

The President's Club Monthly

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

American Homestar Enters into Letter of Intent to Purchase Guerdon Homes; HSTR Could Soon Expand to 8 Plants

\$23

Stock Continues to Gain Ground, Split Announced

The stock market reacted favorably to American Homestar's proposed acquisition of Guerdon Homes. Rising 15% in the last month, the company's stock price reached a high of \$23 per share on December 16th. This represents an increase in value of 187% since the initial public offering in July of 1994. In related news, the company announced a 5-for-4 split of its common stock on December 18, 1995. The split is deliverable in the form of a dividend to shareholders of record on January 5, 1996. This action will effectively increase the number of outstanding common shares of stock

Go West, Young Company...

On December 4, 1995, American Homestar Corporation confirmed the existence of a signed letter of intent to enter into a two-part transaction with Guerdon Homes. The first phase of the transaction involves a loan being made by A.H.C. to Guerdon, along with an agreement to provide certain management services. In the second phase, once a number

of conditions have been met at the end of a six to nine month period, American Homestar has an option to purchase all shares of Guerdon Holdings, Inc., the parent company of Guerdon Homes.

Established forty-three years ago, Guerdon is one of the most recognized names in the manufactured housing industry. It currently operates plants in Idaho, Nebraska, Mississippi, and Oregon. A fifth facility is under construction in Pendleton, Oregon.

This proposed purchase would represent a strong foundation of future growth for the company. Guerdon's product mix in its Northwest facilities is similar to the medium and high end homes American Homestar specializes in building in Texas. The existence of established company-owned manufacturing facilities in these regions would logically facilitate retail growth in this same area. Guerdon's Mississippi plant could serve the existing retail markets of our company with its complimentary line of high value homes.

Tyler's Manning, the Year to Date Top Salesperson, wins Quarterly Contest

Hopkins, Wilkinson, Nixon, and Crocker Round out Winner's Circle

The amazingly consistent **M'Lissa Manning** of Nationwide in Tyler continues to dazzle everyone with her sales prowess. Her eighteen deals (116.4 President's Club Points) in the quarter earned her first place and \$2,000 in prize money in the Second Quarter Sales Contest. Averaging just under six sales per month for the fiscal year, M'Lissa is currently the top salesperson company wide.

Finishing just a point behind M'Lissa was Instant-Gulf's super-salesman, **Bill Hopkins**. Proving last year's great production was no fluke, Bill did what it took to earn the \$1,500 second place award.

Greenville's superstar on the rise, **Daryl Wilkinson**, earned third place and \$1,000 with 105.0 President's Club Points while Instant-Gulf's **George**

Bush Nixon (here comes the chief!) finished fourth with 101.8 points (\$750). Rounding out the top five was Longview's **Dave Crocker** with 94.6 points and \$500 in winnings. Congratulations, everyone!

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DECEMBER, 1995
MERRY CHRISTMAS!

President's Club Monthly

*Company Birthdays
January, 1996*

Joe Cannon, 1st
Emilio Delacruz, 2nd
Marianna Forsberg, 2nd
Dorothea Candaleria, 3rd
Dirk Gray, 3rd
James Boyd, 3rd
Mackie Cowart, 4th
Rick Vaughan, 6th
Benson Goebel, 6th
Ed Sampson, 8th
Donald Horton, 8th
Karen Stevens, 10th
Mike Torres, 10th
Patrice Halliburton, 12th
Jonathon Duhig, 12th
William Staub, 13th
James Morrison, 13th
Mitch Moore, 14th
Robert Mikel, 15th
Frank Vincent, 15th
James Ritter, 16th
Kim Werner, 17th
Dave Cuellar, 19th
Mary Hohn-Ply, 19th
Linda Smith, 20th
Wayne Peacock, 20th
Bill Yokum, 23rd
Piermarco Coppola, 24th
William Holzworth, 24th
Dave Crocker, 25th
Craig Reynolds, 28th
William Mitchell, 28th
Sandra Palmer, 29th
Vicki Moore, 30th
Sheri Duay, 31st

Retirement Savings 401(k) Plan Enrollment Opportunity

Ronnie Richards

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

The retirement plan is called a 401(k) plan. It is a voluntary program in which each employee decides how much to contribute for retirement. Employee contributions are made

*The Time to
Prepare for
the Future
is NOW!!!*

through the convenience of a payroll deduction and they are not subject to federal income tax until you withdraw them. American Homestar then adds an additional amount to your contribu-

Sign Up Now!

401(k)

Sign Up Now!

The following is a press release reprinted verbatim AMERICAN HOMESTAR ANNOUNCES SECOND QUARTER, FISCAL 1996 RESULTS

HOUSTON, TEXAS, December 21, 1995 - American Homestar Corporation (NASDAQ-HSTR), today, announced the results of operations for its second fiscal quarter ended November 30, 1995. Revenues for the quarter were \$50.8 million, as compared to \$45.1 million in the second quarter of last year. Net income for the quarter was \$2.2 million or 36 cents per share compared to net income of \$1.8 million or 30 cents per share in the second quarter of last year.

Revenues for the first six months of fiscal year 1996 were \$110.5 million, an increase of 28% over revenues of \$86.3 million in the first six months of last fiscal year. Net income for the first half was \$4.4 million or 72 cents per share, an increase of 37% over net income of \$3.2 million or 57 cents per share in the first half of last year.

