The President's Club Monthly

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

Company Maintains Stride Going Into Crucial Final Month of Year, Instant Living in Spring Leads the Way with Incredible Production

Roll, Dave, Roll...

Several of the company's top sales centers stepped up to the plate in April, enabling the retail division to maintain its sales momentum going into the final month of the fiscal year.

Dave Schwartz's amazing team at Instant Living in Spring put together yet another fantastic month in April. In total, they sold 22 big new home deals and, thanks to the talents of **Jim Rea**, sold an outstanding amount of physical damage and credit life insurance. Contributors from the sales force included superstars **Charles Hermann** (6 deals), **George Johnson** (4 deals), **Jon Duhig** (4 deals) and **Mitchell Moore** (3 deals). For more information about this fantastic team, check out the Who's Hot section on page four.

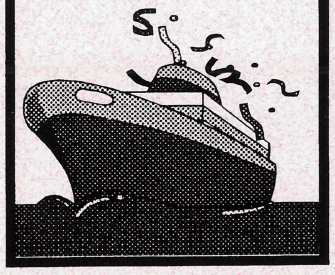
Other sales centers who had stellar performances included Nationwide in Midland (24 units!), Key Homes in Athens, Instant Living in Granbury, Nationwide in Lufkin and Nationwide in Burleson. Way to go, sales pros!

Race for Year End Cruise Tightens Up

Here's the top 10 sales superstars with only one month to go to qualify for the Alaska Cruise...

Louis Murray, Ins. Gulf
623.17 Points
Larry Moore, SuperCtr
555.86
Tim White, Inst. Gran.
544.40
Ron Beauchamp, Ins. Spr
478.89
Bill Hopkins, Inst. Gulf
477.92
Terry Thompson, SprCtr
419.25
Charles Hermann, Spring
401.18
David McMichael, K-A
358.02
Leon Dooley, Jackson.
355.63
Barry Park, Burleson FO
349.84

Winners Must be Employed at Time of trip to earn rewards.



Company Expands Eastward with New Monroe Location

The retail division of the American Homestar Corporation continues to expand its borders Eastward. It has recently purchased an existing dealership in Monroe, Louisiana which will be run by its former proprietor, **U.B. Herrington**. With the assistance of Nationwide Housing Systems Vice President **Chuck Ladd**, U.B. will be open for business under the Nationwide name by June 1st.

According to Herrington, the decision to sell out to American Homestar was a logical one. "I had been contacted by virtually every major mobile home dealer there is," said Herrington. "It was obvious that the big guys were going to come into the market and, these days, a small local dealer just can't compete. Of all of the large company's, American Homestar appealled to my wife and I because they seemed like more of a family, plus we really enjoy working with Chuck Ladd."

This new sales center is the third in the state of Louisiana for our company, a number that is second only to Texas in terms of number of dealerships. "I'm excited about this market," said Chuck Ladd, "because it is accessible to Mississippi, Tennessee and Arkansas. Also, I think we have a great man in U.B. He is someone we can really grow with."

U.B. is joined at the location by Office Manager, **Dodie Self** and new salesperson **Yvonne McKoin**. Good luck to the entire crew at our new profit center in Monroe!

Inside

Jeff Goodrich	**2**
Laurie Lowery	**3**
WHO'S HOT	**4-5**
The Tracker Page	**6**
Ray McKinney	**7**
Plant News	**8**
Using the Phone	**9**

MAY, 1995

COMPANY BIRTHDAYS

U.B. Herrington
June 1st
Diana Yauger
June 3rd
Bobbi Watson
June 4th
Jeffrey Williams
June 4th
Rena Faulkner Vass
June 5th
David Baze
June 5th
Joe Madrid
June 7th
Kash Mullins
June 7th
Brent Lebouef
June 8th
Debbie Maxey
June 9th
William Sharp
June 9th
Eugene Dudek
June 10th
Larry Bolden
June 10th
Tom Wilson
June 13th
Craig Pickett
June 16th
Mitchell Brown
June 16th
Lydia Winterrowd
June 16th

Profiles in Excellence

OKC's Mr. Consistency, Jeff Goodrich

The team in Oklahoma City has developed into one of the most consistently profitable in the entire company. A tight control of costs combined with high volume month after month results in this crew almost always being one of the top locations. Heading this awesome force is Oklahoma boy, **Jeff Goodrich**.

Born in Lyons, Kansas and raised in Oklahoma City, Jeff could not have gotten into the mobile home business a more unique way. After attending Central State University, Jeff pursued a career in professional baseball An untimely knee injury put a quick end to that pursuit. He then joined the army and worked as an X-Ray technician for two years. After that, Jeff had a five year stint with a fitness company and eventually went to work for Jim Walters Homes as a loan officer. It was there that he found out that he could make serious money in the housing industry...

