

The President's Club Monthly

The Monthly Newsletter of the American Homestar Corporation

Don Simonson's Lancaster Location and Jim Clark's Team in Tyler Propel Company to One of its Best Month's Ever; Other Locations Perform Strongly...

Promotions, Promotions, Promotions

Marc Beauchamp, long-time star Business Manager, has been promoted to General Manager of Cleveland, effective immediately. Marc says he's excited about the opportunity and, considering his track record, he should do very well. At Eastex Freeway, **Armando Deanda** has been promoted to Sales Manager and will be responsible for most day-to-day management responsibilities. In Cedar Park, **Mark DeRuiter** will be taking over as General Manager when **Randy Coffman** leaves for the new Austin location. Mark's a proven

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Movin' Up!

What a Month for "Simo" and Co...

In March, two of the company's top performers reached new levels of profitability. **Don Simonson** and his amazing sales team took down 23 deals (21 of them new) and **Jim Clark's** number one ranked Tyler dealership extended their lead in the race for top lot with 25 deals (18 new). Leading the way for Lancaster were **Ed Sampson** and **David Dalley** while **Craig Taylor** and **Fred MacDonald** made the difference in Tyler.

Simonson had this to say about his accomplishment: "I'm proud of my team and what we've done. Everyone here's worked hard and done this themselves." Of course, management also played a role. "I'm more involved than ever in each deal," Don continued "and I'm concentrating on the fundamentals again." Simonson says his goal is to make \$300,000 in one quarter, and **Chuck Carney, Jr.** thinks he can do it. "Don and that team can do anything they put their mind to when they concentrate on the basics," said Chuck.

Jim Clark continues to work his magic in East Texas. The Tyler gang tightened their grip on the number one ranking with eighteen high grossing, new home deals. "I've got a good group of hard working, enthusiastic salespeople who don't take 'no' for an answer," said Clark. "They're getting the job done." With two months to go, Tyler is looking hard to beat.

Also making waves in March were **Jack Maxey's** Burleson dealership, **Diana Stoeltje's** New Braunfels location, and **Dawn Clark's** amazing Jacksonville team. Nice month, everyone!

New Locations, Managers Making Big Impact on Bottom Line

Traditionally, new locations have temporarily had negative impacts on earnings because of the costs of "starting up" a dealership. Don't bother telling that to **Diana Stoeltje**, whose New Braunfels location continues to set the Central Texas market on fire. Diana and her team, who have been profitable from their first month, sold 15 big new homes (17 total) in March. Pretty nice start, Diana...

Also, Nationwide in Boerne, led by **Wayne**

Danko, finally hit its stride in March, selling fifteen deals and reaching a new level of profitability.

Of course, no article about profitable new locations could be complete without mentioning **Randy Coffman's** extraordinary Cedar Park, which continues to set new standards for start-up dealerships.

Several Managers who have taken over existing locations have made a large contribution to company profitability. **Tom Brad-**

ford of Abilene and **Peggy Lewis** of Lumberton are two who have stepped up as of late.

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APRIL, 1996

President's Club Monthly

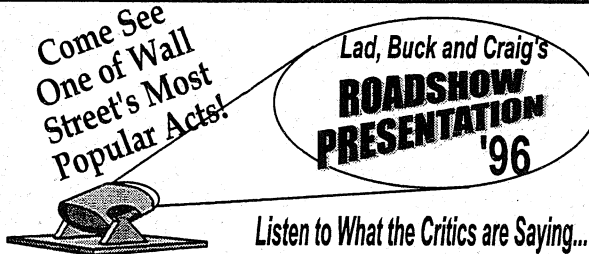
Secondary Offering Huge Success

The Details...

The recent offering of 1.5 million shares of American Homestar stock was a tremendous success by anyone's measure. Oversubscribed by many hundreds of thousands of shares, the investing public was obviously very impressed with the track record and future plans of our "high growth/ strong performance" company.

The oversubscription resulted in a very strong "after market", or demand for our stock beyond what was available through the offering. Because of this, the stock's value increased to prices as high as \$21.50 per share.

The press release announcing this offering is printed at right.



Come See One of Wall Street's Most Popular Acts!

Lad, Buck and Craig's ROADSHOW PRESENTATION '96

Listen to What the Critics are Saying...

"It moved my heart and my wallet" - Wall St. Journal
"I laughed, I cried, I kissed my job goodbye... I'm going into the mobile home business!".. unidentified analyst

Come See the Presentation that Sold 70% of the Prospects who Viewed it!

(How would you like that closing ratio?)

2 Shows Only in Metroplex!!!

Wednesday, May 8th
6pm-7pm Presentation
7-7:30 Cocktails
Holiday Inn, I-35E, Desoto

Thursday, May 9th
6pm-7pm Presentation
7-7:30 Cocktails
Holiday Inn, I-35W, Ft. Worth

All Metroplex Nationwide associates and all salaried manufacturing associates are requested to attend.

