

# The President's Club Monthly

*The Monthly Newsletter of the Retail Division of the American Homestar Corporation*

## 3 Houston Locations Propel Company to Record Month; SuperCenter Sets Single Location Records with Incredible Sales Volume & Insurance Penetration

### *The Best Month in Company History...*

Record volume and margins propelled the retail division of the American Homestar Corporation to its best month ever in March. Leading the way were three Houston locations: **Louis Murray's** Instant Living Gulf Freeway (27 units), **Jim Taylor's** SuperCenter on 288 (23 units) and **Dave Schwartz's** Instant Living in Spring (23 units).

In terms of bottom line profitability, the SuperCenter led the way with a net, pre-tax profit

well into six figures. Easily a record, this incredible number was achieved thanks to Jim's unbelievable margins, product mix and attention to costs. Twelve of the SuperCenter's sixteen new home deals were doublewide purchases and their average payable gross was well over \$8,600 per deal!

**Randy Wilson**, South's Business Manager, also contributed to the great month. His excellent p.d., credit life and finance participation penetration earned the location over \$35,000 in total income.

Sales superstars who also had

stellar months were **Jim Mixon** (5 deals), **Larry Moore** (5 deals), **Terry Thompson** (4 deals) and **Bill Morris** (6 deals). "I'm very proud of my staff," said **Jim Taylor**, "they're some of the best I've ever had. When it counted, they buckled down and did what they had to do. Also, I thank **Cheryl Cowie**, my office manager. We couldn't have done this without her." The SuperCenter's amazing production made them, once again, the number one location in the company, year to date. Their picture appears on page 2.

Articles profiling Instant-Gulf and Instant-Spring appear below and on the following page. -Ed.

## New G.M. Murray Leads Instant-Gulf to New Heights

### *A Winner at Every Level*

What kind of impact does G.M. **Louis Murray** make in his first full month in his new position? He sets company records in terms of overall units sold and payable gross. How's that for making an impression? Someone who reflects the company's commitment to developing and promoting from within, Louis has ranked as the company's top salesman and sales manager for the last two years. His dedicated use of company training, tools and programs

has resulted in an expertise and preparation for his job that is already very apparent.

### *Danos on the Job*

Business Manager **Rick Danos** took the company's record sales volume and translated them into insurance and finance profits never before seen in Nationwide's history. There's more on Rick's amazing month on page 3 in **Laurie Lowery's** column.

Sales superstars who stepped up to the plate in March included **August Murray**, **Bill Hopkins**,

**Kash Mullins** and **Patty McDaniel**. Congratulations to Louis and the Instant - Gulf Dream Team!

(see picture, page 2)

### **Inside**

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APRIL, 1995

\$11 3/4

Start Spreadin' the News!

### **Execs Hit the Road w/ 3rd Quarter Results. Stock Price Surges.**

During the last week of March, Buck, Lad, and Craig made their first scheduled road show since the public offering and met with a number of potential institutional investors (and two current major stockholders) in New York and Boston. Armed with the company's impressive third quarter results, they were met with a high level of interest and felt the trip was very successful. The surge in the AHS stock price to 11 3/4 after the trip seems to confirm this opinion. They plan another trip to report year end results as soon as they are available.



# President's Club Monthly

## COMPANY BIRTHDAYS

**Bill Hicks**  
May 2nd  
**Diane Miller**  
May 2nd  
**Laurie Davis**  
May 4th  
**Phillip Marchbanks**  
May 4th  
**Dick Willingham**  
May 6th  
**Kash Mullins**  
May 7th  
**Christopher Sage**  
May 7th  
**Jerry McClellan**  
May 9th  
**Dawn Clark**  
May 10th  
**Jose Roman**  
May 10th  
**Scott Carrell**  
May 11th  
**Marcee Huntington**  
May 14th  
**Howard Smith**  
May 14th  
**Matt Golden**  
May 14th  
**Timothy Hoffman**  
May 15th  
**Leon Dooley**  
May 15th  
**Connie Snyder**  
May 15th  
**Wayne Whitehead**  
May 16th  
**Buck Teeter**  
May 16th

Continued on Page 5

## Instant Spring

### *The Davemeister Hits His Stride...*

Dave Schwartz's incredible team at Instant Living in Spring, Texas had its best month of the year in March. In total, they sold 23 homes (20 of them new) and, thanks to the efforts of Business Manager extraordinaire **Jim Rea**, sold 100k in combined insurance premiums.

### *It All Starts w/ the Salespeople*

Leading the way on the front line were **Jason Brady** (4 deals), **Jonathon Duhig** (5 deals), **Eric Geffert** (4 deals) and, of course, **Ron Beachamp** (4 deals). Their teamwork and dedication has set an example for the entire company to follow. "I'm very proud of these fine people," said Schwartz, "they're very talented and do what it takes month after month to get the job done."