PCM: How did you make the switch from Jim Walters to the mobile home industry?
JG: One day while sitting behind my desk, I realized I wasn't making the kind of money that I could on the sales side. I wanted something with a higher income potential but where the customers would come to me. I then went to work for Jim Daugherty mobile homes, where I quickly became sales manager and ultimately General Manager of his Lewisville location. After three years of pursuit by **Larry Speck**, *I eventually went to work for the Nationwide group.*

The One and Only ***Jeff Goodrich,*** *leader of the Oklahoma City team, lover of animals and small children*

PCM: How is doing business in Oklahoma different from doing business in Texas?
JG: I felt in Texas that people were coming to my dealership from certain regions in Texas. In Oklahoma, they come from all over the entire state and usually plan on visiting every dealer on our strip.

PCM: You've assembled a great team in Oklahoma City. What do you look for when hiring a salesperson?
JG: I look for a person that is sincere, enthusiastic, with a personality that elicits trust. They have to have made good money in the past, understand that it is possible here and will do whatever it takes in terms of effort and hours spent.

PCM: The company provides you with many tools to help conduct business, including training, marketing and software. Which tools have helped you most?
JG: I appreciate having Schwepfinger working with us on a personal basis, because, before, I had to train everyone based on my own personal experience. The tracker system is helpful, although I feel that we are just in the beginning stages of understanding everything it can help us with.

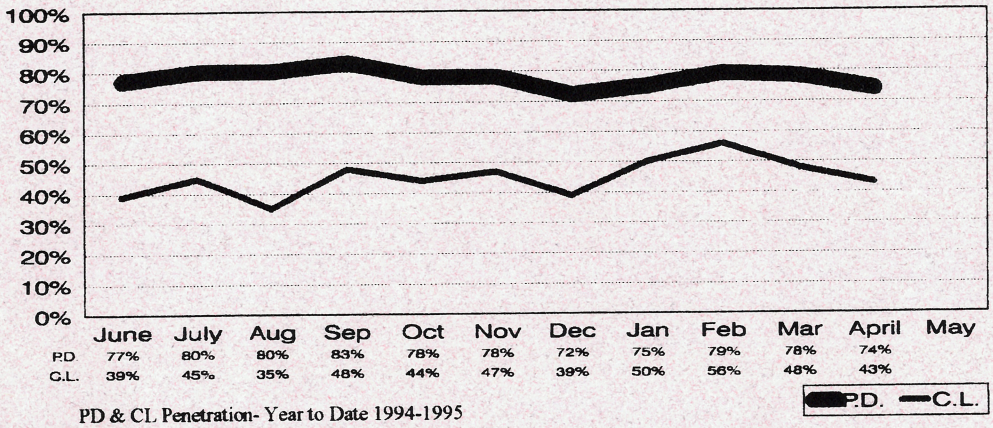
PCM: With the end of the fiscal year approaching, what would you consider your greatest accomplishment in 1995?
JG: I feel like I have built a staff for the future with **John Hamilton, Charlie Buttrey, Karen McVey** *and* **Mary Goodner** *in key positions. These are the kind of people it will take for me to reach my pre-tax goal of 8% next year!*

PCM: What are your other goals for fiscal year 1996?
JG: I want to have an average of 25+ houses per month and have penetrations of 90% PD, 70% CL and 100% extended warranty. My goal is to have the #1 location in the company and **Don Simonson** *and* **Jim Taylor** *know that Oklahoma is not just a county in Texas!*

Laurie Lowery

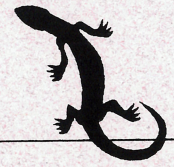
APRIL.....NOT HOT,HOT,HOT

With only few exceptions, April just wasn't there. Premium volume declined considerably which would have been OK given the fact that unit sales also declined. However, our penetration percentages decreased to an almost record low for the year, making a bad situation worse. Many locations that have been heavily utilizing both Security Pacific and Green Tree have been experiencing cut backs on insurance, keeping the customer to only one year of physical damage and often, no credit life. The problem lies in the fact that for the most part these customers are marginal and cannot be bought anywhere else, which leaves us unable to force these lenders to compete with their counterparts. Until an in-house finance source is created this dilemma may continue to keep us from attaining our goals.