AMERICAN HOMESTAR CORPORATION COMPLETES OFFERING OF 1,500,000 SHARES OF COMMON STOCK

HOUSTON, TEXAS, March 28, 1996 - American Homestar Corporation (NASDAQ/NM:HSTR) today, announced the public offering of 1,500,000 shares of common stock at \$17.00 per share. The managing underwriters of the offering are J.C. Bradford & Co. and Rauscher Pierce Refsnes, Inc.

Net proceeds from the offering will be used by the Company to fund its growth strategy and to reduce indebtedness under its floor plan credit facility.

American Homestar produces manufactured homes from its three plants in the Dallas-Ft. Worth area and retails its products through 43 Company-owned and more than 100 independently-owned retail sales centers in Texas, New Mexico, Oklahoma, Louisiana, Colorado, Arkansas and Kansas. The Company also provides retail financing through its finance affiliate, 21st Century Mortgage Corporation, and provides transportation and insurance services to its customers. In addition, the Company recently announced that it has acquired an option to purchase Guerdon Homes which, when exercised, will add four manufacturing plants, 165 independent dealers and new regional market areas in the Pacific Northwest, Mountain States and Southeast.

A Registration Statement relating to the securities has been filed with the Securities and Exchange Commission and has become effective. The offering is made by means of a prospectus only, which may be obtained by contacting any of the co-managers. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in any state or country in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state.

Copies of a prospectus relating to the shares of common stock may be obtained from: J.C. Bradford & Co., 330 Commerce Street, Nashville, Tennessee 37201, Telephone: (615) 748-9000, or from Rauscher Pierce Refsnes, Inc., 2711 North Haskell Avenue, Suite 2400, Dallas, Texas 75204, Telephone (214)989-1000.

Report from the 21st Century *Rich Ray*

All sales centers are activated... the 21st Century team is ready to provide quick response to all applications. 21st Century does not expect all the deals... just the next one(s).

The FHA program is being introduced this month to all locations by the flying team of Troy Fussell, Tim Williams and Rich Ray. By April 30, all sales centers will be visited and the new (and improved) FHA regulations reviewed with General Managers and Business Managers.

What new plans are left to introduce? Read next month!

FHA HIGHLIGHTS

Down Payment - 5%
Term - 300 months
Max. Loan - \$48,600 home
\$64,800 land/home
Advance - 130% MI; 100% actual CAC; set-up and delivery, skirting and attached amenities
Young Buyer Underwriting

CFI Grows Every Month \$1,061 for March!

President's Club Monthly

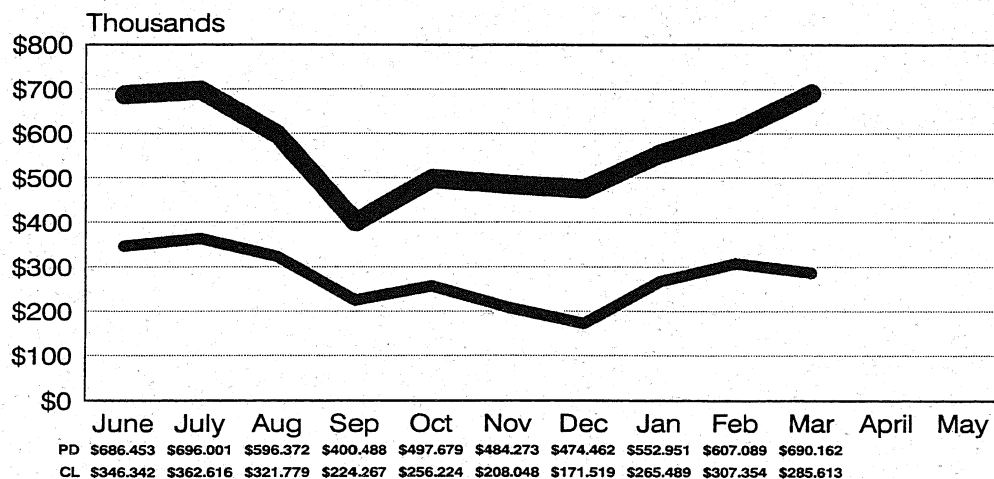
Laurie Lowery

Insurance Today

PHYSICAL DAMAGE MARCHES ON....

The good news is our physical damage sales have returned to the neighborhood of \$700,000 premium, not seen since the first few months of this fiscal year. Given that this is the beginning of our real selling season and the push for the BIG TRIP, you can bet we will be setting records the next few months. The not-so-good news is our credit life sales did not continue the upward march back to premium volumes reached in those same months. Concurrently, credit life penetration has leveled out at about 48%, a few big steps from our goal of 70%.

The case continues to be that the majority of our credit life business is being generated by a few locations. Although there were no Business Managers exceeding 80% penetration this month, there were a few that exceeded 70%. Those included **Mitch Brown** of Adv.-Longview (also attained highest PC pts in Mar.- 55pts), **Brad Carlton** of I.L. -Gulf Frwy, **Jack Smith** of NW-Denton, **Randy Wilson** of NW-South, **Cathy Jackson** of AHO & NW Lancaster, and **Bryan Grace** NW-Albuquerque. Keep up the great work, lady and gents!