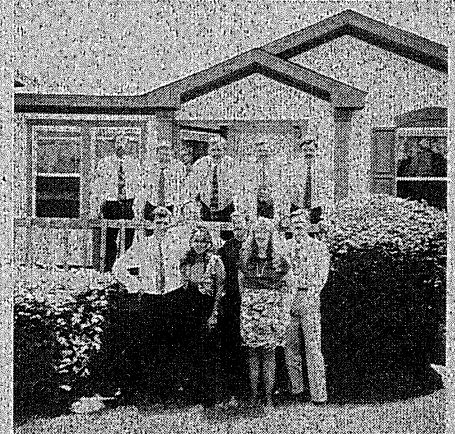
### *Ron vs. Mitch*

Superstars **Ron Beauchamp** and **Mitchell Moore** made a bet before the month started that whoever sold for less payable gross would have to wash the other's car. Well, Mitch came out on top and is making sure his car is extra grimey for the occasion.

Instant-Spring's great month has inched them closer to the number 2 position in the company, now held by **Don Simonson's** Lancaster team. Keep an eye on this close race.

## Superstar Photo Gallery

The SuperCenter Staff, proving once and for all that you can be rich AND good looking. Top Row: Murray, Pennington, Jim Mixon, Jim Taylor, Rick Harms, Terry Thompson Lower Row: Larry Moore, Rob. Brundrett, Patrice Halliburton, Bill Morris, Cheryl Cowie and Randy Wilson.



Here they are - the Instant - Gulf Dream Team. Top Row.. Louis Murray, Kash Mullins, Barbara Martinez, Clint Fawcett, Bill Hopkins, Eddie Vilano. Bottom: Cindy Garcia, Councilman August Murray and Patty McDaniel



The staff at Instant Living in Spring (location #64). They didn't get around to saying who was who when they sent in their picture. Consequently, you all have to figure it out for yourselves.





# President's Club Monthly

## Laurie Lowery Insurance Today

### WHO'S WHO @ WESTERN

**Susan Ketchum**  
Customer Service Asst.

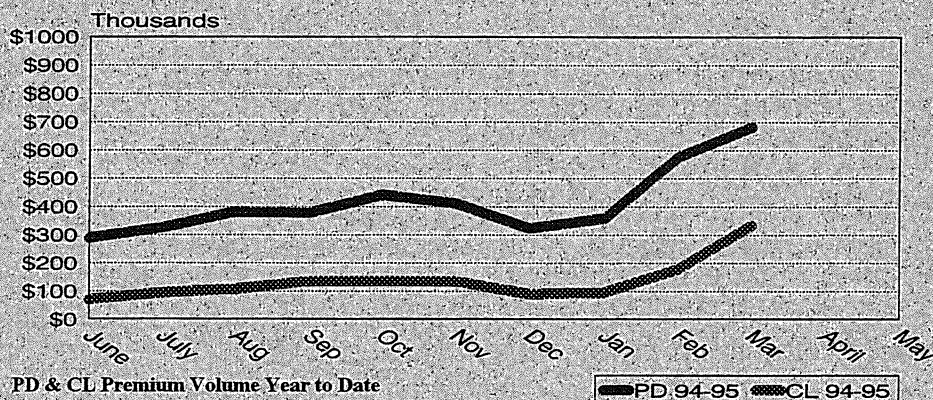
Have you ever had a position at your office that seemed to resemble a revolving door? Each person worse than the last? That was our dilemma before we found Susan. Thankfully, Susan Ketchum began working for Western as a secretary/receptionist in September of 1994. She has recently been promoted to Customer Service Assistant, assisting Lisa Smith in processing and other administrative duties. In her past life, Mrs. Ketchum was a full time mom and at times held various secretarial positions. She and her husband, Richard, have three children: Scott (23yrs), Tracy (21yrs) and Megan (13yrs) in addition to cats, dogs, fish, birds, etc. (compliments of Scott the Veterinary student). Since Susan had no experience in insurance this job has been very enlightening. When asked about her likes and dislikes regarding her job, Susan replies, "There are so many different areas of insurance and I have so much more to learn but I have really enjoyed what I am doing and the great bunch of people I work with". That goes ditto for us!

### Believe It or Not!

Bus. Mgr. **LaJuan Hollis** of Nationwide Tyler sold a \$6300 7 year cash policy in March. WOW!

