Dooley *Advantage in Jacksonville*

Leon, one of Jacksonville's most successful and consistent salespeople, had a heck of a month in February. His four new home deals and one used home sale earned him 52.31 President's Club Points. Great month, Leon!

WHO'S HOT

LAUGHTER

by Bonnie Stevenson, Office Mgr, Channelview

Have you ever thought about times when you wanted to close the door behind you, after a hard days work, and just be left alone. Sure you have. In the world we live in today, there are ample opportunities to see the negative side of life. But there's a little secret I'd like to share with you... it's called laughter.

Many times, after a stressful day, I've come home, sat down, kicked off my shoes, unplugged the phone and tried to find any station on TV that could bring relief. I found a few that were good clean laughter type shows. I'd read something or reflect on someone that caused a chuckle or two.

Because of our fast paced lifestyle we need to learn to quiet our mind and relax. From experience, I can tell you, that's not always easy. But I have noticed that laughter lifts the heavy heart. Laughter causes things not to look so bad, if only temporarily, and gives new hope to know a brighter time is ahead. How do you spell relief...Laughter.

More Home Run Hitters...

Tom Botzenhardt Nationwide in Corpus Christi

Tom erupted in February, taking down five big deals for 25k in payable gross! His great production earned him 51.4 President's Club Points. Way to go, Tom, nice month!

Richard Loftin Nationwide in Cleveland

Richard made waves in rain-soaked Cleveland in February, selling four new homes for 20k in payable gross and 11k in combined insurance premiums. His efforts earned him 51.1 President's Club Points. Way to go, Richard!

Sandra Austin Nationwide in Oklahoma City

Sandra, whose name has appeared here several times before, keeps making it happen in Oklahoma City. In February, she sold 4 homes \$18,289 in payable gross and almost 10k in combined insurance premiums! Nice going, Sandra!

Howard Odom Nationwide in Denton

February was a banner month for the distinguished Mr. Odom. He sold five homes (four of them new) and

earned an impressive 50.0 President's Club Months. With continued production like this, Howard could easily see himself on one of the big year end trips.

Lamar Eaves Nationwide in Denton

6 deals in February for North Texas's newest star. Lamar, a sales veteran who knows how to make a deal happen, put it all together in February and earned 41 President's Club Points in the process. Well done, Lamar!

Michael Lowe Nationwide in Huntsville

Michael, another surging star from North of Houston, did what it took to put together a great month in February. His high volume and excellent insurance penetration enabled him to earn 37.2 President's Club Points. Nice month!

David McMichael Key - Athens

Not one to be left out of this column very long, David returned to sales prominence in a big way in February. His five deals and 33.8 President's Club Points sent the message out once again that he is a force to be reckoned with. Well done, David!

Ron Beauchamp Instant Living in Spring

Ron, one of the company's top salespeople year to date, had a typically strong month in February. All in all, he earned 32.2 President's Club Points by selling four big new home deals. With continued success like this, we'll be seeing you on the big trip, Ron!

Nancy McCann Key Homes in Bryan

Bryan's resident star had another strong outing last month, selling four homes for \$22,728 in payable gross. That adds up to 29.4 President's Club Points for the month! Way to go, Nancy!

Wayne Best Key Homes in Bryan

Wayne made quite an impression in February, selling four deals for 18k in payable gross and 20.5 President's Club Points. Well done, Wayne!

Mary G. Hohn Nationwide in Midland

5 deals for Midland's newest beacon of consistency! Proving herself to be a star of high caliber, Mary is doing what it takes month after month to be number one. In February, she earned 27.0

President's Club Points and was the top salesperson on Dewayne Click's surging location. Nice going, Mary. Keep it up!

President's Club Monthly

50+ Meetings

Continued

BIRTHDAYS CONTINUED

Gary Hood
April 14th
Ronnie Salyer
April 17th
Lanita Blalock
April 17th
Lou Rosas
April 19th
Ron Reese
April 19th
John Smith
April 21st
Kim Conway
April 22nd
Christi Lancaster
April 23rd
Bob Coussens
April 24th
Louis Murray
April 24th
Joe Garcia
April 24th
Kathy Aguiano
April 24th
Tom Threadgill
April 25th
Michael Sammons
April 25th
Mike Williams
April 26th
Francisco
Rodriguez
April 27th
Thala Murray
April 28th
Janet Crabtree
April 28th
Ron Beauchamp
April 28th
Tom Merritt
April 28th

teach, more than others. Most importantly, these meetings will increase your closing ratios. On most of our locations, the opportunity for increasing sales does not lie in improving traffic; most locations have all that they can handle. The real opportunity is increasing your closing ratios and selling more of the same people who are already visiting your location. This method requires no additional advertising costs, salespeople or any other kind of overhead. It only requires hard work and an intelligence game plan.