PD & CL Penetration- Year to Date 1994-1995

Who's hot?...He's hot! As I said there are a few exceptions to our dreary April and one was Instant Living-Spring. This motley crew including **Dave Schwartz** (General Manager), **Jim Rea** (Business Manager) and an extraordinary sales and support staff managed to pull off a 22 deal month that included almost 88K in insurance sales. Maintaining his reputation for excellence, Jim Rea generated over 25K in profit (not including finance participation, information not available at this time), held exceptionally high penetration percentages (93% PD & 83% CL), and sold 21 extended service policies! **Who's hot?...She's hot!** Ms. Consistency to us, **Cathy Jackson**, Business Manager for Nationwide & American Homerstar Outlet-Lancaster, has maintained the most constant performance of any of her peers. And, as usual, she came through in April by generating 19K in insurance profits on 20 deals and maintaining her standard high penetration (94% PD & 85% CL). Others that did their best this month by achieving high penetration even though unit sales were down, include **Rick Danos** of Instant Living-Gulf Frwy, **Randy Wilson** of Nationwide South, **Bruce Reynolds** of Nationwide Granbury and **Ed Thompson** of Advantage Eastex.



NEW BUSNESS MANAGER PRESIDENTS CLUB PROGRAM

To be unveiled in this issue, the new program has been totally revamped. Finance and "fast start" points have been added, while points for income have been dropped. Also added, a new points structure for multi-location Business Managers! More info to come!

WHO'S WHO @ WESTERN
Gina King
Receptionist

After promoting Susan Ketchum, many of us thought it would be back to the ol' revolving door again but, in walked Gina King. Ms. King has been with us now for five weeks and things are going swimmingly. "Its been great getting to know everyone here. Its also nice being in a job that's challenging-yet knowing the hard work is appreciated",stated Gina. Prior to coming to Western, she worked for the Randalls grocery chain for 4 years. Currently, Gina answers the phones, enters the applications and claims information on our computer system, takes care of the mail (no small chore!), and everything else that is "passed" her way. When asked about the most gratifying aspect of her job, Gina replied "making a big pile (applications) disappear". The hard part is watching another grow at the same time. Outside the office, Gina is a wife of 5 months to Jerry, and most importantly, aunt to her "perfect" 10 month old nephew, Joshua. Joshua's parents are brother, Jesus and sister in law, Andrea. You're doing your family proud, Gina! Keep up the great work!

RACE FOR GOLD
Bus Mgr PC Club Top 5:

Bruce Reynolds	**610.4**
Cathy Jackson	**512.1**
Jim Rea	**505.1**
Randy Wilson	**340.90**
Elizabeth McCoy	**270.4**

ABIG ADVENTURE
FOURTH QUARTER CREDIT LIFE CONTEST

Highest Premium Volume $69,577 Jim Rea-Instant Living, Spring
Highest Single Premium $ 5,143 Randy Wilson- NW South
Highest # of Policies Sold #33 Jim Rea- Instant Living Spring
*contest runs through May 31st

WHO'S HOT

COMPANY BIRTHDAYS (Continued)

Jim Lee
June 19th
Gracie Hernandez
June 19th
Robert Dudley
June 19th
Boomer Hilburn
June 21st
Kenneth Carter
June 22nd
Martin Ener
June 22nd
Janice Sturdy
June 23rd
Don Adam
June 26th
Robert Martin
June 27th
Billie Rolando
June 27th
Charlie Cox
June 28th
Vincent McDaniel
June 28th
Howard Odom
June 29th

14 Big Reasons for Our Company's Success!

Larry Moore
The SuperCenter

To say this man sells a lot of homes is like saying A.J. Foyt drives fast. He can sell in his sleep! In April, he took down four deals, and thanks to **Randy Wilson**'s great insurance penetration, he earned 103.6 President's Club Points!

Tony Gonzales
Key in Athens

Watch out for Tony... he's one of next year's superstars! He showed a little of what he can do in April, taking down four big deals for 75.1 President's Club Points. Keep rocking, Tony!

Charles Hermann
Instant Spring

Charles reigns supreme again! In April, he took down six BIG new home deals for an incredible 74.6 President's Club Points. Number 7 Company wide year to date, Chuck seems destined to take the big Alaska Cruise!

William Holzworth
Nationwide in Corpus Christi

Watch out people, there's a new sales pro in town, and his name's Holzworth. Bill went totally whacko-nutso in April, selling everyone in sight. The results... 5 deals and 70.5 President's Club Points!

Stephanie Hicks
N/W in Lancaster

Stephanie, a regular in this column, keeps making things happen in Lancaster. In April, she took four big singlewide deals down for $20k in payable gross and 65.3 President's Club Points! Nice month, Stephanie!

Bryan Grace
Nationwide in Albuquerque

Get out of his way, he's got momentum. Bryan, Albuquerque's new Business Manager, finished up some old business before taking the new position. His six deals resulted in over 41k in payable gross in April. Great month, Bryan!

Steve Winters
Nationwide in Bossier City

10 deals for the company's newest superstar! Steve made things happen in a big way in April. The aftermath to his month of fiscal carnage: 9 new, 1 used 43k in payable gross and 64.6 President's Club Points!