### THE PLAYERS

In March, **Rick Danos** of Instant Living-Gulf Freeway, **Jim Rea** of Instant Living-Spring and **Randy Wilson** of Nationwide South taught us all a thing or two about "F&I". These three Business Managers generated an average of \$35,000 in profits for their locations through insurance sales and, combined, allotted for roughly 33% of our company's total premium volume in that month. A mobile home and auto finance & insurance veteran, **Rick** closed just over \$152,000 in insurance premiums in this, his second month with the company. **Jim** and **Randy**, also industry veterans, contributed \$103,000 and \$95,000 in insurance sales, respectively. Of course, it definitely helps to work with a sales team who can sell in excess of 20 deals per month. The key is to make every deal count and they certainly did. Both **Rick** and **Jim** closed every deal with multiple years physical damage insurance, credit life and extended service, with few exceptions. However, insurance is only half the story. All three Business Managers brought in additional income by bumping rates. **Jim Rea** added \$4,000 to his bottom line through this method and **Randy Wilson** contributed \$7200. **Mr. Danos** hit the jackpot however, with \$16,000 of additional finance income to his location by bumping rates on all his deals. All in all, Instant Living-Gulf Freeway got an equivalent of 10 additional home sales on the books without the added advertising cost, paperwork, overhead or service headaches. This is what "F&I" is all about.



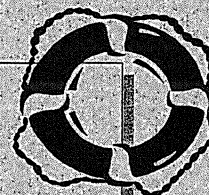
### UP AND COMERS

It seems the next new member of the "\$100,000 Club" may be Business Manager **LaJuan Hollis** of Nationwide Tyler. Ms. Hollis set a Tyler record for insurance sales by closing 70K in insurance premiums (roughly 20K in profit) in March! But look out LuJuan, your friendly neighbor, **Mitch Brown** of Longview, managed to close almost 50K in insurance premiums on just 13 deals in the same month! As always, the lovely and talented **Cathy Jackson** was working miracles at Nationwide Lancaster with 57K in sales. Also showing potential are **Marc Beauchamp** of Nationwide of Cleveland and **Elizabeth McCoy** of Nationwide Huntsville. Both pulled out almost 45K in insurance premiums. Nice job!

### ABIG ADVENTURE

#### FOURTH QUARTER CREDIT LIFE CONTEST

Highest Premium Volume \$42,493 Rick Danos, I.L.-Gulf Frwy  
 Highest Single Premium \$ 5,094 Randy Wilson- NW South  
 Highest # of Policies Sold #23 Rick Danos, I.L.-Gulf Frwy  
 \*contest runs through May 31st





## President's Club Monthly

# Here are the Reason's for American Homestar's Success!

### WHO'S HOT

### The Fourth Quarter Sales Contest Standings

1. **Louis Murray**  
Ins.- Gulf 122.3 pts
2. **Bill Hopkins**  
Ins.- Gulf 110.5 pts
3. **Larry Moore**  
SuperCenter 110.1 pts
4. **August Murray**  
Ins.- Gulf 100.3 pts
5. **M'Lissa Manning**  
Tyle - 98.2 pts
6. **Terry Thompson**  
SuperCenter 93.7 pts
7. **Eric Geffert**  
Spring - 83.8 pts
8. **Robert Martin**  
Ins.- Gran. 79.0 pts
9. **Dave Cuellar**  
Ins.- Alb. 66.7 pts
10. **Jim Mixon**  
SuperCenter 64.9 pts

Every quarter, the five salespeople who earned the most President's Club Points earn cash prizes totalling \$5,750! This quarter, which is based on a fiscal year, ends May 31st. The first place winner will earn \$2,000, 2nd place gets \$1,500, 3rd...\$1,000, 4th...\$750 and fifth place gets \$500. Good luck, everyone!

### *The Instant Living Superstars:*

#### **Louis Murray**

This man deserves a newsletter all for himself... heck, he practically has it already. Not only was he number 1 in the company in payable gross as a manager, he was also number one as a salesman (\$44,556!). How's that for all-around talent. Way to go, Louis!

#### **Bill Hopkins**

Bill had the second best month in the entire company in March, earning 110.54 President's Club Points on almost 35k in payable gross. See you in Alaska, Big Dog!

#### **August Murray**

"The Councilman" put seven more of his constituents under a roof in March. His 38k in payable gross and 100 President's Club Points also give him a great shot at the big trip. Roll, August, Roll!

#### **Patty McDaniel**

Folks, meet the company's newest SUPERSTAR. Patty, formerly of the auto industry, stepped into her new position and proceeded to immediately sell four big new home deals. Ladies and Gentlemen, remember this name... you will hear it often!

#### **M'Lissa Manning** *Nationwide of Tyler*

The newcomer show's 'em how it's done! In March, she rocked the competition's world to the tune of 5 new home deals, 35k in p.g. and 98 pcp's.

### *The SuperCenter SuperStars:*

#### **Larry Moore**

Always one of the tops in company, Larry had a particularly great month in March, selling 5 deals for 38k in payable gross for an unbelievable 110 P.C.P.'s. Holy Cow, what an unbelievable month!