Next month, we'll discuss what makes follow-up calls successful.

Lancaster News

Brian Shaw

The new carpet selections for 1995 have changed. The standard carpet, Reno, is available only in Midnight Emerald (forest green), Raspberry (dark mauve) and Denim (dark blue). The 1st upgrade carpet, Sahara, is available only in Denim (dark blue), Raspberry (dark mauve), Midnight Emerald (forest green), Cathedral Gray (pearl gray), and Berry Berry (light mauve). Please remember that the Emerald Coast (light green) and Canyon Mauve (light brown) are discontinued by the supplier of our carpets. We will be inserting new carpet sample boards in the homes coming to your dealer as soon

as we receive them from our supplier.

Watch Out for New Decor

YES! FINALLY! Nancy Cantu, designer for American Homestar, had her baby girl and will be starting on our new and exciting decor very soon. The new decor is scheduled to come out this spring. So be watching the mail and keep reading the President's Club Monthly to be first to know!

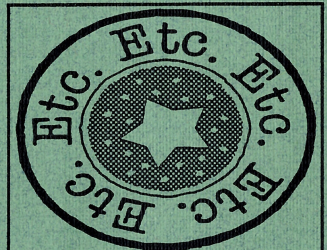
Also, we are looking into doing away with the oak colored interiors and using the white interior doors with the standard oak color door jams and trim throughout the house.

And, by the way, CONGRATULATIONS to Nancy and baby Erin from the Lancaster staff.

Managers, Please Inform all Salespeople of the above-mentioned changes!

CORRECTION

Last month's newsletter incorrectly reported that the new Seguin location would open on a stretch of I-35. This was incorrect as it will open on a piece of land bordering I-10. The article also misspelled Chet Kearney's name. The editor regrets the errors and feels pretty darn stupid about the entire article.



Jack Doss had surgery to remove a tumor on Thursday, March 16th. According to the Doctors, the chemotherapy and radiation treatments had substantially reduced the size of the tumor and the subsequent surgery was a complete success. In fact, the patient is doing so well, he may be back home by Friday. Everyone wishes Jack Doss a quick and comfortable recovery!

New Location Updates:

Cedar Park: Well, houses are on the location, the office looks great and Randy's assembled a fine staff. Unfortunately, City Hall has come up with even more red tape to slow down the opening. Look for them to be in business any day.

New Iberia: OPEN FOR BUSINESS! Butch Newman is currently interviewing for new salesmen and already has his support staff in place.

Seguin: Chet Kearney expects his office unit in sometime around March 20th. He hopes to be open in early April.

President's Club Monthly

The Tracker Half Page

You Spoke, We Listened

SALESPERSON'S TRACKER TIP OF THE MONTH

At the start of every month, request the report "Prospects by Target Sale Date". Have it printed to include all of the prospects who said they would buy the following month. What you will get is an organized list which includes statuses, phone numbers, and memorandums from your call back sheets. Call each of the prospects on your list to arrange new appointments. If the customer no longer wants to buy in the specified date range, update the "Target Sale Date" field on Tracker so that you will see their name again.

Due to Republican Budget Cuts, this article is only half as long as it normally is. Write your congressman to show your appreciation.

As mentioned in this column before, the next version of Tracker will incorporate Service and Whiz programs into the system. However, as a result of your comments and suggestions, we have made substantial changes to the existing program to make it more streamlined and efficient. A few of these changes are listed below...

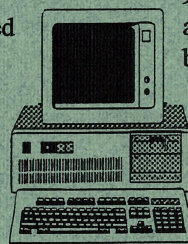
- 1) New Park Tenancy Agreement in Ford Paperwork
- 2) Tape and Texture Disclaimer added to New Doublewide Paperwork



- 3) Payment for Improvements Procedure list added to all new home documentation
- 4) Salesperson Number added to database and paperwork
- 5) Improved "search" and "goto" procedures added to Prospect, Purchase Order and Invoicing Programs
- 6) Both Invoices and PO's have been streamlined so that the entire form fits onto one screen, no more scrolling!
- 7) You no longer have to

type any slashes when inputting dates, nor do you ever have to type a salesperson's full name when requesting a report or a call back sheet.

- 8) Purchase Order Program now collects and retrieves company names, type it once and that's it!