Technology and F&I

On a recent visit to Denton to meet our new Business Manager, **Jack Smith**, I discovered something that should be common knowledge but is probably not. Jack does all his own contracts at his desk, from his computer much like the F&I set-up he was used to while in the auto industry. From what I understand, everybody has access to software that generates lender specific contracts and paperwork, you need only supply the hardware. Having these tools at their desk, enables the Business Manager to generate contracts on short notice or make changes in contracts at the customer's request, in the closing. Typically in the later case, the customer is asked to initial changes in the contract. They leave having signed an altered contract and later are requested

to return to sign the final copy. This situation is dangerous because the customer has the opportunity to change their minds or even shop a competitor. Business Managers have been around in the auto industry a lot longer than in ours, partly because auto dealerships have evolved to rely on the F&I profits more than those generated by the cars themselves. Although our industry is different in that respect, we can benefit by modeling our F&I system after theirs by providing our BMs with similar tools. At the least, having a computer to generate closing paperwork can help a high volume Business Manager better manage their time. At best, it can help a location generate 20+K in F&I profits, as Jack showed us all in February. Opportunity is knocking. Nationwide-Denton opened the door, will you?



LICENSING BULLETIN

It is our company's goal to have two licensed agents on each location, typically the General Manager and the Business Manager. Having two insures that there will always be one in attendance for closings. It also enables the Agency to continue paying commissions to the dealership regardless of turnover. Please make sure that you have adequate representation on your location(s). If you need assistance, please call me at x776.

RACE FOR GOLD

Bus Mgr PC Club

Single Store BMs:

Levels: 400 Gold,
350 Silver, 300 Bronze

Jim Rea 441 pts
Marc Beauchamp 434 pts
Mitch Brown 319 pts
John Gutierrez 246 pts
***Brad Carlton** 229 pts
David O'Reilly 187 pts
Randy Wilson 184 pts
***Ken Johnson** 179 pts
Teri Raymond 167 pts
***Jim Stovall** 158 pts

Multi-Store BMs:

Levels: 600 Gold,
525 Silver, 450 Bronze

Cathy Jackson 492 pts
Bruce Reynolds 394 pts
Bryan Grace 229 pts
***Phil Kussman** 155 pts

Remember: #1 BMs in both categories go on PC Trip in July. All other Gold level winners go on the 2nd trip in Sept!

*BM w/ start date between June 1st and Nov. 30th is eligible for program on a pro rata basis.

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WHO'S HOT

4th Quarter Contest Standings

Peggy Turner
Lumberton 71.0
Clint Fawcett
Instant-Gulf 66.4
David Dalley
Lancaster 64.5
Richard Bennitt
Cedar Park 59.9
Brandon Stanley
New Braunfels 57.7
Lori Lawson
Seguin 56.5
Ed Sampson
Lancaster 53.0
William Straub
Burleson 52.6
Charles Jerger
Monroe 50.3
William Sturrock
Boerne 48.9

Remember, sports fans,
the five salespeople with
the most President's
Club Points at the end of
the quarter win...

1st Place \$2,000
2nd Place \$1,500
3rd Place \$1,000
4th Place \$750
5th Place \$500

Peggy Turner

Nationwide Lumberton

Holy smokes, what a month! Peggy blew the doors off the competition, selling nine big new home deals and propelling Lumberton to its best month ever! That puts her in first place in the big contest (see article at left)!

Clint Fawcett

Instant - Gulf

Clint's been like a dormant volcano, simmering, smoldering, smoking... ready to blow up at any time. Run for cover, folks, because Clint's exploded! In March... seven deals, 41k in p.g. and 66.4 PCP's. Look out for Clint!

Richard Bennitt

Nationwide in Cedar

Park

Every month, someone from **Randy Coffman's** incredible staff steps up to the plate and sets the manufactured housing community on its collective butt. This month, it was Richard Bennitt, who took down SIX big new home deals and earned 59.9 President's Club Points in the process!

David Dalley

AHFO Lancaster

David didn't Dalley around in March, as this month's front page story can attest. The big man took down five big new home sales with an average p.g. of over 7k! Holy Toledo, what a month!

Brandon Stanley

Nationwide in New Braunfels

Spend any time with this

young man and you'll realize that he's someone destined for greatness. Forget destiny... This guy's livin' large today! In March, he took down five deals and earned 57.7 President's Club Points! Great job, Brandon!

Lori Lawson

Nationwide in Seguin

Chuck Cantu said when he hired her that Lori was going to be a force to be reckoned with in Seguin. Well, the proofs in the pudding in March: six deals, 56.5 PCP's and a shot at winning the big contest. Good luck, Lori!

Ed Sampson

AHFO Lancaster

Sampson, the sales Goliath, took it to the hoop in March, scoring an awesome five new home deals (see front page) and taking down 52.9 President's Club Points. Stay out of Ed's way, he's on a roll!

