

Presidents Club Monthly

1st Quarter 1998

Newsletter for Retail Division of American Homestar

Vol. 1, Issue 3

Welcome Pacific West & First Value

by Chuck Carney Jr.
President, Nationwide Housing Corp.

On behalf of Nationwide Housing, I would like to welcome our two newly acquired retail initiatives, **First Value Homes** and **Pacific West Holdings**, to the American Homestar family. Under the direction of Company President **Ron Krueger**, First Value operates 2 high volume modular retail sales centers with a home office based out of Gastonia, North Carolina (near Charlotte). Rapid expansion has been planned for First Value, in order to further capitalize on the success of their marketing concept.

On the opposite end of the country, **Pacific West Holdings** (formerly DWP Management) provides an experienced retail presence in the Northwest which will primarily sell under the Oak Creek Village name. Pacific West is based out of Portland Oregon and was founded in 1990 by President and COO, **Dean Pollman**. Along with Vice President **Mike Bettis**, Dean manages 7 retail sales centers located throughout Washington, Oregon and New

Mexico that cater to the first time, "low end" home buyer. Nationwide is proud to work alongside these two new retail organizations. And, we look forward to hearing more about their respective expansion and success in upcoming issues of the **Presidents Club Monthly** newsletter.

Regional Promotion Vaults Alabama Sales Centers

With a team consisting of 8 acquired sales centers, Regional Vice President **Jan Davis** was looking for a way to attack 3 key opportunities: (1) increase new home unit sales, (2) liquidate "brand X" inventory acquired with dealerships and (3) increase percentage of loans financed with 21st Century.

Working closely with **Tim Williams**, President of 21st Century, a plan was developed that ultimately produced 117 loan applications and 75 loan approvals.

Because this was the region's first region wide promotion, RVP Jan Davis set out in writing a very detailed step-by-step plan and time table. This detailed, comprehensive plan (including information on the direct mail piece above) will be distrib-



uted to all our Regional Vice Presidents in the next few weeks. Great job, Region 11!

In This Issue:

Cabo Classic Standings	2
PC Trip '99: Grand Wailea Resort	2
1st Quarter Top Producers	3
Top Guns	3
How The West Was Won	3
Region 2 Record Promotion	4
Note from First Value	4
1st Quarter PC Standings	Insert
1999 PC Program	Insert

Presidents Club Monthly

Presidents Club Cabo Classic STANDINGS as of the 1st Quarter

REPOS/BUYBACKS (2 or more)

Name	SC#	R/B #
Danny Williams	60	4
Nick Deblasi	28	3
Charlie Waters	29	3
Christi Lancaster	30	3
Rick Fogle	34	3
Charles Jerger	51	3
Jo McBride	59	3
Rina Maxwell	75	3
Kraft	29	2
Gina Reece	39	2
James Standefer	47	2
Shannon Munns	51	2
Robert Stevenson	51	2
Chris Silvia	54	2
Alan Breedlove	55	2
Linda Davis	55	2
Jo Vice	57	2
Mike Thying	59	2
Billie Rolando	68	2
Jeff Singleton	78	2
Randy Wilson	79	2

NEW HOMES (9 or more)

Name	SC#	New #
Douglas Birdsell	64	21
Neil Montgomery	1	12
Heath Barnes	17	11
Robert Emfinger	94	10.5
Alan Waren	21	9.5
Matt Tatum	79	9
Chad Lake	17	9
Craig Johnston	93	9
M. Eric Howell	48	9
Linda Davis	55	9



Destination PRESIDENTS CLUB '99

Grand Wailea Resort Hotel & Spa
July 9 - 16, 1999

About the resort...

Nestled within a 40 acre site on Maui's South shore, Grand Wailea Resort's facilities are unmatched. Grand Wailea offers something that touches all of our senses, from its elaborate water features, gardens and extensive international art collection to its restaurants, superior children's facility and world class spa.

All **rooms** are oversized guestrooms (approx. 640 sq. ft.) with either a king or two double beds. In-room amenities include a private lanai (patio), separate bath and shower area, air conditioning, ceiling fans, 27" TV with cable, in-room movies, three direct-dial telephones, in-room mini-bar, complimentary safe, bathrobes and slippers.