Craig Reynolds, the Company's Chief Financial Officer, added that these results reflect the continuing implementation of the Company's vertical integration plan and growth strategy as well as continued strong demand for manufactured housing in the region. With 4 new retail centers opened in the first half of this fiscal year, total new home sales at retail were 29% higher than in the first half of last year. Total homes manufactured during the first half of this year were 14% higher than in the first half of last year. Reynolds also noted that, on December 15, the Company declared a five-for-four stock split to shareholders of record on January 5, 1996. The above per-share amounts do not reflect this stock split.

American Homestar produces manufactured homes from its three plants in the Dallas - Ft. Worth area and retails its products through 38 company-owned and more than 100 independently-owned retail locations in Texas, New Mexico, Oklahoma, Louisiana, Colorado, Missouri, Arkansas and Kansas. The Company also provides retail financing through its new mortgage affiliate - 21st Century Mortgage Corporation - and provides transportation services to its customers.

tion. All contributions are immediately invested in your account with the Principal Financial Group, the nation's largest administrator of company-sponsored retirement plans. You choose the type of investment for your contributions.

To be eligible to participate, you must have been with the com-

pany six (6) months as of the enrollment date and you must have attained the age of 20 1/2 years. The next enrollment date is January 1, 1996, and enrollment forms and information are available now. We urge you (if not already enrolled) to take advantage of this company benefit and start planning for tomorrow!

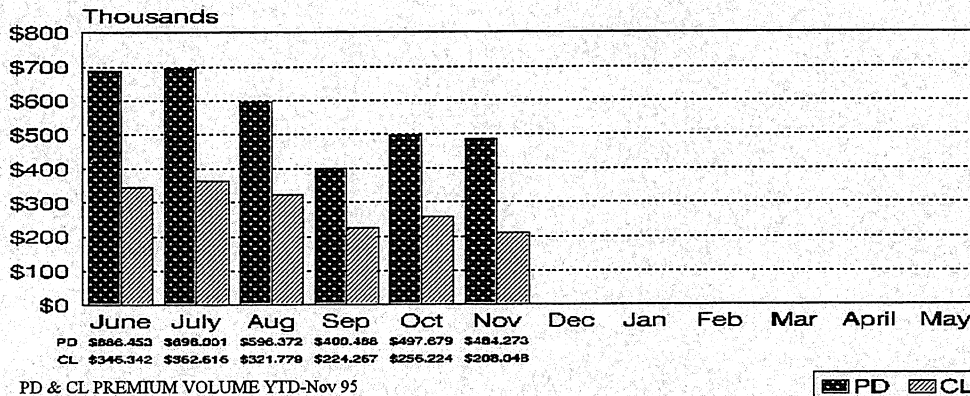
President's Club Monthly

Laurie Lowery

NOVEMBER NEWS

So many people to recognize, so little space. Let's start with the "debut" category...New Business Managers, **Brad Carleton** of I.L.-Gulf Frwy, **Mutt Way** of Advantage Greenville, **Virginia Pearson** of NW-Tulsa, and **Ken Johnson** of NW-Seguin made their presence known in November. Mr. Carleton made his mark in premium, closing over 25K in PD and 13K in CL, while Mutt, Virginia and Ken showed they know how to maximize profits with high insurance penetration. In the "consistency" category... **Marc Beauchamp** of NW- Cleveland,

Cathy Jackson of NW & AHO-Lancaster **Jim Carpenter** of NW & AHO-Burleson, and **Jim Rea** of I.L.-Spring, pulled together their usual high premium, high penetration month. They come through every time! In the "WOW!" category, our man in Mesquite, **John Gutierrez**, pulled out all the stops in November closing 31K in PD and 18K in CL premiums. **Angela Jackson** on NW-Tyler should also be mentioned here for an outstanding PD month at \$42,630 in premiums. Where was the credit life, though? Picky, Picky, Picky.



Attention Business Managers & Office Managers:

My desk is piled high with applications with missing or erroneous information. You are guaranteed a phone call from me, wanting correct information and possibly your customer, wanting to know why their lienholder says they don't have insurance. (Answer: Because we haven't been able to process the policy!) For example, we continue to receive PD and ES apps for customers with different serial numbers, addresses, sales prices, etc. Please double check this paperwork. Both applications must reflect the same information. Also, we need explanations on duplicate applications. Often we get an application and two months later get a new application with new dates. We cannot read minds. The Business Manager or Office Manager must send an explanation to let us know if the home was re-booked, etc.. Again, we must be notified in writing of all backouts

where insurance applications have already been sent to our office. In order to cancel them, we must have something in our files. All of this just saves me a phone call and keeps you from handling old business instead of working on new.

F.Y.I....

Lisa Smith is coming back! As of December 28th, Lisa will be back in her chair handling quotes, checking apps and following up on problems (YEA!) Be easy on her, though, she is a little rusty and she's not getting much sleep. Baby Lacey is only 1 month old. Congratulations to our own Customer Service Representative, **Angela Carmen**, chosen as First Runner-Up in the Miss Black Texas pageant here in Houston on December 19th! We have been told that Angela won big prizes and will go on to compete for the national title. We knew you could do it!