William Straub

Nationwide in Burleson

William put a number of happy metroplex residents in brand new houses in March. When all the dust settled, he'd earned 52.6 President's Club Points on five new home deals. Well done, Mr. Straub!

Charles Jerger

Nationwide Monroe

Eight big homes for North Louisiana's most persuasive salesperson! Charles showed everyone what he was made of in March and earned an impressive 50.3 President's Club Points in the process. Nice job, Charles!

Carrie Shipp

Instant Granbury

Four new homes for the new high Preistess of Profit! Carrie is rolling folks, so get out of her way. In March, Carrie made her four new home sales count by averaging \$7,500 p.g. per deal and earning a total of 48.9 President's Club Points. Wow!

Craig Taylor

Nationwide in Tyler

Five big new multi-sectionals for Tyler's king of the hill for March. Averaging over 6k per house, Craig rocked East Texas to the tune of 48.6 President's Club Points in March. Roll, Craig, Roll...

Veronica Alvarado

Instant El Paso

Veronica has earned her place as the first El Paso location salesperson to be mentioned in the President's Club Monthly. As this is our last issue, she'll also be one of the last. In March, she took down four big new home deals and sold a fair share of insurance for good measure.

Daniel Griffin

Advantage Jacksonville

Hey, have you readers noticed that we're starting to see this guy's name here on a regular basis? In March, Daniel hit some grand slams... four new home deals with over 7k per home in p.g. Well Done!

CORRECTION!

Last month, **Randy Carey**, who had sold seven new homes, had his name incorrectly listed as "Carey Hulon". The PCM regrets the error and is still upset about the whole matter.

WHO'S HOT

Office Manager's Pres. Club Standings

- 1) Linda Toombs Lancaster 469 pts
- 2) Debbie Maxey Burleson 433 pts
- 3) Devra Norton Lufkin 418 pts
- 4) Kim Stafford Mesquite 393 pts
- 5) Karen Stevens Albuquerque 342 pts
- 6) Cheryl Cowie SuperCenter 327 pts
- 7) Connie Snyder Inst - Spring 320 pts
- 8) Cindy Garcia Inst - Gulf 256 pts
- 9) Susan Smiley Corpus 243 pts
- 10) John Hamilton OKC 233 pts
- 11) Dru West Granbury 231 pts
- 12) Rhonda Inman Denton 225 pts
- 13) SaDonna Rogers Midland 193 pts
- 14) Gracie Hernandez Abilene 153 pts

Tony Nash

Nationwide Bossier City

Tony's quickly making a name for himself in Shreveport's sister city. In March, he exploded for six big deals (five of them new) and 31k in payable gross. At last count, Tony had 41.3 PCP's for the month!

Cesar Garza

Nationwide New Braunfels

Hail Cesar! Hail Cesar! Hail Cesar! The Romans applaud the latest effort of the amazing Mr. Garza, New Braunfels ruler of Manufactured Housing. In March, he put four friends, Romans and countrymen in brand new homes!

Aaron Pruitt

Key Homes Bryan

Aaron, with radio blarin', customers starin', was fairin' pretty well in March. He was pairin' homes with customers five times over and he's rarin' to do it again in May.

The Pres. Club Monthly would like to apologize to Mr. Pruitt for possibly the stupidest commentary in the history of this newsletter. You deserve better.

Paul Taylor

Nationwide in Lufkin

You didn't think you'd go an entire month without seeing this guy's name in this column, did you? Lufkin's king of consistency did it again in March, takin down six big deals for 34.8 PCP's. Now, if we could only get him to use Tracker...

Fred MacDonald

Nationwide of Tyler

For many years, Tyler has been referred to in this publication as "the playground of the sales superstars." Well, it looks like Clark's got another one on his hand in Fred MacDonald. Fred sold eight homes in March for 33.6 President's Club Points!

Jimmie McDowell

Nationwide Bossier City

Jimmie was a big contributor to the impressive month that the Bossier team put together in March. His four new home deals and 26k in payable gross earned him 33.17 President's Club Points.

Patty Pruitt

Nationwide in OKC

Patty used a balance of high volume and good insurance penetration to

set herself apart in March. All totalled, she earned 31.1 President's Club Points!

Kash Mullins

Nationwide New Iberia

Four big new home deals for South Louisiana's top salesperson for March! What makes this more impressive is the fact that Kash is also responsible for coordinating all service activities on his location. Whoa, what a load! Nice job, Kash!

John Sunny

Nationwide South

The SuperCenter may be showing signs of returning to its former glory, and Mr. Sunny could be a big reason why. In March, he took down four new home deals for 20k in payable gross!

Michael Combs

Nationwide El Paso

Four big new home deals for our newest star from West Texas. His impressive production was good for 28.2 President's Club Points!