Spa Grande, with 50,000 sq. ft., is the largest hotel spa in Hawaii. Its facilities and equipment are absolutely unequalled anywhere. It features a unique longevity program blending Hawaiian, ancient Eastern healing, relaxation techniques and European rejuvenation therapies. Recently listed by *Town & Country* as one of the best spas in the nation, many believe this program offers the elemental keys to vibrant health and beauty. The following is a list of Spa Grande's many special features:

- 40 Large treatment rooms, many with outstanding views of the ocean
- Large sauna & marble steam room
- International hydrotherapy circuit

- A huge, roman bath-style Jacuzzi
- Weight training rooms
- Aerobics and aqua-aerobics
- Racquetball/Squash court

Much creative imagination is behind the hotel's **water features**. The design concept revolves around the imaginary thought that the water originates atop the sacred Mount Haleakala. Huge waterfalls by the resort's entrance catch the Haleakala water and from there it flows to the lobby area, the Hawaiian Garden, the Japanese Garden and further to the Chapel Garden, the formal and activity pools.

The **pool facilities** at Grand Wailea Resort include an elegant formal pool (off limits to children) and a 2,000 foot long riverpool, better known as the Wailea Canyon. Wailea Canyon covers an area of 25,700 sq. ft. with a perimeter of nearly 3/5 of a mile. Five large pools begin at 40 ft. above sea level and by following an exhilarating series of rivers, white water rapids, grottos and water-slides, one finds himself down on the beach. There on the lower level the world's only water elevator can lift guests to the higher one where they can begin the journey again. Grand Wailea also features its own scuba pool, just one of the many watersports to be enjoyed here.

Presidents Club Monthly

Presidents Club 1999 Program

Awards:	Gold Level	Gold PC Watch
	Silver Level	PC Clock Plaque
	Bronze Level	PC Certificate
1st PC Trip:	Gold Level General Managers Top 20 Salespeople Top 3 Business Managers	
2nd PC Trip:	Remaining Gold Level Salespeople Remaining Gold Level Business Managers Top 5 Office Managers	
Eligibility:	Points prorated for Hire Dates between 6/1 & 11/30 Prorated participants are not eligible for 1st PC Trip	

GM Program:	Gold = 1350	Silver = 1200	Bronze = 1050
Points:	<ul style="list-style-type: none"> 5 pts. per New Home Unit Sold 3 pts. per 21st Century Deal 3 pts. per Rate Upsale 2 pts. per \$1,000 Pre-Tax Profit 		
	Insurance Penetration pts:		
	PD - 85+% = 10 pts	CL - 70+% = 30 pts	ES - 90+= 10 pts
		60 - 69% = 20 pts	80 - 89 = 7.5 pts
		50 - 59% = 15 pts	70 - 79 = 5 pts
		40 - 49% = 10 pts	60 - 69 = 2 pts

Sales Program:	Gold = 750	Silver = 625	Bronze = 500
Points:	<ul style="list-style-type: none"> 5 pts per New Unit Sold 5 pts per 21st Century Deal 5 pts per 21st Century Buy Back 3 pts per Rate Upsale 3 pts per Credit Life Policy 2 pts per \$1,000 Payable Gross Fast Start points (same as Business Manager) 		
			*25 Bonus pts - Top Gun

BM Program:	Gold = 1000	Silver = 900	Bronze = 800
Points:	<ul style="list-style-type: none"> 5 pts per 21st Century Deal 3 pts per Rate Upsale Insurance Penetration points (same as GM) Fast Start: 5 pts per deal in HO by 15th, 2.5 pts per deal in HO by 20th 		

OM Program:	Gold = 800	Silver = 700	Bronze = 600
Points:	<ul style="list-style-type: none"> Insurance Penetration points (same as GM) Fast Start: 10 pts per deal in HO by 15th, 5 pts per deal in HO by 20th 1 pt per 21st Century Deal Bonus Money: <ul style="list-style-type: none"> \$25 for each deal in HO by 15th \$15 for each deal in HO by 20th \$20 for cash deals, floor plan paid in 7 days 		

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Presidents Club Monthly

1st Quarter Presidents Club Standings

Top 25 Salespeople

Doug Birdsell	486.51
Robert Emfinger	337.12
David Pritchett	275.36
Gina Reece	274.11
R.D. Thomas	247.60
Heath Barnes	247.46
Neil Montgomery	245.40
Matt Tatum	232.22
Chad Lake	230.66
Craig E. Johnston	228.00
M. Eric Howell	224.00
John Phillips	218.35
Lisa Dupree	215.57
Doug Waldman	213.62
Linda Davis	213.48
Jose Quinones	204.79
Alice Hunt	203.29
Richard O'Connor	203.15
Alan Middleton	201.58
Judy Mitchell	201.22
Charles Pahira	192.49
Chris Allen	191.91
Charles Fant	191.30
Robert Jones	187.77
Marty Martinez	183.46