AMERICAN MODERN PLAYS SCROOGE

If American Modern exec Ron Crippin asks you to dinner...be afraid...be very afraid. (Just kidding, Ron!) Wednesday, December 13th, Floyd Carr and Ron Crippin made a special trip to personally give us the news that they would be cutting commissions in half on physical damage business in first and second tier counties along the Texas and Louisiana coast, effective January 1st. Although the announcement was sudden, it was not all together a surprise. In fact, many of us feared that they would be pulling out of coastal areas completely. As Chuck Carney Jr. remarked, "The bottom line is that we are lucky to have a carrier that will write along the coast". Our challenge will be to find the most profitable carrier and product for these areas. In some first and most second tier counties, Foremost or American Bankers will be a better option. For information about these products, please call Laurie Lowery x776

RACE FOR GOLD Bus Mgr PC Club YTD

Multi-Store
Cathy Jackson 273 pts
Bruce Reynolds 231 pts
Jim Carpenter 177 pts

Single Store
Jim Rea 293 pts
Marc Beauchamp 289 pts
Mitch Brown 156 pts

WHO'S HOT

**Mesquite
Busts a
Bigtime
Move in
November!**

Temporarily slowed by construction associated with location improvements, the amazing team in Mesquite (headed by **Dave Shetler**) put it back in high gear in November. Propelled by excellent production from **Mike Levin**, **James Pearson**, **Phil Essex** and **J'Nette West**, the team sold an unbelievable 23 homes for an equally astounding 126k in payable gross. Get down on your bad selves, you bad mamma-jammas!



**Kelly Jensen
Nationwide in Cleve-
land**

New G.M. **Joe Bellamy** has a star on his hands with Kelly Jensen, who sold a very impressive five new homes for 65.0 President's Club Points in the month of November. Wow, heck of a month, Kelly!

**Phil Essex
Nationwide in
Mesquite**

In a very short time, Phil has established him as one of this company's up-and-coming young stars. His consistency was demonstrated again in November: five new home deals and an amazing 60.8 President's Club Points. Looking good, big man!

**M'Lissa Manning
Nationwide in Tyler**

Jim Clark said when he hired M'Lissa that she was going to be a true superstar. As usual, the big guy was right. M'Lissa's name has appeared in seven of the last eight "Who's Hot" columns and, for good measure, she finished in first place in the big Second Quarter Sales Contest. In November, she took down an amazing seven deals for 59.8 President's Club Points. M'Lissa, you are truly AWESOME!

**William Hopkins
Instant-Gulf**

Big Bad Billy Hopkins is back with a vengeance! Bill put the pedal to the floor, selling five big new homes in November

and earning 2nd place (and \$1,500) in the big quarterly contest. Bill is a man that will not be denied!

**Mike Levin
Nationwide in
Mesquite**

Mesquite's Sales Manager Extraordinaire helped propel his location to one of it's best month's ever. His five deals were good for 28k in payable gross and an impressive 46.3 President's Club Points. Stay the course, Mike, you're doing great!

**Greg Culverhouse
Nationwide in Seguin**

In a relatively short amount of time, Greg has established himself as a salesperson of distinction, achieving both high volumes and excellent mark-ups. In November, he showed his stuff again, taking down four big new home deals for \$22,691 in payable gross and 42.7 President's Club Points. Well done, Greg!

**Tom Threadgill
Instant Living in Al-
buquerque**

Tom appears to be poised for his next big move in Albuquerque. The man does it all the sales level. In November, he took down four big new home deals plus two used and a repo for good measure. His incredible production earned him \$25k in payable gross and 37.5 President's Club Points. Congratulations, Tom, you did it again!

**Ed Sampson
AHFO Lancaster**

Ed can always be counted on to step up to the plate when it counts to do what he does best...produce. Lancaster's new Sales Manager and longtime superstar came through in November, selling four big new homes and with the help of **Cathy "Action" Jackson**, selling his customers plenty of insurance products in the process. Way to go, big Ed!

**Daniel Griffin
Advantage in Jack-
sonville**

Well, **Dawn Clark**'s got another star on her hands! Daniel worked his sales magic in November, selling four new homes for an impressive 25k in payable gross. His awesome production also earned him 27.5 President's Club Points. Keep it going, Daniel... you're moving up!

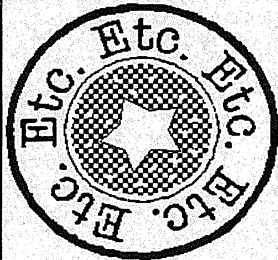
**Sherri Clary
Nationwide in Albu-
querque**

Four big new home deals from this new star rising in New Mexico. Keep an eye in your future newsletters for Sherri... she seems to be headed for greatness!

**William Sharp
Nationwide in OKC**

Four new home deals for Bill Sharp, Oklahoma City's beacon of consistency! Keep it going, Bill!

President's Club Monthly



Promotions:

Congratulations to **Tom Threadgill**, longtime Sales Manager of Instant Living in Albuquerque. He will be promoted to G.M. of said location on January 1st. Also, superstar salesman **Ed Sampson** has been named Sales Manager of Don Simonson's Factory Outlet location in Lancaster. Way to go, Ed!

Just the Fax: For those long suffering communicators with tech-support in Austin, relief has come in the form of a new data line dedicated expressly to a fax machine. This new number is (512)320-1496 and is active as of December 27, 1995.