Pres.'s, R.V.P.'s, V.P.'s and G.M. YTD PCP Standings*

1) Larry Speck	N/W of Mes	1,675.1 pts	14) Craig Pickett	Longview	376.6 pts.
2) Jim Clark	N/W of East Texas	1445.3 pts.	15) Rick Carver	ARG	372.6 pts.
3) Ray McKinney	N/W of Fort Worth	866 pts.	16) Bob Legg	Inst. Spring	324.4 pts
4) Jack Maxey	Burleson	805.1 pts.	17) Jim Tierney	Lufkin	324.1 pts.
5) Don Simonson	AHFO Lancaster	688.3 pts	18) Randy Coffman	Cedar Park	320.5 pts.
6) Jim Taylor	Nationwide South	632.7 pts.	19) Jim Lee	Albuquerque	311.2 pts.
7) Dave Davis	Instant Granbury	586.3 pts.	20) Jim Rudolph	Phoenix	287.9 pts.
8) Robby Golden	N/W of North TX	579.3 pts.	21) Chuck Cantu	Seguin	280.8 pts
9) Dave Shelter	N/W of Mesquite	549.9 pts.	22) Tom Wilson	Tulsa	241.1 pts.
10) Larry Moran	Roadmasters	410.5 pts	23) Jeff Goodrich	OKC	227.1 pts
11) Chuck Carney, Sr.	Channelview	391.2 pts.	24) Chet Kearney	N/W Corpus	222.8 pts
12) Dawn Clark	Jacksonville	390.4 pts.	25) Lou Pommier	New Iberia	216.3 pts
13) John Raine	DeSoto	378.3 pts	26) Dave Miller	Huntsville	212.4 pts.

President's Club Monthly

Under the Oaks

Charley Boyer

Charley Boyer, a former astronaut who was forced off of the ill-fated Apollo 13 crew because of a severe case of tennis elbow, retired from NASA in the early eighties to pursue a career in the manufactured housing business.

Oak Creek "Meridian" to be called "Cedar Ridge!"

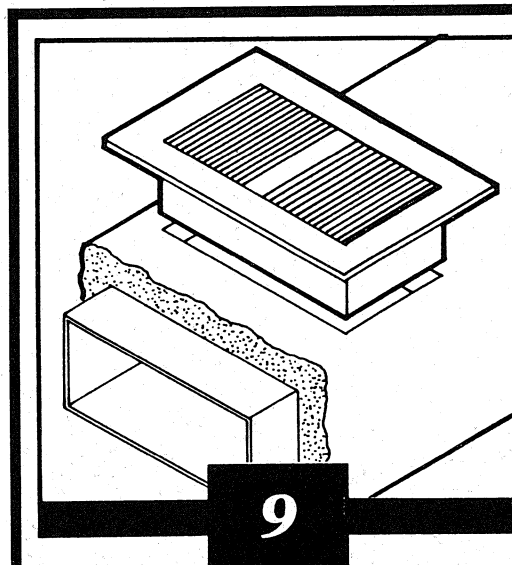
After much deliberation, we have decided to rename the converted American Homestar Burleson "Meridian" product to the name of "Cedar Ridge." Our information in the last edition of the President's Club Monthly has been modified and the introduction of this new line of homes will be prototyped during the month of May and will be ready for mass production in June. The model line will have 1800 series model numbers which will distinguish the homes built at Oak Creek and AHS Burleson. We expect the Standard features of this new line of homes will help enhance our "Custom Classic" line with many new optional features.

New Southern Star Models are a Big Hit!

Take a few minutes and look at the new "Southern Star" multi-section homes enclosed in this President's Club Monthly! These new models are overflowing with sales appeal and ready to order. You can expect the same high volume sales with these new models that you have had with the models #962, #964, and #969...these are real winners!!!

Model #963: 28x60 (64' overall) -

Now you can offer those dual living area customers their desires for a Living Room and Family/Sun Room combined with the Kitchen bar area from the 18x80 model #1780, all in one great home. We expect this model to surpass the sales of the Southern Star Model #964 which has been our #1 selling



Our oversize fiberglass insulated heating/cooling ducts reduce heat loss and conserve energy. You'll sleep easy without the snap, crackle and pop aluminum ducts make, and fiberglass ducts won't "sweat" with condensation during the summer cooling season. Oak Creek offers a residential upflow heating and cooling system option in all multi-section homes. This allows all of the ducting and air registers to be located in the ceiling for even greater convenience and efficiency of air conditioning. So superior, you wonder why so many manufactured homes are built with the cheaper aluminum ducts.

29 Reasons You Live Better in an Oak Creek Home

Southern Star.

Model #983: 28x76 (80' overall) - You have asked for it and now you have it! A 28x80 Southern Star with a Parent's Retreat. What a combination for that growing family who needs lots of room to grow into. Oak Creek quality in a lower priced large home will mean more sales and satisfied customers.

Southern Star Homebuyers Deserve the Best!!!

The Whispering Oak Says...

"We aren't here to house the world, but we are here to build quality homes and make a Buck."

Instant-Gulf on way to Southern Star Heaven!