#### **Terry Thompson**

South's monthly super pro exploded in March, taking down four big new home deals for \$29k in payable gross and 93.7 President's Club Points. Heck of a month, Terry!

#### **Jim Mixon**

The SuperCenter's Sales Manager Supreme showed all who the big Kahuna was in March. In total, he took down 5 deals for 35k in payable gross and 64.9 President's Club Points. Way to go, Jim!

#### **Bill Morris**

A newcomer to this column, Bill made his presence felt in a big way in March. His six big new home deals helped propel the SuperCenter to levels they have never before reached and, according to **Jim Taylor**, Bill has what it takes to do this every month! Keep going, Bill!

#### **Stephen Crain** *Advantage in Longview*

Take notice of Longview's new big man on campus. In March, he scored big w/ five new home deals, 25k in p.g. and an impressive 59 pcp's.

#### **Robert Martin** *Instant Living in Granbury*

Four Deals, 27k in Payable Gross and a ton of insurance for good measure. Folks, look out for **Robert Martin**!

#### **Dave Cuellar** *Instant Living in Albuquerque*

In March, longtime sales pro and new Sales Manager Dave Cuellar showed once again why he is top dog in Albuquerque... four deals and 34k in payable gross!

#### **Leon Dooley** *Advantage in Jacksonville*

The distinguished Mr. Dooley had another fantastic month in March, selling 5 big deals for almost 30k in payable gross and 65.9 President's Club Points! Holy smokes, what a great month!

#### **Tom Bradford** *Nationwide in Burleson*

**10 Deals for Bradford! 10 Deals for Bradford!** YES, 10! Folks, this guy certainly made his presence known in March, and when he was done, the Burleson area had to create a new zip code to accomodate all of it's new residents. Keep doing what you do, Tom!

#### **Richard Vaughan** *Nationwide in Tulsa*

If you asked **Larry Speck** what his idea of a model salesperson was, he'd probably pull out a picture of this man. He continues to set the example in every way. In March, he did so to the tune of 6 deals, 22k in payable gross and 60.2 P.C.P.'s!



## WHO'S HOT *Continued*

**David Foy**

May 18th

**Steve Winters**

May 18th

**Charles Keller**

May 21st

**Kim Stafford**

May 21st

**James Johnson**

Clark May 22nd

**Stephen Crain**

May 25th

**Kris Kaiser**

May 26th

**Ronnie Finch**

May 26th

**Joyce Coniglio**

May 28th

**Kenneth Andoe**

May 28th

**Ronald Burnett, Jr.**

May 29th

**Mike Hallowell**

May 30th

**Paula Tatum**

May 31st

**Tim White**

**Instant Living in  
Granbury**

Well, he's on a different location now, but the results are the same... 7 new home deals (that's right, SEVEN!) in March for the Babe Ruth of the mobile home industry. Tim's incredible production earned him an amazing 57.5 P.C.P.'s!

**Mary Goodner**

**Nationwide in  
Oklahoma City**

A key reason for the amazing consistency shown by the Oklahoma City team, Mary stepped up to the plate and had her best month ever in March. All in all, she sold 8 deals (7 new) for an amazing 54 P.C.P.'s.

**Marcee Huntington**

**Nationwide in  
Midland**

This lady cannot be stopped. Her name appears in this column regularly now because of months like March... 6 deals, 25k in p.g. and 52.5 President's Club Points. Marcee, you are in a zone of your own, keep living large!

**Tony Nash**

**Advantage in Longview**

According to General Manager **Craig Pickett**, Tony has what it takes to be great in this industry. In March, he gave us a peek at what he could do, selling 4 big new home deals for 27k in payable gross and 52.2 President's Club Points!

**Ricky Story**

**Advantage on Eastex Fwy**

Holy Toledo, what a month for the distinguished Mr. Storey! His four new singlewide deals and good insurance penetration earned him 46.9 President's Club Points. Nice Going!

**Michael D. Williams**

**Nationwide in Tulsa**

Five deals for Tulsa's strong arm of sales! His excellent insurance penetration and high volume earned him 46.0 President's Club Points in March!

**Jack Williams**

**Advantage in Jacksonville**

As if you doubted his name would be here! In March, he scored big with 4 new home deals and 20k in P.G.!

## *The Spring Superstars*

**Jason Brady**

Four big new doublewide deals for this star of the future. That translates into 46.4 P.C.P.'s! Way to go, Jason, keep doing what you do... it seems to work!

**Eric Geffert**

This guy must not take "no" for an answer. 27k in payable gross on four deals for Spring's home run hitter!

**Ron Beauchamp**

He's one of the company's best, and this is something you can't be without consistency. In March, he did it again, selling four big new home deals for 62.24 President's Club Points! Way to go, Ron!

**Jon Duhig**

A new name to this column, Jon exploded in March, taking down five big deals, grossing over 24k and earning 59.7 President's Club Points. Not a bad start, Mr. Duhig.