Tom Bradford
Nationwide in Burleson

Tom keeps knocking 'em dead in Burleson. In April, he took down four new home deals and threw in a used one for good measure. His successes eaned him 58 President's Club Points. Way to go, Tom!

Bill Yokum
N/W in Midland

Holy cow, what a great month! Mr. Yokum exploded in April, taking down eight deals and earning 55 President's Club Points. Part of Dewayne Click's explosive Midland team, expect great things from Bill next fiscal year!

Jon Duhig
Instant Living in Spring

Folks, you have to say the man is consistent. Every month, he does what it takes to get his four deals, and makes a pretty penny in the process. In April, he took down four new singlewides and earned 55 President's Club Points.

Howard Smith
N/W in Tulsa

Holey smokes, this guy's on fire. In April, Howard took no prisoners and sold four new homes. Heck of a month, Howard! We hope to see your name in this column more often!

Paul Taylor
N/W in Lufkin

This Lufkin bunch does well month after fabulous month, and Paul is a major reason why. In April, he turned in another stellar sales performance, rocking the East Texas market to the tune of five big deals. Nice going, Paul, keep it up!

David McMichael
Key- Athens

You can't keep a good man down! Dave made it happen in April, taking down 5 new home deals for 32k in payable gross. He was a major reason for Key Home's phenomenal success in the month of April.

WHO'S HOT
Continued

William Sharp Nationwide of OKC
He's an important element in **Jeff Goodrich**'s super successful team, and in April, he showed everyone why.... Four big deals and 50 PCP's for the big guy!

George Johnson Instant Living in Spring
If you work in Spring, you must be selling lots of houses. George, as usual, stepped up to bat in April and took down four big new home deals. Keep doing what you do, George!

Leon Dooley Advantage in Jacksonville
Folks, if you need proof that this guy is a superstar, just look for his name in practically every newsletter written this year. He gets in this publication because of months like April: five deals and 41.5 President's Club Points.

Mary Hohn Nationwide in Midland
How's this for variety: 3 new singles, 1 new multi, 1 used and 1 repo for Mary in April. She's like a runaway train... she can't be stopped! Nice month, Mary!

Kristan Thykeson Instant Granbury
Our newest sales pro in Granbury seems to be right at home in the Nationwide system. How do we know? Well, in April, she took down four big deals and word has it, she has more working for May. Nice month, Kristan!

Bill Hicks Instant Granbury
Bill rocked the Granbury market in April, selling four new singlewides four an impressive 38.9 President's Club Points. Way to go, Bill!

Michael Reed N/W in Oklahoma City
Another big month for an Oklahoma sales pro! Michael took down five big deals in April and he has momentum going into May. Good luck, Michael. Hopefully, we will see your name very often in this column.

Frank Vincent Nationwide in Corpus
A new name to this newsletter, Frank made it happen in April. His four new home deals resulted in over 20k in payable gross and 31 President's Club Points. Keep working it, Frank!

M'Lissa Manning Nationwide in Tyler
Jim Clark was right, this girl is phenomenal! In each of her first two months, she's had great production. In April, she sold five new homes and earned 31 PCP's. Nice going, M'Lissa!

4th Quarter Contest Update!

The SuperCenter's **Larry Moore** continues to dominate the field, earning 213 points in just two months. His cohort, **Terry Thompson** is in second place, 58 points behind. Instant-Gulf's **Bill Hopkins** his holding on tight to third place with 150 pts while his G.M., **Louis Murray** is in 4th place with 147 pts. Tyler's ew dynamo, **M'Lissa Manning**, continues to shine and is in fifth place with 129 points. Rounding out the top ten are **Tom Bradford, Robert Martin, Patti McDaniel, Tim White** and **Leon Dooley.**

President's Club Levels Fiscal Year 1996

Gold 325
Silver 275
Bronze 225

New Office Mgr's President's Club
The Program - Fiscal Year 1996

The top TWO Office Managers who make the Gold level will qualify for the second trip, usually held in September. Those who reach the Gold level also receive a gold PC watch, with diamonds added after watch is awarded the initial year. Silver levels receive a clock from Nationwide Housing Systems, Inc. while Bronze level winners receive a certificate from Nationwide Housing Systems, Inc. honoring their achievements. **Points are awarded in the following manner:**

1 Pt Each Credit Life Policy
3 pts Each Loan funded within 7 days
(Dishonesty will result in forfeiture of points)
3 pts Fast Start for completed deal in Home Office by 15th of the month
1 pt Fast Start for completed deal in Home Office by 20th of month

BONUS MONEY

$25.00 for each deal in H.O. by 15th
$15.00 for each deal in H.O. by 20th
$20.00 Cash deal where floor plan has been paid off within 7 days of deposit slip (new homes only).