21st Century Docs: Remember, the 21st Century Mort paperwork documentation for Tracker is now available. Call Dwayne or John for a download anytime.

Under the Oaks

by Charlie Boyer

Mike Heninger, substituting this month for Charlie Boyer, who is in Switzerland competing in the World Hang Gliding Championships, is best known for singing the 1960's hit, "The Ballad of the Green Berets."

29 Reasons...

Each month we will feature a specific reason from the now famous brochure. Please review this information and the complete booklet and work it into your product presentation. It will serve you well.

Southern Star Product

The Oak Creek Southern Star product line is up and running hard. With the custom model #966 28x60 discontinued the new Southern Star model #962 has been introduced and is starting to work its magic. This house has a dynamic kitchen/breakfast area and we are fine tuning the master bath with a 48" shower and corner tub. Consider this home for your ideal inventory.

Omission of Wood Product Surcharge

By now, you all should have taken notice of the December 1st pricing memorandum which announces the elimination of the surcharge and price reductions at Oak Creek. Please be sure to use this information when costing any of our available products

Safe, Solid, Quiet Sheetrock Walls and Ceilings: For a residential look, a solid feel, improved sound deadening (sheetrock walls are 50% quieter than paneled walls) and fire resistance, gypsum dry-wall sheetrock is used for all walls and ceilings. Optional taped and textured walls include strong plywood underlayment, full 1/2" thick sheetrock and beautifully textured and painted surfaces. Prefinished wall panels have vinyl wall coverings. Much superior to paper wall coverings, vinyls offer unsurpassed beauty as well as a tough, cleanable, mar resistant finish. The sprayed acoustical ceilings feature a full residential sheetrock ceiling board. It's glued with Foam-Seal and mechanically fastened for extra strength.

5

Reasons You Live Better in an Oak Creek Home

and don't hesitate to call your sales representative with any questions.

Welcome...

Please give a welcome hand to our new transportation manager... Odell Coleman. Odell is now the man shipping your beautiful Oak Creeks and will assist you anyway he can.

18 Wides

Please note that a 48" shower may now be optioned into the Southern Star model #1780. We recommend that this option be included in R.S.O.'s only.

Upflow Furnaces

Upflow electric (only) furnaces are available on the two 18 wide models #1780 and #893. We are currently evalu-

ating the upflow gas furnace on selected doublewide models. These models will be introduced in the near future.

Tile Behind Range

The ceramic tile option behind the range is now available in "white" only. With the white range hood and white range, it looks SUPER SHARP!

In Conclusion...

Oak Creek would like to thank all of you for a strong 1995 and the investment in all of our family's future. We also look forward to an even stronger 1996.

The Whispering Oaks Says...

"Worrying is like a rocking chair. It's something to do, but it won't get you anywhere."

President's Club Monthly

New Year's Resolutions

Mike Barnett

Once again, the New Year is upon us and, once again, we make those promises to ourselves to quit smoking, be a better husband or wife, to lose 20 lbs, etc. The problem with the resolution we commit to is that we usually make it an unreachable goal or we don't allow ourselves enough time to be successful. Although you have probably already committed to yourself or to someone that you are going to make a change, it is not too late to redefine your goals. I'm not saying to take back or renig on any resolutions, I'm suggesting that you may want to reconsider the conditions under which you set your goals. To start with, do something that can show immediate results, for instance, quit cursing for a

day, maybe even for a week. You would probably get instant feedback from your family and coworkers. It's this positive reinforcement from your peers that will allow you to be successful at bigger goals.

The project should be something that can be accomplished in 30 days. Attempting to lose weight through a combination of diet and exercise is a common goal that is often abandoned early in the process because the results don't occur fast enough. To avoid this pitfall, choose a sport that is fun as well as effective, such as roller blading, exercising, jogging or even taking long, vigorous walks in the mall. Whatever you decide to do, make sure that it is something you can continue to do for 30 days and get results. After this time

period, if you are not satisfied with the outcome, don't give up, but instead try something else for 30 days; never lose sight of the ultimate goal.

If being the number one salesman on your dealership is your new year's resolution (which the management of this company hopes it is), let's take a quick look at a few important considerations. Patience is an important element of reaching this goal, as it may take up to a year to reach it. Be patient with your customers, taking them one at a time, and letting each and every one know that they are your number one priority and that you will do everything possible to place them in the home of their dreams. Patiently attend to your follow-up, as it is one of the most important aspects of manufactured housing sales.

Before a customer leaves the location, let them know they'll be hearing from you within a week. Using American Homestar Tracker, make sure that you continually keep in touch with your customers, even after their purchase.

If you are consistent, persistent and hard working, you will reap the personal rewards of attaining your goals. Everything comes to those who wait, but remember that pot of gold won't just fall in your lap. 1996 is the year for new faces and new names so why don't make yours one of them. We here at American Homestar of Burleson are committed to helping you reach your goals in any way we can. Just remember, no matter how dim it may sometimes look, there is always light on the side of the hill. NEVER QUIT!!!

Lancaster News

Brian Shaw

New Models Available

We have prototyped the 640 and the 603 and we are ready to roll. The 640 is the 16x76, three bedroom, two bath, 72 foot home. This floor plan has a bedroom next to the master bedroom that can easily be used as the baby room. The 640, with a few options, F.O.B.'s at \$18,187.