**Bryan Grace**

**N/W in Albuquerque**

Bryan put it all together in March, to the tune of four new home deals. Nice month, Bryan!

**William Sharp**

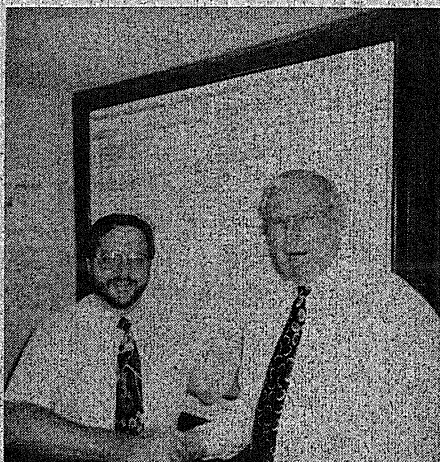
**N/W Oklahoma City**

William made the competition's head spin in March, selling four new homes!

**Wayne Best**

**Key Bryan**

Four new home deals in the month of March! Heck of a month, Wayne!



Howard (right) with North Texas President, Robbie Golden

## **Denton's Howard Odom Continues to Shine:**

Since joining the North Texas team in February of 1993, **Howard Odom** has quietly and consistently set himself apart with excellent sales and customer service. In the past two months, Howard has been Denton's #1 salesperson, winning two quarterly contests and earning two free trips and \$500 in bonus money in the process. Congratulations, Howard, we appreciate your hard work and dedication!



# President's Club Monthly

## Under the Oaks

### Oak Creek News

by Charlie Boyer

Thanks to everyone!!! On behalf of the **Rick Joseph** family, I would like to thank everyone for your cards and contributions to the "Erica and Nichole Joseph Educational Trust Account." Your outpouring of concern and sympathy has helped the family manage these trying times. The loss of Rick should show each of us how fragile and unpredictable life can be!

## Oak Creek Plant Expansion Takes Shape

Our facility has really started to take shape in the last few weeks! The 30' x 250' addition to the rear of our plant is nearly complete and the new floor jig will be producing floors by the second week of April. We have raised our entire cabinet shop to a mezzanine and increased the floor space by 300% which will allow us to produce even crisper looking cabinets. The steel superstructure for our 2 new 10,000 square foot final finish buildings is standing tall in the rear of the property and will soon be used to simplify the finishing of our homes.

## New Product Features

New product introductions are mounting at Oak Creek (by year end we should have our 3 story townhome plans ready... just kidding!!). There are very significant

# Living Large at American Homestar's #1 Plant!

new materials and models to tell you about, including...

**1. Upflow "Electric Only" Heating/ Cooling System in 18 wide models** - When you talk, we listen! You can now offer the Upflow Furnace (in electric only) for all 18 wide home buyers. Sorry, but we can't offer this feature in 16 wide models because it will require a complete rafter change. **Special Note:** *For your information concerning Gas Upflow Furnaces... the problem with offering this feature in existing single and multi-section homes is that the actual gas furnace is much larger than the electric furnace and it will not fit in our existing furnace compartments without major redesigning of most floor plans.*

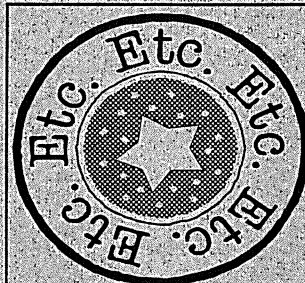
**2. 40# Roof Load Zone Construction Approved!** - Sorry, Houston, Dallas, Corpus and all other Texas locations; this item won't affect you, but New Mexico can now entertain business in the high country of Colorado.

**3. 1995 Oak Creek Carpet Program!** - Look for that UPS truck over the next 2 weeks for your new decor samples! Other than valuable information and samples for your 1995 decors, you will find 2 very interesting sample boards. Oak Creek now offers 2 "Ultra-Rich" carpet grades, never before offered in a manufactured home. "**Torrey Pines**" at 30 ounce and

"**Williamsport**" at 50 ounce is now available for those discriminating buyers who say "Is this the best carpet you have???" Now you can blow them all away with these new superstars!

**4. New Indigo Decor** - Our new Indigo Decor is out and ready to take over the "Bluetone" market! **Nancy Cantu** has done a great job with this new color them. I especially like the new "Navy Blue" ceramic back-splash and ceramic edge now available in the kitchen and baths! Remember, The Indigo Decor replaces the Lakeshore color scheme and we need to switch all working orders to the new materials ASAP!!!