Top 25 General Managers

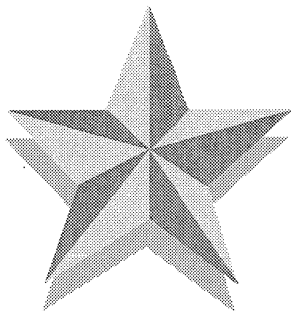
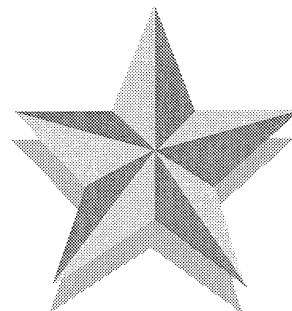
Jeff Herholz	740
Don Simonson	599
Mike Levin	476.5
Carrie Shipp	457
John DeRouen	437.5
Bill Straub	426
Ashley Pierson	418.5
Atley Turner	416.5
John Wells	402.5
John Raine	384
Diane Fults	379
Jim Tierney	369.5
Rick Crosby	362.5
Mitch Brown	349
Richard Aranda	333
David Fortriede	331
Robby Edmonston	327
Jack Smith	318
Dave Davis	296
Ed Sampson	274.5
Ron Morgan	249
Joe Bellamy	231
Brian Shear	225.5
Russell Crawford	222
Paul Taylor	221

Top 25 Office Managers

Gracie Hernandez	289.5
Sherri Sterling	280
Joe Carreon	270.5
Kim Stafford	265
Sean Deloach	225
Chandra Pannell	216
Wanda Hicks	209
Linda Toombs	199
Devra Norton	192.5
Kathy Ramey	192
Art Carreon	183
Betty Haney	183
Dottie Moore	179
Thelma McLamb	168.5
Cindy Garcia	167.5
Audry Brennion	160
Rene Lopez	157.5
Sharon Stone	134.5
Chere Kelley	134
Toni Taylor	133
Dana Tideman	133
Lorenzo Hernandez	132
Tammy Daugherty	131.5
Chaille Jackson	131
Jennifer Madden	130

Top 10 Business Managers

Christine Baker	331
Kris Satterwhite	327.5
Trudi DeRouen	302.5
Danny Rudd	274
Ronnie Alvidrez	250.5
Terri Raymond	250.5
Randy Wilson	248.5
Don Evon	238
Ray Cox	234
Mike Johnson	219.5



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Presidents Club Monthly

How The West Was Won!

by Dean Pollman, President- Pacific West Holdings

The recent acquisition of DWP Management Inc., renamed Pacific West Holdings, brought with it not only several new dealerships with an annual sales of 65 million dollars, but new business strategies that put DWP at the top of sales in the Western states. Now as an affiliate of American Homestar, the Management Team, General Managers, and Sales Managers are sharing the secrets of their success.

(1) On-Going Training - All employees are encouraged and given opportunities to cross train in other fields of business with the many experts within the organization. Our training facility, The Performance Training Center, is used to hold classes and meetings that develop our employees into experts in their related fields.

(2) Computer Workstations on Every Desk - Each salesperson has a DOS or Windows based system connected to a Local Area Network within a Wide Area Network. Custom software applications for sales tracking and forecasting with an electronic mail program are installed at all sites.

(3) Unique Lender-Assisted Finance Programs - A great depth of experience in Finance and the available capital to purchase homes in bulk enabled DWP to create three special programs for First Time Buyers which provide down payment grants for those with A-credit as well as the credit challenged.

(4) Twenty-nine Years Industry Experience from President- Dean Pollman has been one of the most successful dealers in the Pacific Northwest and Southwest for nearly 30 years. He has surrounded himself with a management team composed of highly skilled experts from varied business backgrounds. This collection of talent has allowed the company to grow an average of 60% over the last two years and for the Portland Dealerships to rank number one in the state.

We believe the strategies developed by our management team combined with the existing management and professionalism of American Homestar will dictate our desire to remain leaders in the Manufactured Housing Market for years to come. We also believe the combination of Pacific West Holdings and American Homestar, is how the West will be won!!