The 603 is our first three bedroom,

two bath, 16x60 house. This is an ideal price leader on any sales center. It should satisfy anybody's checkbook and still have enough money for the presents under the Christmas tree. With a few options, this home F.O.B.'s at \$16,432. We are already taking orders for the month of January. If you want the new product on your sales center for the start of the new year, order yours as soon as possible as the spots are going quickly due to restocking for the new year. COMING SOON: TWO MORE 16x60's and a 28x48!

Ruff Stuff is Here!

Ruff stuff is now available for your "Hot Wheels." Ruff Stuff, a white vinyl panel that

has a tape and texture appearance, will be an available option on all of our models. This is a very exciting option that can do wonders for a home.

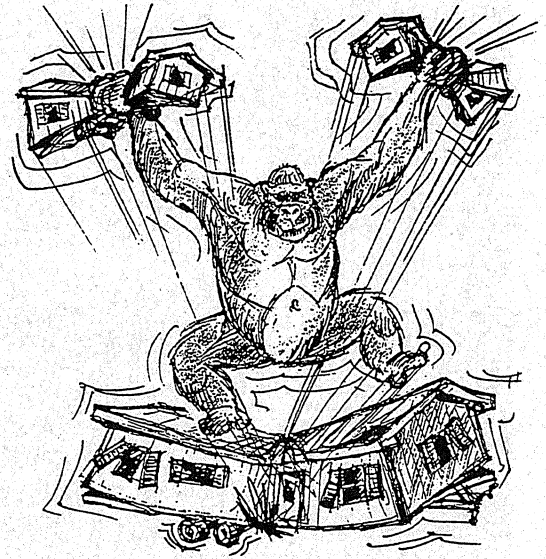
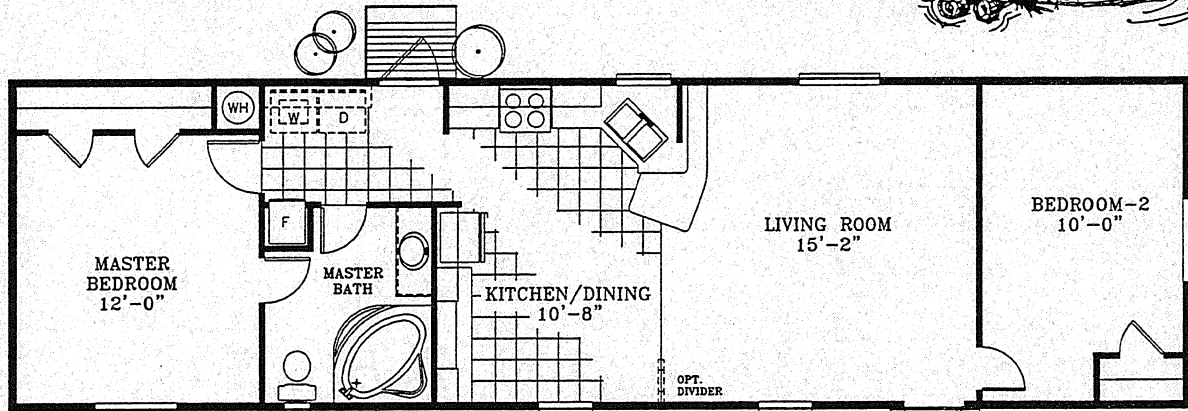
New Voices and Faces

Have you called our plant lately? If you haven't noticed by now, we have a new voice answering our phone line. Her name is **Michelle Benlot**. Also, **Craig Cozad** is our new Human Resource Manager. Welcome aboard, Michelle and Craig!

Guerilla Marketing

PART TWO:

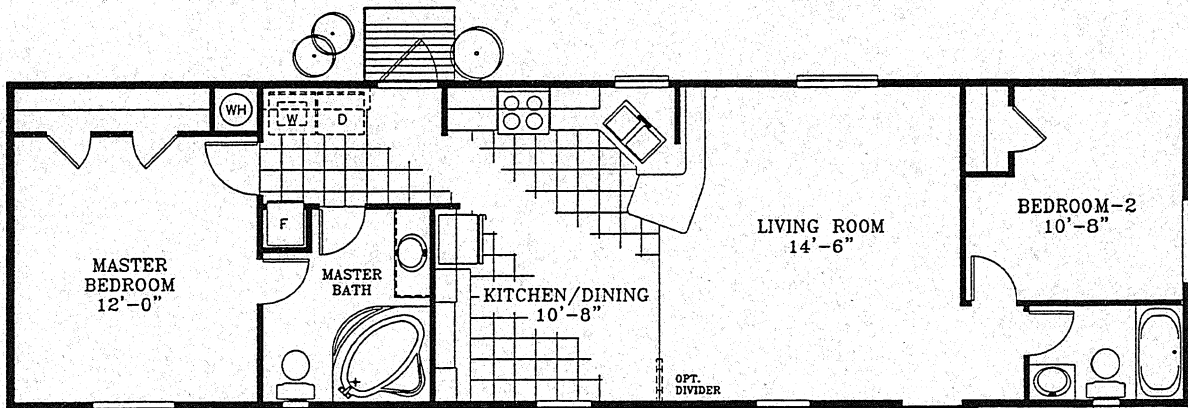
"SPECIAL EDITION SERIES"



MODEL HS601

Base

\$15,813



MODEL HS602

Base

\$16,432

AMERICAN
HOMESTAR
of LANCASTER, Inc.