**5. Southern Star #780: 18x80 3/2 model is up and running at the gate!** - As you read this, the much talked about (but never seen) #780 prototype has been built and after a little tweeking and arm twisting on price (by your Prez), we are ready to start deliveries! **Ray McKinney** and **Jack "Maximum" Maxey** of Burleson reviewed this new home and gave it two thumbs up! We've kept enough price spread to warrant stocking both the #780 and everyone's favorite "big kahuna," the #893. Next up for the Southern Star will be 2 new 16x80 models... I can hardly wait... how about you?!?!



New General Manager at Nationwide in Granbury: Charlie Cox, of Advantage in Greenville fame, has been promoted to G.M. of Ray McKinney's Nationwide location in Granbury. A proven veteran of our industry, Charlie will surely be successful in his new position. Good luck!

**Louis Gets a Curve Ball:** The big man on the Gulf Freeway is going to have a tough time following up his record April. Not long after his month ended, his Business Manager was hospitalized with a chest problem, his new salesperson, **Patty McDaniel** (who took down four deals her first month!) caught a bad case of pneumonia, and, to make matters worse, his office manager, **Cindy Garcia** came down with strep throat. Keep your head up, Louis!

**Speaking of the Murrys...** Instant-Gulfs August Murray has announced he is running for a City Councilman's position in the City of South Houston. A lifelong S.H. resident, August plans on keeping his sales position after he's elected on May 6th.



# President's Club Monthly

## Engineering the Perfect Follow-Up Call

Dwayne Teeter

The following is a continuation of a series of articles begun in last month's President's Club Monthly. These pieces, intended to increase the effectiveness of your Tracker Follow-Up System, have been adapted from the training seminars and publications of Grayson Schwepfinger by Dwayne Teeter.

The Tracker Software system, when used properly,

Mr. Flemhocker,  
You really need to check  
out our new Lifestyle 76...



provides each of you with a fully-featured follow-up system. The heart of this system is the call-back sheet, which is provided to you on a scheduled basis which you determine. While it is important to have these reminders provided, your follow-up can only be as successful as the call itself. In other words, you can make your follow-up religiously everyday and have the world's prettiest Quality Control Reports, but if you are not saying the right things the right way, there will be little to show for your efforts.

### The Problems in the Design...

Why do most follow-up calls not work? Because they are

designed to fail! Typically, the manager tells the salesperson they must make follow-up calls or risk their job. So the salesperson calls the prospect, asks how are they doing and then suggests they come back to the sales center to see the home that they wouldn't buy the last time they saw it. Often, the prospect will politely accept this invitation and give some approximate time when they'll come see the house

again ("Oh, we'll drop by this weekend!" yeah, *right*). The salesperson, considering this a victory, hangs up the phone and informs his manager that

he's done his job and made an appointment. The problem is, without the proper incentive, these prospects rarely show up. What message does this send this salesperson? *Follow-up calls don't work and the real money lies in taking the fresh "up."*

The way to break this vicious cycle of failure is to make sure that each follow-up call accomplishes the following requirements:

1) Sell the appointment, not the product! Remember, they can't buy the home from you over the phone, they must be convinced to get back in front

of you, checkbook in hand!

Always give the prospect just enough information, AND NO MORE, to achieve this goal.

2) Introduce a special product or program that they've never heard of before. Do you have a new Burleson MVP product to show the customer? How about a new finance program from our friends at Ford? Even if they come in to see a home that, as it turns out, is not up their alley, or if the new program is not for them, you've accomplished your goal by just getting them to your location!

**Editor's Note:** In the next version of Tracker (due in stores everywhere this summer), a salesperson can get a list of customers based on their housing preferences (much like is done now with mailing labels) and make follow-up calls based on the description of new products! We'll now return you to our previously scheduled article.



Holy Smokes, Bertha!  
Don't Sell it! I'll  
Be There... Pronto!

3) Go for a specific time and day for the appointment. Remember, "I'll drop by this weekend is a get-away story. Also, the request for a specific time tells the prospect that you are extremely busy, thus subtly building urgency.

4) The call must be written and rehearsed before it is made. You lose 55% of your ability to communicate properly when the prospect can't see you. In order to overcome this handicap you must be very smooth and very enthusiastic. This requires scripting and practice to accomplish.

5) The call must create three things in the prospect's mind: Personalization, Obligation and Urgency. (These three items will be discussed fully in next month's article)

### It all Makes Sense...

Holding daily 50+ meetings, as discussed in last month's newsletter, encourages everyone involved to come up with the best possible strategy for that day's follow-up. It also very useful for a Sales Manager to know the approach his/her salespeople are taking to get the customer back, in case the salesperson is not in. As super-successful East Texas President, **Jim Clark** will tell you, a daily sales meeting improves communication, increases sales and makes for a happier and more successful sales force. Increase the efficiency of your sales meetings and call-back system... introduce phone call strategies as a topic of discussion every day!