Office Managers who enroll in the President's Club with a start date between June 1 and November 1 will be eligible for the program on a pro rata basis. Bonus Money will be awarded when earned.

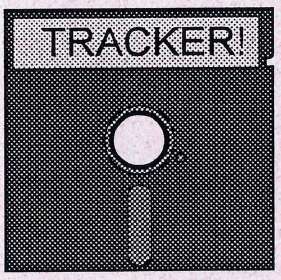
A Completed Deal File is defined in the Office Manager's Manual in Sales & Inventory section under the Sales File Checklist (Home Office).

Hey, Sales Managers! Read this Article!

What Makes a Good Mail Out?

It Takes More than the Correct Postage

If you are sending out periodic mass mail-outs with Tracker, but are not experiencing the success of locations such as the SuperCenter, maybe your mail out is missing something. Before spending the time and postage on your promotion, make sure your flyer has these important features:



1) A Good Theme: Why are you having a sale? Let the customer know! Reasons that would really result in a change of selling behavior on your part, such as an overstocking sale or a fiscal year-end liquidation tend to be more effective than "President's Day Sales," "Arbor Day Sales". Let's face it, what kind of motivation is Lincoln's birthday to mark down our inventory. *Really.*

2) Examples of Savings: Pick a few homes that are representative of your inventory, typically a singlewide and a doublewide. Strip them down and advertise a price that will knock your customers on their collective butts. Don't pick more than two houses to promote, though. Remember, attention spans on advertising are short.

3) A Reason to Return to the Location WITH THE FLYER: Include a coupon on the flyer which entitles them to savings only if they return to your lot with it in hand. This allows you to measure just how effective this promotion was. A good example is a clip-out on the bottom that says "Redeem this coupon for free skirting." Remember to include a disclaimer that says that the coupon must be presented before purchase, so that we know what our costs are going into negotiation.

4) Good Artwork: Remember, Deputy Dog is not our art designer. Make sure your flyer is professionally presented with clip art and unique fonts so that the person who gets the flyer doesn't think we're a bunch of knuckleheads. Want some tips on your layout? Fax your work to Dwayne or **Bari Davis** for opinions or assistance.

5) Limited Time Offer: Just like when you make a follow-up call, there must be some kind of time constraint on the offer you are making. Make sure that the customer knows if they don't jump on this deal now, they will regret the mistake for the rest of their natural lives, possibly longer.

Avoid these pitfalls when organizing your mailer:

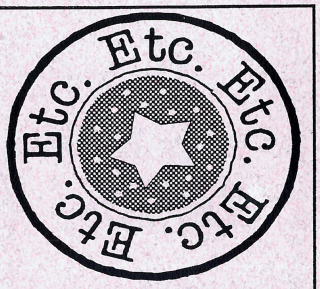
1) Don't Have too Many Messages on your Mailer: Most people look at a direct mail advertisement for about 10 seconds, longer if it contains some form of nudity. Make sure the message is short, clear and to the point.

2) Avoid the Use of Profanity and Jokes about People's Complexions: This is a very important rule to follow, unless you just can't help it.

Do you think you've done some pretty good mail-outs? If so, send an original to the attention of Dwayne Teeter (in Austin, see article at left), and he'll add it to his collection. The best ones are distributed company wide. The worst ones are passed around to be publicly ridiculed.

TRACKER DEVELOPMENT TEAM BUSTS A MOVE!

Dwayne Teeter and **John Smith**, of Dwayne Teeter and John Smith fame, are moving to the great city of Austin. To reach them after Tuesday, May 30th, please call (512) 320-9035. Their new mailing address is as follows: 701 Brazos, Suite #500, Austin, TX 78701. Aside from a new three day work week, nothing about their job responsibilities will change as a result of the move. "We will be more centrally located in the State Capitol," said Smith, "and it will allow us greater access to technological resources, advanced education opportunities and, most importantly, young college girls."



Tracker Success Story Number #1,249.... Check out these numbers for the SuperCenter... 350 mail outs, $130 spent, 20 deals in one weekend, 16 of which were directly attributable to the mailer. If your location has not been sucessful with direct mail, take a look at your mailers... they may stink. See article at left for some tips.

Don Simonson, bound for Hollywood: The Superstar team in Lancaster recently sold two used homes to the production crew for the television series "Walker: Texas Ranger." The units were destroyed by an explosion in a scene that was filmed in Lancaster. "I wanted to blow out some used inventory," said Simonson, "but this was ridiculous."

Thanks to Larry Speck for contributing the article titled "mobile home industry fights crime" featuring a picture of a mobile home that has been converted into a gas chamber by a montana prison(true story!). Unfortunately, the Committee for Good Taste in Newsletters (CGTN) felt that the content was not suitable for publication. Good try, though!