★ 1st Quarter Heroes ★

Top 10 Payable Gross Sales Centers

- 1 #64 Spring, TX
Jeff Herholz
- 2 #51 Lancaster, TX
Don Simonson
- 3 #56 Austin, TX
Kevin Startz
- 4 #48 Azle, TX
Carrie Shipp
- 5 #33 Ft. Worth, TX
Mike Levin
- 6 #68 Corpus Christi
Diane Fults
- 7 #28 Houston, TX
Robby Edmonson
- 8 #7 S. Raleigh, NC
Ashley Pierson
- 9 #52 Cedar Park
Russell Crawford
- 10 #78 Denton, TX
Jack Smith

Top 10 New Unit Sales Sales Centers

- 1 #64 Spring, TX
Jeff Herholz
- 2 #48 Azle, TX
Carrie Shipp
- 3 #51 Lancaster, TX
Don Simonson
- #33 Ft. Worth, TX
Mike Levin
- 4 #21 Burleson, TX
Bill Straub
- 5 #78 Denton, TX
Jack Smith
- #7 S. Raleigh, NC
Ashley Pierson
- 6 #28 Houston, TX
Robby Edmonson
- #79 Lufkin, TX
Jim Tierney
- 7 #24 Granbury, TX
Dave Davis

Top 10 Payable Gross Salespeople

- 1 Douglas Birdsell
- 2 Robert Emfinger
- 3 David Pritchett
- 4 Heath Barnes
- 5 Douglas Waldman
- 6 Robert Jones
- 7 Jose Quinones
- 8 R. D. Thomas
- 9 Gina Reece
- 10 M. Eric Howell

Top 10 New Units Sales Salespeople

- 1 Douglas Birdsell
- 2 Neil Montgomery
- 3 Heath Barnes
- 4 Robert Emfinger
- 5 Alan Waren
- 6 Matt Tatum
- Chad Lake
- Craig Johnston
- Michael Howell
- Linda Davis

American Homestar
University
TOP GUNS

Congratulations!

September Class

- Julie Bantau #78
Thomas Lewis #61
Fabiola Santillanes #44
Ron Sluder #63
Christopher Still #16

Presidents Club Monthly

Region 2 Promo Breaks Sales Records

Regional Vice President **Jim Taylor** sensed he had only scratched the surface with the 41 loan approvals generated during his first region wide promotion held the weekend of August 15th. Of the 13 locations in Jim's region, consisting of the Houston area and Southern Louisiana, many failed to follow every step in the formula that assures the success of a promotion. Here is what Mr. Taylor learned from the experience:

"Some locations sent their mailers out at the last minute, others didn't use their appointment board or they listed appointments that weren't solid. Then, there were the credit application training opportunities I saw as the credit apps came in to the central credit approval center set up at our #1 sales center in Spring, Texas. However, this first promotion did accomplish several things for my region: (1) It clearly demonstrated to all my GMs that promotions dramatically increase sales. (2) It proved that if you follow the "15 Steps to a Killer Promotion" you will have a successful event. Those that followed the program wrote many sales. It was very obvious who didn't follow the program. (3) It proved that you can't expect what you don't



inspect and you have to always be in a training mode.

We learned from the mistakes we made during our first promotion and more than doubled our sales in the next event 5 weeks later, having written 93 deals and received 50 approvals! Our region still has plenty of areas where we can improve. In fact, if every sales center did as well as the top 3, we can double these results next time!" That's something to look forward to.

Region 2 Promotion Elements:

- Direct Mail Piece: 4 color w/ design and printing from Corporate Marketing Dept.
- F/U TV "New Homes. New Plans." theme w/ added offers:
 - \$10,000,000 to lend
 - Limited Time: Fri, Sat, Sun
 - Pre-register for free W/D
 - Select homes at Dealer cost
- Included all Houston Sales Center addresses on mailer
- 21st Century set up central approval center at sales center
- RVP reviewing & logging apps

A Note From First Value Homes

by Ron Krueger, President

First Value is proud to be a part of American Homestar. We are primarily a modular home retailer, building ranch and 2-story homes (example pictured above) with garages, porches, basements, etc.. Our average sales price is over \$100,000 with an average payable gross over \$19,000. Gross sales from our 2 sales centers will be over \$30,000,000 this year. And, we are acquiring other modular retailers in the Carolinas. We hope to create a world class modular division that our American Homestar team is proud to have on board.

Special thanks to **PCM** contributors: **Chuck Carney Jr., Ronnie Richards, Jan Davis, Jim Taylor, Ron Krueger, Amanda Rubenstein, Dean Pollman** Please continue to send articles and pictures to Laurie Lowery c/o Rachael Walker at the Houston Home Office.