## Lancaster News

Brian Shaw

**New 1995 Carpet Selections Effective in April** - We have received all new sample boards of the new carpet colors from our supplier. If you have not received the sample boards, please feel free to give us a call and we will make arrangements to get those to you. The selections 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 the Canyon Mauve (light brown) have been discontinued by our suppliers. Also, please note that the Bourbon Street Line of carpet is available out of the Lancaster Plant. This is the same carpet that the Burselson and Oak Creek Plants use in their

## Lancaster Product Improvements

1. The refrigerator shelf will now have a one and a half inch brass trim insert (effective immediately).
2. Overhead cabinets will be finished underneath with Iuan panels (effective in two weeks).
3. The new and improved acrylic corner tubs with molded fronts in place of deck built tubs, very good looking (effective immediately in 694 model, eventually effective in every model that calls for a corner tub).
4. The standard woodgrain color of the cabinets and trim will be changed to Crystal Oak, very cool! (effective eventually).
5. All sliding glass doors will now have vertical blinds as a standard.
6. New summer decor coming soon!

## AMERICAN HOMESTAR OF LANCASTER, INC.

homes.

### Product Improvements

American Homestar of Lancaster is implementing several positive changes in order to produce a better home for your customers. Many of these changes came about thanks to input we received from our retailers and their customers. Some of the changes will be effective immediately and others will take longer to implement. Some of the changes are listed in the box at left.

### Key Information

The linen cabinet in the master bath of the 560 and

the 556 models is an option. Please make sure this option is on your confirmation speck sheet if the customer wants the linen cabinet in the master bath.

Please double check your orders on all order confirmations. Fewer mistakes will result in happier customers.

### Very, Very Important

These numbers are very important to remember if you live in the Houston area: 149 Rockets to 156 Mavericks, double over time.

**Editor's Note:** The fans of the *World Champion Houston Rockets* would like to wish the Dallas Mavericks the best of luck in the upcoming lottery. You all should do very well with your one ping pong ball.



**"Great Taste...  
Low Price!"**

## Add Some SIX PACK SIZZLE

To Your Next American Homestar Lancaster Home

The New Heavy Metal Package from  
American Homestar of Lancaster

**\$95.00**

Get a Six Pack & Put Some Excitement in Your Singlewides.  
2 Coach Lights 2 Columns & 2 Shutters (Front & Door Side Windows) PLUS... Wainscot on the Front and Door Side  
**Don't Put it off. Buy a Six Pack Today!**



## President's Club Monthly

### The Prestigious Pride Award

Nationwide of Mesquite President Larry Speck has announced the winner of the 3rd Quarter Prestigious "Pride Award." Against all odds, Jeff Goodrich's team in Oklahoma City beat the juggernaut, Nationwide of Lancaster, by only 4/100 of a

point.

Also having a strong showing was Nationwide in Mesquite, headed by General Manager, Dave Shetler.

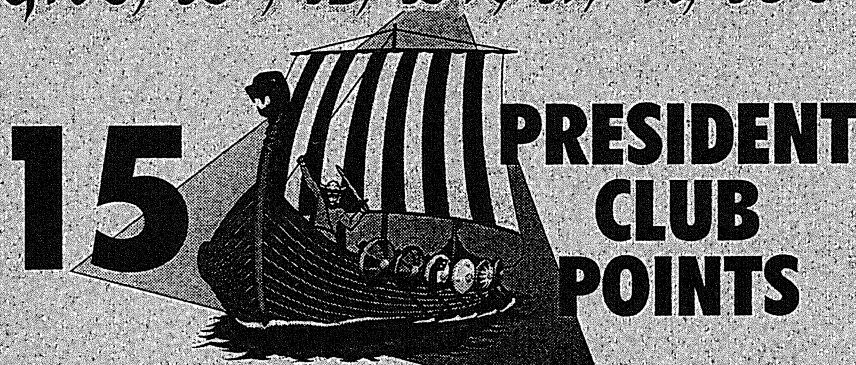
A dinner was held in the winning team's honor, during which they were awarded the coveted flying eagle statue by Larry Speck.

### Nationwide of Mesquite, Inc. 3rd Quarter Results

| Location      | Sales Dollars | PreTax % |
|---------------|---------------|----------|
| N/W OKC #54   | \$1,518,452   | 7.73%    |
| N/W Lanc. #55 | \$1,530,871   | 7.69%    |
| N/W Mes. #60  | \$1,814,984   | 5.88%    |
| N/W Tulsa #58 | \$892,422     | 4.57%    |
| AHS/Lanc. #51 | \$937,919     | 2.69%    |
| Adv. Grnv #57 | \$604,945     | 1.67%    |

## AMERICAN HOMESTAR of BURLESON and NATIONWIDE ANNOUNCE THE

# GREAT ALASKAN RACE



For every customer sold and P. O.ed "for immediate build"  
AMERICAN HOMESTAR of Burleson home ordered before May 26, 1995.