Hats are off to Jim "Big Dawg" Taylor and his high powered staff at Instant-Gulf in Houston. They've really been maximizing their sales of the 18x80 Southern Star #1780 lately. During February, March and April, this wrecking crew has averaged 7 Big Dawg Southern Stars per month! Keep this volume up and we may change the name to *Taylor*

Star or Southern Jim or the like? Great job and keep it up...we love it!

Product Improvements are on their way at Oak Creek!!

Metal Mini-Blinds vs. Plastic - After 2 years of fighting with purchasing and other internal customers, we have finally upgraded our mini-blinds to metal (actually aluminum). You will start to see this new feature in Stock Homes produced in mid-May and in Sold Orders shortly thereafter!

Total Tape and Texture Walls - With the advent of our step sister plant vacating the T&T business in late May, we now offer a total application to any of our current Multi-Section homes at an affordable price:

Up to 66' Long Box Size \$3,000
Over 66' Box Size \$4,000

These option prices include the wet areas and all closets. What a feature to offer those customers who want and need the true residential look!

Good Luck and Good Selling!

The Critical Path to Selling Homes

By Lanette Carpenter

There are five negotiations along the critical path to selling homes. They are:

1. Setting the Agenda
2. Getting the issues on the table
3. Presenting a solution
4. Closing the Sale
5. Closing for Continuation

Each of the Negotiations must be "won" in order to stay on the Critical Path. This month, we will examine the first negotiation.

Setting the Agenda...

The single most important tactical objective in any sales negotiation is gaining and maintaining control of the agenda.

This is the first sale that must be made. Whoever wins this negotiation controls the pace, timing, and ultimate outcome of the sale. Unfortunately in many cases, we let the customer win this first negotiation. The housing consultant who does not possess this basic skill will be led around by their customers for "the Grand Tour." When this happens, everyone loses. The customer doesn't know what they're doing, so they lose. The Sales Rep loses the sale and his commission check. And, of course, the company loses the revenue stream. Consistent sales success depends on a systematic approach.

Setting the Agenda contains the elements outlined below:

The Greeting...

1. Exchange Names *"Welcome to Nationwide, my name is _____. And your name?"*
2. First Visit? *"Is this your first visit, or have you spoken with someone here before?"*
3. Interested In? *"What kind of home can I interest you in today?"*
4. Go to your office? *"Fine, Please follow me." (Turn and walk to your office — Don't look back!)*

Seat Them/ Coffee

90% of the time you will not meet resistance in coming in your office. Once you have them seated, ask them... *"How do you take your coffee?"* (Slow the process down) To determine the dominate buyer, observe their seating position.

Build Rapport

"What area are you from?" (Be conversational)

Tell Them Your Agenda...

"Dave and Dayna, let me explain how we normally show homes. We have developed a four step process that is designed to give you as much information as possible about our company and the homes we have to offer, so you can make a more informed decision.

First, I would like to give you a little background information on who we are and what we think our company has to offer you and your family.

Next, I would like to gather a little information to get an idea of what kind of home you are looking for, and how you plan on enjoying it.

Then third, I will take you out and show you every home we have that fits the information that you give me.

And last, if we do find any homes that you are interested in, we can return to the office and I will give you information to take home and consider.

Gain Agreement to Follow Your Agenda

"How does that sound to you — Okay?"

In Conclusion...

Once you have gained their agreement to follow your agenda you have "Won" that negotiation and you are on your way down the Critical Path to a Sale. Next month, we will address Negotiation #2, Getting Issues on the Table.

FINAL ISSUE

President's Club Monthly Latest Casualty in Newspaper Wars

Following the lead of the Houston Post and Dallas Times Herald, the President's Club Monthly will cease operations as of this issue. Sources cited competition (the new company newsletter debuts next month), high newsprint costs and increased reliance on paperless, computer based information services as reasons for its untimely demise. "We also had a lot of complaints about our sports coverage," an unidentified staffer said, "some said we didn't cover Taylor's, Clark's and Speck's golf games enough. Namely, Taylor, Clark and Speck." Nonetheless, it's the end of an error at the Austin offices of the P.C.M. and many people, none of whom wanted to be mentioned by name, will miss the periodical. "I always liked how most things I read in it had some kind of basis in fact," said one salesman who wore a bag over his head while being interviewed. "...and the quotes were great, too. Everytime I read one of mine, I wished I had said it." No word yet on what the PCM's staff of 75 will do now that they're unemployed. Their work with this publication will prohibit them from ever finding another job in the manufactured housing periodical industry. Adios, readers, we enjoyed it!

Destination #3:

by John Smith

Each month, a different destination on the annual President's Club Trip will be profiled. Remember, it's never too late to put your sales in high gear and make your move for the top 10 ranking that will ensure your place on this cruise of a lifetime.

Cozumel is an (appx.) 8 X 15 km island in the westernmost reaches of the Caribbean sea 12 miles [19 km] off the coast of the Yucatan peninsula. A small town (population 6000) of about 8x8 blocks sits on the center of the leeward shore (the side facing the mainland). Cozumel is NOT a hotel strip like Cancun, and (though I've never been to the latter, based on other's descriptions) has little in common beside beaches and tourists.