New Rules Announced!

Fiscal Year 1996 President's Club
Salespeople

The top ten salespeople qualify to go on the annual President's Club Trip held in August. Gold levels who do not finish in the top ten qualify for the second trip, usually held in September. All Gold Level Participants also receive a gold P.C. watch, with diamonds added in subsequent years when Gold level is reached again. Silver level winners receive a clock from Nationwide Housing Systems, Inc. honoring their achievement in Customer Satisfaction in Sales and Service. Bronze levels receive a certificate from Nationwide Housing Systems, Inc. honoring their achievement. Points are earned in the following manner:

1 pt each $1,000 payable gross
1 pt each PD policy 2+ years
4 pts each CL policy
1 pts each extended warranty
2 pts bonus for selling four new units in a month.
5 pts bonus for selling 5+ new units in a month.
2 pts Fast Start for completed deal in Home Office by 15th of Month
1 pt Fast Start for completed deal in Home Office by 20th of Month

Split deals must be given to Judy in the Home Office by 15th of the month following the closed month. If information is not given, points will not be split - no exceptions. Split deals are split by money and points - no exceptions. Special programs may be developed during the year, rules will be given at the time special programs are established. Enrollment forms will be kept by personnel and the list of enrolled personnel will be kept by Judy in the home office. Salespeople who enroll in the President's Club with a start date between June 1st and November 30th will be eligible for the program on a pro rata basis. Date and month will be determined by hire date. Points will be calculated by Judy at the end of the month from the data compiled at the home office. Levels are shown on the bottom left corner of page five.

Fiscal Year 1996 President's Club
Business Managers

The multi-location and single location Business Manager with the most points at the end of the fiscal year will win a trip for two on the annual President's Club Trip. All others reaching the Gold Level (400 Points) will be eligible for the second trip in September. The pt. structure is as follows:

(1) PD Penetration		(2) CL Penetration	
90-100%	15 pts	90-100%	20 pts
80-89%	10 pts	80-89%	15 pts
70-79%	5 pts	70-79%	10 pts
0-69%	0 pts	60-69%	5 pts
		50-59%	2 pts
		0- 49%	0 pts

***Location must have 8+ home sales in order for penetration points to be counted**

(3) 1 pts. per extended service policy sold
(4) 1 pts per "rate bumped" deal (minimum 50 basis points)
(5) Fast Start: 2 pts per deal in H.O. by 15th, 1 pt. if in by the 20th.

Silver Level..350 pts..Engraved P.C. Clock
Bronze Level..300 Pts..Pres. Club Cert.
Multi-Location B.M.'s multiply levels by 1.5

Get That Deal Approved
by Ray McKinney

Ray McKinney is the President of Nationwide of Fort Worth and oversees five sales centers in Abilene, Granbury and Burleson. He is considered one of the company's foremost authorities on lending practices. Look at him crossways, he may just sock you.

Getting your customer's loan approved involves two important steps. Your understanding of this process will make you extra sales. The first step is taking the customer's application. This is done as part of the pre-package and an outline of the most important things to remember during this step are:

1) You take the application, don't let the customer fill it out.
2) Get complete 5 years employment and residence history on both applicants with landlords, zip codes and phone numbers if possible
3) Checking and savings accounts are very important. Don't forget the account number. NO account number - NO account.
4) Take credit information from them. Be inquisitive yet friendly. This is personal information, but never rely on the credit bureau to give you the info you need. Use the credit bureau only as bonus information.
5) Be thorough. The credit app should read like a life history when you're through. Don't be afraid to write in the margins or separate page.
6) Have an extra blank credit app signed so you can easily transfer information if necessary.
7) List the name of your dealership, the phone number with area code, and the person to be called back at the top of the application.
8) Get copies of check stubs, driver's licenses, social security cards, W-2's or whatever they have with them NOW.

The second part of this process is presentation. Ninety percent of your approval is how you present the deal to your lenders. Remember, they can't meet your customer, so it is up to you to estab-

Continued on Page 9

AMERICAN HOMESTAR
OF LANCASTER, INC.

Brian Shaw

Starting immediately, the Holiday Slate/Pastel, the main panel in the living room, hallway, and odd bedrooms will be discontinued. The new main panel will be the Cambridge Classic. We will honor any customer solds up until May 19th. Please make the changes in all of the decor layout speck sheets that are in the sales manuals and the sample folders. Please throw away any samples of the Holiday Slate/Pastel.

Starting on June 1st, all models that have the luxury bath, singlewides and multisectionals, with the deck built corner tub, this feature will not be available. It will be replaced by the new acrylic corner tub with step side and new residential appeal (now standard in these models).