- 9) "Charge To" Fields added to line items of both PO's and Invoices
- 10) A Salesperson's Inventory Report will be added listing MVG price instead of invoice amount.
- 11) You now have the ability to check for duplicate prospects when you enter one onto the system.

The Race for Top Location Continues

Lancaster Increases Lead

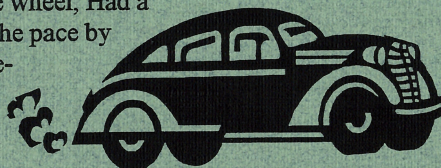
Lancaster Nationwide, Don Simonson behind the wheel, 19 deals in February propelled him to new heights and an impressive \$29,000 pretax lead over his nearest competition. Buzz on the street: *This is where the safe money's at...*

The SuperCenter, Jim Taylor behind the wheel, Had a great month in February but still fell off the pace by another 20k; great sales team and management may still propel him into first. Never count out the SuperCenter!

#55



#28



#64



Only
Three
Months
To Go!

Instant Spring - Dave Schwartz at the Wheel. A start-up location that spotted the other guys a month, these guys seemed to be running on all cylinders going into the final quarter. If they maintain volume, increase margins and keep selling insurance like they have, they may make up the 66k that separates them from the top spot!

President's Club Monthly

Tracker Tales

by *Brian Shear*
Advantage in Greenville

FINALLY!

ANALYST SHEDS LIGHT ON THE FUTURE OF LUMBER MARKET

A respected market analyst had this to say about the volatile lumber market....

"Prices might rise downward perhaps temporarily after a possible flattening which potentially would cause a sideways movement re-suming at sometime between now and later after a possible upward, spiral movement. If this scenario holds true, prices could rise downward or fall upward depending on supply and demand dictated by mill curtailments, inventories and sales. After the possible anticipated rally does or does not occur, watch for the whiplash effect which could be attributed to an inversion which might possibly be an illusion created by a perception adjustment. Be ready to move!"

American Homestar Corporation is reacting accordingly.

As the market gets better for manufactured homes, we commonly want to spend more money on advertising. But is more necessarily better? Or is there a way to maximize our advertising dollars and increase traffic?

My Experience...

In December, I stepped back and evaluated our advertising in Greenville. I had ads in over 35 papers in East Texas, but was not observing a lot of customers coming in off of newspaper ads. It didn't take long to see there was a problem!

The first idea was to throw more money into advertising to get the proper response. But alas, this was not going to be feasible while containing expenses. Then, with the power of 100 megabytes, it hit me! Inside Tracker there are some figures that could help me. By pulling three reports: Advertising Profile, Geographic Profile and Zip Code of Prospects by Percent, I could see where our customer base was coming from. One note to this: Salespeople must be filling out the qualifiers completely and accurately

so that the information being entered into Tracker is correct.



Our Reaction...

We restructured our ad placement to correspond with the top cities and newspapers in the reports. By dropping papers with little or no response, we increased our presence in these "top" areas. The response was astonishing! Not



only did the phones start ringing off of the hook, our conversion ratio of bringing in phone customers increased 150%! And to make this even sweeter, I spent \$500 LESS on advertising!

These reports are now pulled monthly prior to establishing the next month's advertising program. Try it at your location and see the results!



LIFESTYLE "76" ANNOUNCED

Taped and Textured throughout, huge Great room, PLUS a Family Room, PLUS 4 bedrooms... and at a price you won't believe. They said it couldn't be built this big with so many features at this price. But thanks to input from many of you in retail and special help from NASA's best engineers, we've done it!!! Where should we start in describing the Lifestyle "76"?

1970 Square Feet

28x76

4 Bedroom - 2 Bath

Tape and Texture Throughout

Glamour Bath

Storm Windows

Base price: \$35,995

Using current Model Value Guide pricing for MVP's and adding \$2,070 for popular options (total electric, dishwasher, fireplace and sizzle package), this home will retail for \$52,285 at the Burleson Factory Outlet.

What a PRICE - What a NICHE!!! About 30% of the doubles retailed are in the 28x70 and larger range and this monster should take it's share of these homebuyers.

CALL AMERICAN HOMESTAR IN BURLESON TODAY TO PLACE YOUR ORDER!