The center of town is bustling and fun. There are vendors, guitarists, spray paint artists who are amazing. In town for dinner, walk around the seawall, munch on an ice cream, shop a little, and then join in the fun

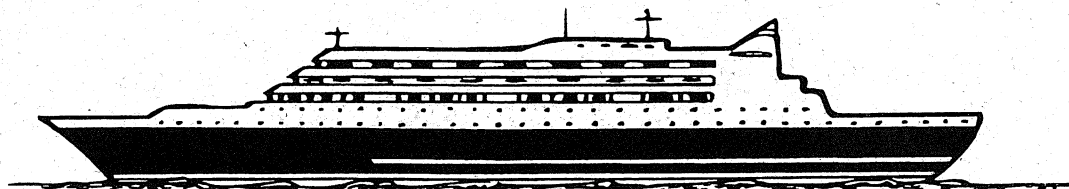
Cozumel, Day 5 July 19, 1996

of the celebration. The whole town turns out for dancing and singing. Tourists are encouraged to participate.

The island is beautiful and lush. The beaches, while rocky in spots, are quite lovely and that warm tropical water is great. Many prefer the diving at Cozumel to Hawaii.

MAYAN RUINS: There are a few minor ruins on the Island. The more important ones are on the mainland, and there are a variety of options available depending upon whether you are a do-it-yourselfer or prefer someone figure it all out for you.

Xel-ha is a ten minute drive away. It's a series of lagoons populated by tremendous populations of tropical fish. There are lockers and snorkeling gear for rent and free shower-changing rooms. You enter the water off of wooden docks (there are no beaches) and swim off away from the crowds to find yourself surrounded by remarkable collections of fish.



Norbert Gabaldon and his sister, Liz Barella, have joined the Nationwide team in Albuquerque, New Mexico. Norbert, former owner of the super-successful Capital Homes (he sold to a competitor last year), has joined the company in the capacity of General Manager. Liz will be providing assistance in sales and will be instrumental in future expansion plans. Welcome to the team, Liz and Norbert... we're very happy to have you!



President's Club Monthly

Lancaster News

Brian Shaw

A New Exterior Option Elevation in the Works

We are prototyping a new optional exterior column and accent treatment to help doublewides look more residential. We are also happy to announce that we are replacing the clad board shutters with a new vinyl shutter that is more appealing.

New Ceramic Backsplash for the Kitchen Range

You asked for it you got it. Now available, New Ceramic Backsplash behind kitchen ranges in all models, for more information feel free to call.

Congratulations Instant Living , Houston

Thanks to (not in any specific order) **Warren Ortega, Cindy Garcia, Brad Carlton, Clint Fawcett, Bill Hopkins, Raquel Nourian, Wayne Whitehead** and "Big Dog" **Jim Taylor** for making us their **NUMBER ONE** Mobile Home Manufacturer for the third quarter of the year. Congratulations and keep up the good work.!!

The Latest from the Groovedogs in Lancaster...

FLOWGUARD GOLD CPVC is in Lancaster

By the time you receive this edition of the President's Club Monthly we will have already prototyped the first home with the new Flowguard Gold CPVC plumbing system. We are currently making a transition from the Polybutylene plumbing and crimp system to the new state art Flowguard Gold CPVC plumbing system. This is being produced and engineered by B.F. Goodrich Specialty Chemicals Corporation. Flowguard Gold CPVC is now being used in the more exclusive site built neighborhoods, and is the preferred plumbing system of engineering contractors.

Flowguard has fewer fittings than the previous system allowing higher pressure. The use of external fittings as opposed internal fittings in the old system allows for higher flow. Assembly of this system requires no unusual tools. CPVC Gold has proven itself highly reliable in the field with a thirty five year track record while meeting national codes.



A New Day in Telecommunications

Ronnie Richards

In case you haven't heard, there have been a lot of changes in what's available in the way of long distance telephone vice. Here are some notes and ideas I picked up during a recent conversation with Mike Leath, our Representative at American Telco, the long distance carrier the company uses.

Q What does an 800 number cost?

A There is no monthly fee for your first 800 number but each 800 number beyond that costs \$5.00 per month flat charge. When someone calls you on your 800 number it costs you 14 cents per minute.

Q What is our long distance rate at American Homestar?

A It depends on whether you are calling within your state or outside your state. Because of the fact that we have a volume of \$50,000 per month in long distance calls, we get a discounted rate.

Q OK, so what is it?

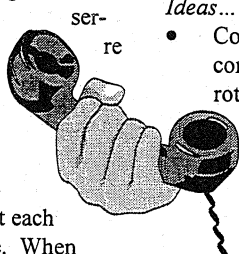
A Intralata calls, i.e. if you are in area code 214, 817 & 903 and call

within that area, the rate is 11 cents. (Texas has many different LATA areas around different cities.) Interlata calls (calls within Texas) are 13 cents per minute and out of state calls are 12 cents per minute. All 800 number inbound calls are 14 cents per minute.

Ideas...