### GREAT RACE RULES:

- 1 Customer sold only
- 2 P. O.ed for immediate build
- 3 Replacing inventory or backup does not count
- 4 Selling and replacing a model does not count
- 5 Race begins April 17th (Monday), 1995

|                  |                  |                  |                  |
|------------------|------------------|------------------|------------------|
| <b>REMEMBER:</b> | <b>FOCUS</b>     | <b>FOCUS</b>     | <b>FOCUS</b>     |
| <b>DO:</b>       | <b>FOLLOW UP</b> | <b>FOLLOW UP</b> | <b>FOLLOW UP</b> |
| <b>EQUALS:</b>   | <b>15 POINTS</b> | <b>15 POINTS</b> | <b>15 POINTS</b> |

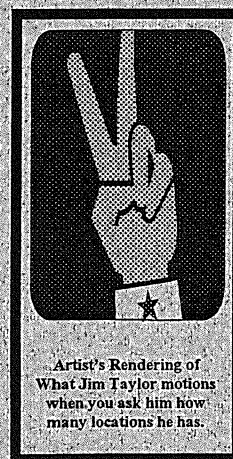
**"LIFESTYLE 76" SET UP AT PLANT"**  
**CALL YOUR REP...**  
**...SEND YOUR PEOPLE.**

TQM

### Company Continues to Expand

*Taylor Goes to  
Rosenberg, Texas*

The amazing Jim Taylor, President of Nationwide South, Inc. and leader of the company's number one location, is spreading his wings. As of June 15th, he will be working his patented magic in the town of Rosenberg, located approximately 30 minutes west of Houston (an hour and a half by golf cart).



At press time, it has not been determined what personnel would be working the new location. In fact, nothing is really known other than Jim feels certain that this satellite location will be very successful. "I'm pumped up about moving into this market," said Taylor. "They've sold a lot of homes in Rosenberg over the last 10 years, and I want my share of the action!" Viva Jim!



# President's Club Monthly

## Schweps Course 101 Final Exam Top Scorers

### Perfect 100's

Richard Gleff  
Cleveland  
David Barnett  
Abilene  
Janice L. Dent  
Abilene  
Murray Pennington  
SuperCenter  
George Horan  
SuperCenter  
Lisa Heimann  
Bryan  
Jerelyn Flynt  
Mesquite

### Above 90

Tony Gonzales  
Key - Athens  
Bob Dudley  
Cleveland  
Mike Hendrick  
Burleson  
Eleanor Perez  
Channelview  
Kris Thykeson  
Instant - Granbury  
Bill Morris  
SuperCenter  
Jeff Williamson  
Burleson  
Lou Rosas  
Eastex Freeway  
Matthew Lott  
AHFO - Lanc  
Cherokee Smith  
Oklahoma City  
Darryl Wilkinson  
Greenville  
Toby Cooksey  
Mesquite  
Benson Goebel  
Spring  
Kris Kaiser  
Denton

Pictured Here at the Celebration Dinner on March 16, the Class of March, 1995 enjoy suds and supper with the company's top brass. Called by Schwep, "one of the best EVER," the group scored extremely high on the final exam (top scorers listed at left). Good luck, new sales pros!



## The Class of March, 1995

## May Training

*Have You Got a Jig for your Do?*

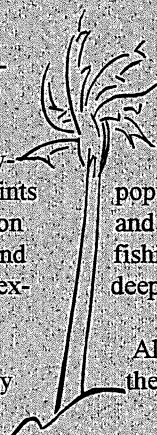


| DATE      | START TIME | DAYS | LOCATION    | COUR SE #   | SUBJECT                                                             | TYPE  | IN-STRUC-TOR  |
|-----------|------------|------|-------------|-------------|---------------------------------------------------------------------|-------|---------------|
| 10th-12th | 9:00 AM    | 3    | Albuquerque | 203/32<br>2 | Interview/Objections, Same Material will be repeated on 11th & 12th | Sales | Schwep-finger |

## Cabo San Lucas Site of Gold Level Trip

*We're Mexico Bound*

One of Mexico's most beautiful tropical destinations, Cabo San Lucas, has been chosen as the site of this year's *President's Club Gold Level Trip*. Every one who earned 225 President's Club Points this year (who didn't already earn a trip on the Alaska cruise) will be eligible to attend this fabulous four day, three night party extravaganza.



at the Melia' San Lucas, one of the region's most beautiful and well appointed resorts. There attendees can entertain themselves by participating in a number of the town's most popular activities, which include golfing, surfing, and tennis. Considered on of the best deep see fishing sites in the world, Cabo is known for it's deep, blue water and gorgeous beaches.

All winners will be eligible to bring a guest of their choice. **DATES:** Sept. 7 through 10th.

Winners will receive three night's stay