New Crystal Oak Now Standard

Starting on June 1, all models will be built with the Crystal Oak standard. Please remember that the discontinued Maryland Oak is the darker woodgrain. The new Crystal Oak is the lighter woodgrain that is typically found to be more appealling. Also as of June 1, all models will now have the white interior doors throughout with the Crystal Oak lighter woodgrain trim and door jams being standard. The brown Maryland Oak interior doors will no longer be available. ALL STOCK UNITS will be effected immediately by these changes and all homes after June 1st will be effected.

Key Information

The metal siding on the singlewide homes can only come in two colors. The colors are light gray and tan (beige). There are sample rings of five different colors of the metal samples: Two of them are the light gray and tan (beige) for the main body of the home. The Polar White is just a sample of the color of the trim, and

Continued on Page 10

Burleson Starnotes

Committed to Making the Best Manufactured Home in Texas

Take a Trip!

Don't miss the boat! For all those who qualify, the "Great Alaskan Adventure" is yours. Burleson is offering 15 bonus President's Club Points for sales on any R.S.O/ homes. Thank you for all your had work! We will continue to support those who support us. Buy Homestar!, Burleson that is.

0 Defects

Burleson's Quality Contol Department has gone into the 21st century with its proactive approach to quality control. Our department has beefed up its inspection team to include a full-time meallurgist as well as the other specialists already on board. This will further enhance our TQM program already in effect and it gives new meaning to "ZERO DEFECTS!" It is time for other manufacturers to follow the industry leader.

Burleson is Bullish

Burleson is bullish on the housing industry. We are taking a proactive marketing approach by offering to consumers the well known quality standards in traditional Burleson products and combining these with competitive pricing structures to appeal to more customers. The new "Lifestyle" models will enable the sales centers to appeal to a broader randge of customers without sacrificing the quality that is inseperable from the Burleson name. Our first model in the series is the Lifestyle - 776 which was displayed at Nationwide Lancaster during the last TQM meeting. Thanks to all who were able to attend the maiden showing. Watch your mail for details on these exciting new products as well as our new high impact color Meridian brochures and information on how to secure your orders today. Support your company, *Buy Burleson*.

Full Color Exposure

In the Sunday, May 6th edition of the Fort Worth Star Telegram, Burleson enjoyed a jolting full color spread article in the Business section promoting the recent changes in the quality of manufactured housing. This article served to dispel the "old thinking" of how manufactured homes are constructed. With your help, we'll show the market just how good a manufactured home can be!

Creating Personalization, Obligation and Urgency in Your Follow-Up Calls

Dwayne M. Teeter

This is the third and final installment of a series of articles designed to increase the effectiveness of your Tracker Follow-Up System through better phone skills and are based on the teachings and publications of Grayson Schwepfinger.

Unless you have an unlisted telephone number, you probably receive phone solicitations on a regular basis. If you are like me, you probably find them distracting and annoyingly rehearsed. However, because we don't know these people, it is usually pretty easy to get them off the phone by potitely stating were not interested and hanging up. In our business, we are these solicitors and it is up to us to use the advantage of our personal experience with the customer to make the follow up call more successful, *and consequently not get hung up on*! If your follow up calls are properly structured and practiced, they can become one of your most powerful sales tools.

In order for a call to be successful, it must create three feelings in the customers mind: Personalization, Obligation and Urgency. The call is weakened without any of of these items. Many salespeople feel that asking the prospect questions such as "how are the kids feeling?" or "how's your doberman?" or "Did you finally have that wart removed?" create this personalization. Well, in a way, it does but not in the manner that you need. What you want to do is create the feeling that you care about the customer and you accept the blame for not helping them find the right house. Let them know that this call is not motivated by greed, it is done out of obligation.... you feel you didn't do your job.... and if you didn't get the sale, you're right. Here are five examples of how to create this kind of personalization...

1. After you left yesterday, I couldn't help but fell I let you down by not finding the right home for you and your family.
2. After you left yesterday, I couldn't help but feel I didn't fully understand what you were looking for or else I would have found you the right home.
3. I feel I must have left a stone unturned somewhere when you visited or I would have shown you the perfect home.
4. Did you ever get the feeling you missed something obvious? That's the way I felt yesterday knowing it was my fault you hadn't found the right home.
5. You have been really on my mind since I couldn't find you a home you wanted.

The test as to whether or not you have created obligation is that the prospect must feel guilty if they don't return after all the trouble that you've been through. It is important to quantify this "trouble", in other words, put it terms of dollars or hours spent. Remember, unlike the solicitors who call all of us at home, we're not faceless strangers to these people. We are people who hopefully have developed a good, professional relationship with them and have put in a lot of time and work to earn their business. Folks, these people OWE us their time and the phone call must end with them having the feeling that, after all the effort you put forth, they should at least come look at this home! Five ideas for creating this kind of obligation appear below....