- Consider a second 800 number to use for special promo's. Have it come in on a phone line that is seldomly used such as your last rotary line. This way you will know the call is from your promotion. When the promo is over, have the number turned off.
- Put in a special 800 number just for the service department. Promote this to prospects as a special benefit they receive when they do business with you.
- If you travel a lot and make a lot of credit card calls to a particular number (like your home number), consider installing an 800 number. The 800 rate is probably much less than your credit card rate.
- Use American Telco for your residential long distance service and receive the same high volume discount that American Homestar Receives.

For additional information, call **Mike Leath**, American Telco at 800-968-3526.



President's Club Monthly

The Top 20 Salespeople in the Company

GOLD LEVEL

1. M'Lissa Manning
Tyler 331.9

SILVER LEVEL

2. Richard Loftin
Cleveland 329.6

3. Bill Hopkins
Instant Gulf 292.2

4. Phil Essex
Mesquite 275.0

BRONZE LEVEL

5. Jack Williams
Jacksonville 269.5

6. Mike Levin
Mesquite 269.4

7. Clint Fawcett
Instant Gulf 266.6

8. Paul Taylor
Lufkin 262.8

9. John Estes
Lufkin 258.6

10. Ed Sampson
Lancaster 257.3

11. Christi Lancaster
Denton 253.8

12. Susan Lewis
Denton 252.0

13. Trey Webb
Cedar Park 237.0

Soon to Join...

14. Larry Key
Ins. Granbury 220.6

15. Tom Bradford
Abilene 219.3

16. Lori Anne Lawson
Seguin 219.0

17. James Morrison
DeSoto 217.7

18. Greg Culverhouse
Seguin 217.2

19. Samuel Sims
Tyler 215.8

20. David Fortriede
Tyler 214.4

BURLESON NOTES

by Charlie Lohin

Instant Living, Granbury has gone Bananas! The **Dave Davis** "Juggernaut on the hill" recently held a Have-a-Banana sale highlighting "the Retreat." The 4 bedroom, 3 bath, 28x80 superstar floorplan stole the show! The Instant sales team wrote 8 customers on "the Retreat." "If you want some tips on how to run a promo... call Dave Davis. If you want to capture more buyers... order "the Retreat!"

P.S. **Dave Shetler's** sales staff at Nationwide Mesquite are believers. "The Retreat" was on their lot a mere 3 days before **Mike Levin** "broke the ice" with a retail order! Mike then struck again on the new "Cape Cod." This cute 28x56 was in inventory for only 2 days before the "Debonair Yankee" sold one. Top notch corporate designer Nancy Cantu's new decors, combined with an open floorplan, at an affordable price, make the "Cape Cod" an inventory must. NOTE... the raised entry/ sunken living room option adds an aura of uniqueness to the plan.

A recent **Chuck Carney, Jr.** Plant visit resulted in his first viewing of the new "Sundance" decor. This fresh new Southwest look flows well with warm tan or green tones. Chuck agrees that ordering "Sundance" decor in your next stock Benchmark/Lifestyle will add a striking new color variety to your inventory.

Sell, Sell, Sell that Tape and Texture inventory! The plant's last day to accept those "must" retail tape and texture homes is May 31st. Sell inventory first... order tape and texture retail homes through May 31st, as a last resort!

Recent statistics show that 32% of the doublewides registered (sold to customers) were 52 feet or less! The new "Chalet" was designed to fit that need. This powerful 28x50 is ripe with features for the 90's including cabinets galore, informal breakfast nook, super-sized living room, master suite with a walk-in closet and luxury master bath. The charming new "Chalet" appeals to all ages due to its affordable payment range. Your inventory always needs homes in the under \$400/month category... don't delay... order the "Chalet".

Sell Your Strengths...

Designer Exteriors: The Benchmark/Lifestyle product line continue the plants' tradition of designer exteriors. Window dormers, prismatic dormers and deluxe exteriors highlighted with horizontal lap siding and columns give you a unique edge on the competition. The window dormer (dog house dormer) and prismatic dormer, in particular, not only give the outside of the home a distinctive flair, but adds light and spaciousness to the interior! Highlighting your inventory's kitchen and breakfast nooks with the window dormer and accenting living rooms with the prismatic dormer will provide the open, airy feeling customers love!

Promotions

Continued...

a proven winner (and a darn likeable guy) so he's bound to excel in his new position.

In Houston, much has been happening at **Jim Taylor's** SuperCenter and Instant-Gulf locations. Firstly, **Bill Hopkins** has been promoted to Sales Manager of the Gulf Freeway location. **George**

"**Bush**" **Nixon** has left Instant to help turn around the SuperCenter in his new role as Sales Manager. **Jim Lee**, current G.M. of Nationwide in Albuquerque, is coming to Houston (closer to home) to take over Instant-Gulf. Taylor will once again take the reigns of the SuperCenter. Everyone confused?

In Albuquerque, **Norbert Gabaldon** will be taking Jim's place as General Manager. We wish all new and relocated Managers the best of luck in their new environments!