CALL BRIAN OWENS or BRIAN SHAW TODAY!

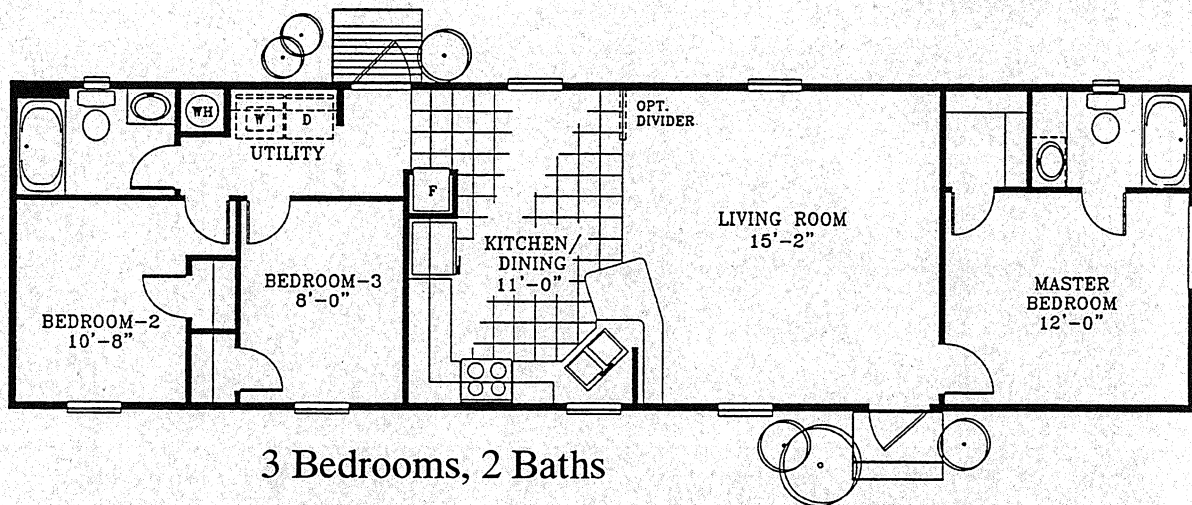
1-800-967-9260

Guerilla Marketing #102!

RULE NUMBER TWO: Be The Predator.

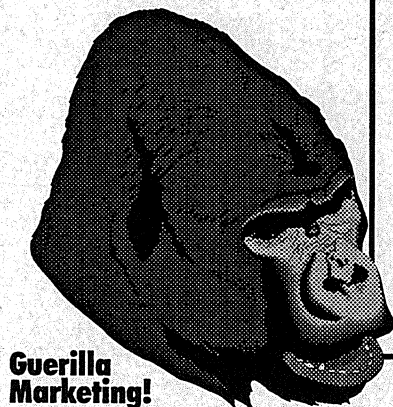
"SPECIAL EDITION SERIES"

**MODEL HS603 16' x 60' (56' Box)
Base Price \$14,595**



✓ STANDARD FEATURES AND POPULAR OPTIONS

- ✓ 16 Cu. Ft. FF Refrigerator
- ✓ 30 Gal. Electric Water Heater
- ✓ Water Shut-off Valves
- ✓ Plumb and Wire Washer/Dryer
- ✓ Vaulted Ceiling LR/KIT
- ✓ Deluxe Exterior
- ✓ R-22/11/11 Insulation
- ✓ Deluxe Drawer System
- ✓ Center Shelves O.H./Base Cabs.
- ✓ 3/8" Rebond Pad
- ✓ Ruff Stuff Main Panel
- ✓ Dlx. Glass Insert Divider Wall
- ✓ Walk-In Closet MBR
- ✓ Separate Utility Room
- ✓ 6" Wrapped Border LR/DR
- ✓ Mini-Blinds



Guerilla Marketing!

Total \$16,432 F.O.B. The Plant

Includes Texas Tax and Dues.

CALL BRIAN OWENS or BRIAN SHAW TODAY!

1-800-967-9260

AMERICAN
HOMESTAR
of LANCASTER, Inc.

President's Club Monthly

The Secrets of Inbound Telemarketing

Lanette Carpenter

Secret #6 Building the Relationship

The concept of building a relationship with your client is as old as the Profession of Sales. Every successful high end Salesperson knows that first you sell yourself. Developing a rapport with the client is a critical component of the sales process.

It takes time, energy and effort to build a relationship with anyone. Convincing salespeople to invest the same effort in developing a relationship with a phone-in client, as they do with a walk-in client, has been a challenge. The real Pros at telemarketing understand that there is NO difference. There are NO short cuts. Building the relationship on the phone is part of the sale process. If you skip this part, your telemarketing successes will be minimal.

So How Do You Build a Relationship Over the Phone?