1. The factory rep was here yesterday and I must have spent at least 2 hours explaining what you were looking for. He suggested a home we have right here on the location I never thought to show you.
2. I just got through spending an hour looking at our computer print-out to see if we had a home to suit your family's needs. It was worth the effort because I found a home you are going to love.
3. I called the factory long distance and spent about half an hour explaining to them what you were looking for. They suggested a home we have in stock at another location that you were not able to see.
4. I just got off the phone with one of our largest lenders. I must have spent close to a half hour discussing a new finance program they are offering. I double checked the information you gave with them and they thought the program would be perfect for you and your family.
5. We just got a new home in. I went over everything you told me you were looking for as I walked through it. It took close to 30 minutes to review everything but I can't help but feel you are going to love this home.

Editor's Note: When the new version of Tracker is released this summer, you will be able to get customer listings in the form of mini-call back sheets based on their housing preferences.

Creating urgency in a call is an essential part of its success. The customer must feel that it is in their best interests to return to the location as soon as possible. The test of creating urgency is: does what you are

Ray McKinney

Continued

lish ability and willingness to repay the loan as well as your customer's integrity by paper. Some important guidelines to follow are:

1) Know everything your lenders will know before he knows it. Do your direct checks throroughly. Compute the debt ratio. Have all credit information available.
2) Make adjustments in your presentation based on this information, which is your customer's strengths and weaknesses as a credit risk.
3) Document and explain derogatory information that will surely be found by the lender. As an example, sending a letter of explanation with the app to explain a job gap, becomes a reason rather than an excuse.
4) Know how your lender thinks and help them buy your loan. Different lenders look for different things. Know how their scoring system works with your pass-thru lenders and the guidelines for our warehouse lenders.

If you'll follow the basic guidelines of these two steps as outlined, you'll not only increase your approvals but also lessen your backouts. Customers want to deal with a professional and know they are buying their home from the right people. Following these guidelines will give you the stability and integrity to be successful.

Continued on Next Page

Lancaster News

Continued

the Pecan (beige woodgrain) and the Beechwood (gray woodgrain) are just samples of the deluxe metal for the wainscot. The "6 Pack Sizzle Package" is just for the metal sided singlewide homes: coach lights, columns, deluxe metal wainscot, and front door side and hitchend window trim.

Get Excited

Watch out, 694! You think you're HOT, check out the floorplans coming at you in the very near future! Yes, finally, A.H.L. has in the makings a couple of new killer floor plans designed to know your socks off. We are looking into creating a new price leader home and a 694 type of home, both 16x80's. We will be prototyping the new models sometime in the next home. Also, the new decor is being worked on so please look in the mail and/or fax for more information. Please review all of the new product changes and important information with all salespeople. Be sure to read the President's Club Monthly each month under the Lancaster section to be the first to know.

Congrats, Brian!

Congratulations to Brian Owens, Sales Manager of A.H. Lancaster, for winning a measly $20.00 off of **Dave Davis**, G.M. of Instant - Granbury during their Grand Opening Golf Tourney (see picture this page).

"The golf outing was fun but it would have been better if there was more competition," **Brian Owens** tells **Dave Davis** after his big victory.

New Additions At Burleson!

To better serve you, Burleson has made the following additions to its work force:

***Don Ellerbrook** - Service Coordinator

***Bonnie Dyer** - Service Secretary

***Cyndi Monsour** - Receptionist

***Patricia Avalos** - Payroll Specialist

***Chuck Thompson** - Sales Coordinator

Dwayne Teeter

Frontier Medicine Man, Continued

telling them give them a valid reason for returning as soon as possible and does it state a penalty if they don't? Here are five possible ways to add this element to your phone call...

1. We just found out we are tied for first place in a factory sales contest. The owner just told the sales force to do whatever we had to in order to get four more sales as soon as possible. The problem is, everyone is calling all their prospects and I didn't want you to miss out on this opportunity.
2. I'm so sure this is the right home for you, I had the manager agree that even if it is sold, it can't be delivered until you see it. Since it is one of our best sellers, I'm sure you can see why you should look at it as soon as possible.
3. We just received a promotion package from the factory listing all kinds of free options. The only problem is, they are only good for the first 3 orders turned into the factory.
4. I just found out the floor plan I have in mind will not be run again for over two months. I know you need something before then. I would hate to have you look at what I found only to find out it was sold.
5. Our lender is offering the lowest interest rates I've seen in years on selected units. The home I have in mind for you would qualify but once it is sold, that's it.

Remember, friends, separate yourself from the competition... have something to say when you make that follow-up call. Don't waste your own time, as well as their's... make sure the call creates personalization, obligation and urgency.