(See Floorplan on the Back Page of this Newsletter)



President's Club Monthly



April Training

Live Large, Baby

DATE	START TIME	DAYS	LOCATION	COURSE #	SUBJECT	TYPE	INSTRUCTOR
4th	8:00 & 1:00	1	Corpus Christi	363/364	Approach and Units of Conviction	Sales	Carr
5th	8:00 & 1:00	1	Houston	354/355	Credit Interview/ Lender Relations	Sales	Carr
6th	8:00 & 1:00	1	Conroe	364/365	Units of Conviction Handling Objections	Sales	Carr
10th	9:00	1	Lancaster	446	Motivational Techniques	Mgmt	Breen
11th-12th	9:00	2	Conroe	304	Feature Benefits / Trial Closes	Sales	Schweg
13th-14th	9:00	2	Houston	322	Handling Objections	Sales	Schweg
19th	8:00 & 1:00	1	Oklahoma City	355/356	Lenders Analysis	Sales	Carr
20th	8:00 & 1:00	1	Tulsa	355/356	Lenders Analysis	Sales	Carr

In Loving Memory of Sue

A poem by Linda Henry

On February 26, 1995, **Sue Trippe**, Office Manager of Bossier City Nationwide, was killed in a car accident in Shreveport, Louisiana. Sue served the mobile home industry for over twenty years. Her unique personality, optimism, enthusiasm and honesty will be missed by all that knew her. The following is in loving tribute of Sue...

*We cannot blame God for our loved ones that die
But when it's so sudden, we have to ask why
Why take this one with life so strong,
Why take this one, it seems so wrong.*

*To leave us empty and hurt so deep.
With so many questions, there is no sleep.
Where is the answer to end our sorrow,
Where is the strength to face tomorrow.*

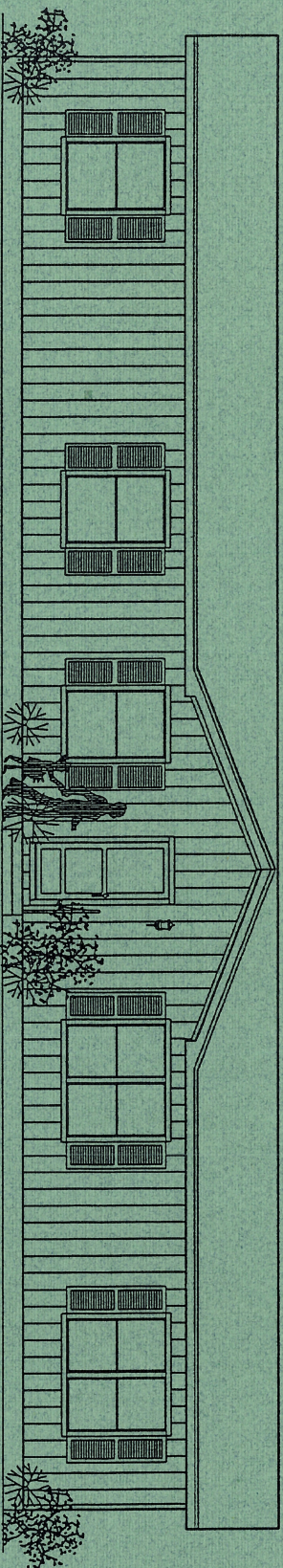
*The answer can only be for God to give.
and with His answer lies the will to live.
Only faith in God can end our strife.
For to Question God is to question life.*

President's Club Standings

Year to Date...

1. **Louis Murray** Instant Gulf 461.62 pts
2. **Tim White** Instant Granbury 411.34 pts
3. **Ron Beauchamp** Instant Spring 355.55 pts
4. **Jack Doss** Advantage in Channelview 326.73 pts
5. **Bill Hopkins** Instant Gulf 315.22 pts
6. **Barry Park** AHFO-Burleson 308.13 pts
7. **Larry Moore** SuperCenter 304.99 pts
8. **Charles M. Hermann** Instant Spring 293.57 pts
9. **John Raine** Nationwide in Lancaster 289.07 pts
10. **Rick Harms** SuperCenter 281.86 pts
11. **Terry Thompson** SuperCenter 281.86 pts
12. **David McMichael** Key - Athens 260.90 pts
13. **Jack Williams** Jacksonville 248.85 pts
14. **Leon Dooley** Jacksonville 248.72 pts
15. **August Murray** Instant Gulf 242.61 pts
16. **Rene Rincones** SuperCenter 241.54 pts
17. **Stephanie Hicks** Nationwide in Lancaster 235.61 pts
18. **Mike Levin** Nationwide in Mesquite 227.95 pts
19. **Susan Lewis** Nationwide in Denton 221.84 pts
20. **Randy Taylor** Nationwide in Tyler 219.01 pts

LIFESTYLE “76”



(EXTERIOR ILLUSTRATION SHOWN WITH OPTIONAL SHUTTERS.)