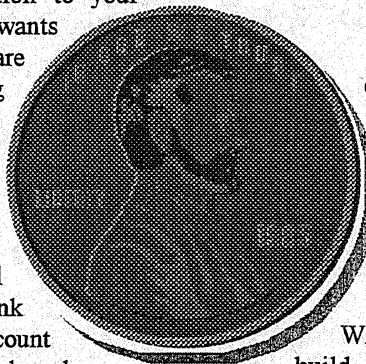
Personalization

Personalization is tailoring your telephone presentation to your phone-in client's "wants and needs." If you are just dumping information on these people and the house you describe doesn't meet their needs, their response will probably be "Thank you, bye." I cannot count the times I have heard a salesperson comment, after taking a telemarketing call, that the phone-in client was looking for something different than the ad in the paper. I always ask the salesperson, "What were they looking for?" and most of the time their answer is "I didn't ask." Please don't waste an opportunity for yourself and the company. There is only one way I know to personalize your presentation. ASK questions then LISTEN!

Obligation

Relationships are bound by obligation. The more time, energy,

Hi, I'm Abe Lincoln.
It just makes CENTS to
build a relationship
with a customer!



and effort
you invest
in your
phone-in
client, the
m o r e

obligated they will feel
towards you. This is why
spending the extra time
on the phone pays off.

Concept of Multiple Call Backs

When your strategy is to build a relationship with your phone clients, multiple call backs are a great sales tool. With additional information, call the Phone-in Client back at least two times on the same day they called in. By the second call, you will notice a difference in their tone. They will be warmer and will talk to you as if they had known you for some time. If you try this, you will become a believer.

If you haven't been taking phone-in clients seriously, I have a New Year's message for you... WAKE UP!

Shopping by phone has most
definitely arrived.

BURLESON NOTES

by Mike Barnett

Vinyl, an Affordable Alternative

Everyone seems to be talking about the new American Homestar Burleson Model 546. The house is getting excellent reviews from everyone who lays eyes on it! Unlike most other Burleson houses, the 546 offers vinyl

covered gypsum walls throughout. Many manufacturers offer this type of wall treatment, but what makes Burleson's different is the vast selection of options available. Items such as windows dormers and 12 inch overhangs, not available from many other manufacturers, along with the spacious feeling found in Burleson homes only, make this a truly unique home. If you didn't get the opportunity

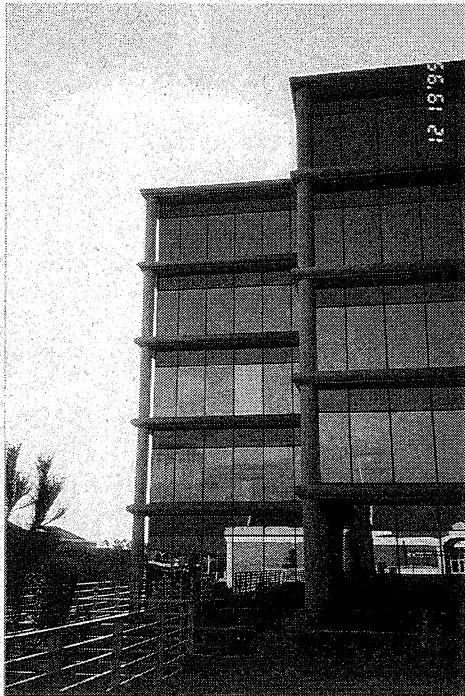
to see this home, please call your district salesman (Sam, Kelly, Glenn or Jerry) to find out where one of these splendid homes are set up for your customers to see. If one is not set up close to you, just go ahead and order one for your location. I'm sure after you see the quality and appeal of this house, you'll want one of these beauties in stock as soon as possible. We are looking forward to a good year with this new product and we hop you are, too!

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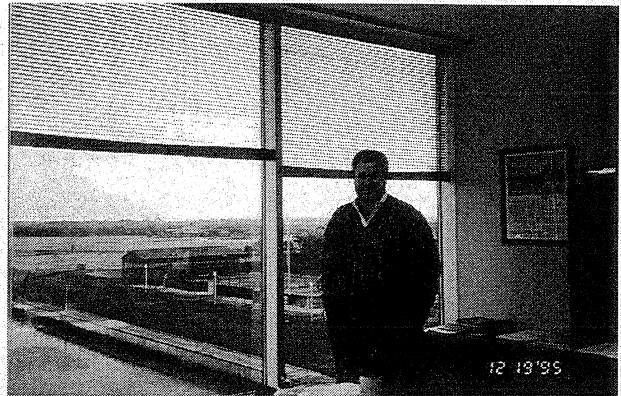
Retail's New Home Office

After years of tolerating the overcrowded Nasa Road 1 facility, the hard working folks at the retail home office in Houston have moved to much improved accommodations in the South Shore Harbor development in League City, Texas. Occupying most of the third floor of the Lorel building, the new office has been outfitted with all new office furniture and overlooks the South Shore Marina and Health Club facility. "The larger office allows for the accounting, retail, insurance and management groups to work under the same roof," said Chairman and Co-CEO **Buck Teeter**, "and I think this will facilitate better communication and create more of a "one team" spirit."

South Shore Harbor is a small community located across Clear Lake from the Johnson Space Center. The development includes a first class hotel, condominiums, apartments, a health club (including golf course) and, of course, the before-mentioned marina. Congratulations, everyone in League City! You've worked hard and very much deserve the new digs!



An outside view of the Lorel building, the third floor of which is the home of the most dynamic manufactured housing company in the nation!



Overlooking the South Shore Harbor marina and health club, Nationwide Housing Systems President **Chuck Carney, Jr.** shows off the view from his new office in League City. Chuck hopes not ever throw anyone out his third floor window.



The new boardroom, located on the North side of the building, overlooks the heart of South Shore Marina.



Receptionist **Julie Mathewson** is the friendly face greeting visitors in our professional new reception area.

President's Club Monthly

Come Get Your Monthly Wisdom

ASK TIM

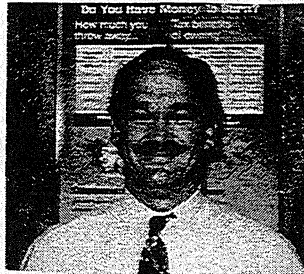
Tim White was the #1 Salesperson in the company for fiscal year 1995 and has agreed to share his wealth of knowledge with his fellow sales professionals.

When is the best time to T.O. and how is the best way to T.O.?
From Raquel Nourin, Instant Living, Gulf Freeway

Dear Raquel -
There are many stages of a T.O.. As a Sales Manager, I require my sales team to do the following:

Bring the interview sheet to me before showing a home:

Step One: As soon as you have a



Instant
Granbury's
Tim
White

completed Matchmaker filled out, you are to excuse yourself from the client by saying, "I will be right back. I need to get the keys from my Manager and confirm with him that I have chosen the right homes to show you."

Step Two: Come to my office with your completed interview sheet and be prepared to give me a briefing on the clients wants, needs and financial abilities. I will then make suggestions of what houses they should be shown. This accomplishes several things. It prepares me to be available for a T.O. and to start formulating a game plan and it is a great training opportunity.

When you bring the client back to the office:

Step Three: Always try the model value guide close first. If you can not get a commitment, ask "why?" If you don't know where to go from there, excuse yourself by saying one of the following: "You know I just realized that I never answered your question about [whatever] so let me go get that information now" or "you asked if I could include skirting. I have no idea so let me go ask my manager."

Come into my office prepared to answer the following questions:

Step Four: What house are they interested in? If you can not get them settled on a house, come in to see me immediately when you bring them back to the office. I will either suggest you take them to see something you didn't show them or especially if you are new, I will take them back out on the lot myself. Remember, I cannot close anyone unless they have settled on a house.

- 1) What home have they settled on?
- 2) Do you think they are makable today?
- 3) What is their time frame?
- 4) What objections have they voiced?

Bottom line: T.O. when you don't know what else to do and ALWAYS T.O. before you let someone leave!

The Top Twenty Salespeople in the Company Year to Date, as of November 31, 1995

- 1). M'Lissa Manning, Tyler 229.6 pts.
- 2) Phil Essex, Mesquite, 199.5 pts
- 3) Richard Loftin, Cleveland, 192.9 pts
- 4) John Estes, Lufkin, 189.5 pts
- 5) Bill Hopkins, Instant-Gulf, 177.9 pts
- 6) Susan Lewis, Denton, 171.7 pts
- 7) J'Nette West, Mesquite, 170.9 pts
- 8) Mike Levin, Mesquite, 170.6 pts
- 9) Daryl Wilkinson, Greenville, 161.4 pts
- 10) Greg Culverhouse, Seguin, 150.9 pts
- 11) Paul Taylor, Lufkin, 148.8 pts
- 12) Bill Yokum, Midland, 148.0 pts
- 13) Craig Geffert, Instant-Spring, 147.6 pts
- 14) Dave Crocker, Longview, 142.0 pts
- 15) Dave Cuellar, Inst.-Alb., 139.4 pts
- 16) Christi Lancaster, Denton, 138.6 pts
- 17) David McMichael, Athens, 138.0 pts
- 18) Samuel Sims, Tyler, 133.8 pts
- 19) Randy "Tyler" Taylor, Tyler, 130.9 pts

More Pics from the New Home Office



Human Resources Manager Sue Wilburn shows our readers the wonderful view from her new office.

AMERICAN HOMESTAR MANUFACTURING GROUP

**RECOGNIZES TOP TEN
SALES CENTERS**

**Second
quarter**

AMERICAN
HOMESTAR

BURLESON

Nationwide Burleson
Nationwide Sequin
Instant Albuquerque
Nationwide Mesquite
Factory Outlet Lancaster
Factory Outlet Burleson
Nationwide Albuquerque
Nationwide Denton
Nationwide Greenville
Nationwide Tulsa

AMERICAN
HOMESTAR

LANCASTER

Nationwide Sequin
Nationwide Tyler
Factory Outlet Lancaster
Nationwide Jacksonville
Instant Granbury
Nationwide Cedar Park
Nationwide Mesquite
Nationwide Granbury
Nationwide Corpus
Nationwide Gulf

OAK CREEK

Nationwide Albuquerque
Factory Outlet Lancaster
Nationwide Mesquite
Nationwide Midland
Nationwide Burleson
Instant Albuquerque
Nationwide Granbury
Instant Granbury
Nationwide Tyler
Nationwide Huntsville

BURLESON OAK CREEK LANCASTER PLANT PLANT PLANT **COMBINED**

Nationwide Albuquerque
Factory Outlet Lancaster
Nationwide Mesquite
Nationwide Sequin
Nationwide Tyler
Nationwide Burleson
Instant Albuquerque
Nationwide Granbury
Nationwide Cedar Park
Instant Granbury