

Presidents Club Monthly

September 1998

Newsletter for Retail Division of American Homesite

Vol. 1, Issue 2

Using An Appointment Board

by Rayme McKinney,
West Division President

Every GM's office should have an appointment board. This is a large erasable board where each and every appointment produced by the team is written and "signed off" on by a manager.

These appointments can come from several sources. The most obvious

source is from our in-bound telemarketing campaigns; in other words, your line ads. The second source is from call backs scripted in the morning meeting to get the customer who didn't buy the first time, on the lot so we can sell them a home. And thirdly, appointments are generated from our rally nights in conjunction with a promotion.

Each and every appointment goes on the board, then a manager "signs

off" to confirm that they will be there to help take the deal down as well as to certify the validity of the appointment.

The advantages to working an appointment board are many. The most important of them are that:

(a) Your entire telemarketing campaign, both in-bound and out-bound, has accountability. It's obvious to all who is working the programs successfully, and who is not. Additionally, you will discover which ads are working from which papers, which promotional ideas are

"An appointment board breeds success".

really hot, who is actually doing their callbacks the way they're intended to be done, and who is not.

(b) Management is involved with the customer at the prospect level, when the sale is most malleable, rather than after the sale has been written when management all too often becomes a "shortstop".

(c) An appointment board breeds success. It's apparent to all that it can be done because everyone sees it, everyday. And that's contagious. Here's hoping your appointment board stays full.

Marketing Today New Homes. New Plans.

The **New Homes. New Plans.** promotion has zoomed into activity. The new Marketing campaign kicked off August 12th with immediate reports indicating increased sales activity as a result of the campaign. Comments we hear include:

"Customers that had already been in have come back and mentioned seeing our commercials on TV". Also, one location reported that a cash sale of the featured home was made as direct result of a call generated by the toll free number given on the TV

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Mark Your Calendar!

1999 Presidents Club Trip
Winners are bound for
Maui, Hawaii
July 9 - 16th. Aloha!



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Presidents Club Monthly

1999 Presidents Club Standings thru July

Top 25 Salespeople

Doug Birdsell	335.59
Robert Emfinger	232.74
R.D. Thomas	214.3
Richard O'Connor	203.15
Chad Lake	180.4
Doug Waldman	177.21
Robert Jones	175.46
Alice Hunt	172.62
Ronald Elliott	171.7
Janice Malone	168.36
Charles Fant	165.98
Michael E. Howell	164.02
Richard Eudaly	152.41
John Phillips	151.69
David Pritchett	149.02
John Posey	149.02
Heath Barnes	146.81
Linda Davis	145.48
Alan Middleton	144.28
Craig E. Johnston	141.3
Alan Waren	141.17
Jason Wilson	140.88
Matt Tatum	139
Jose Quinones	137.59
Harrison Hebert	135.68

Top 25 General Managers

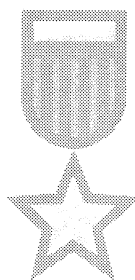
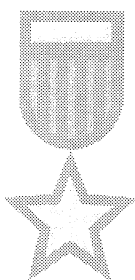
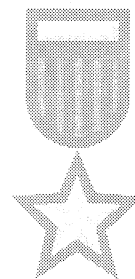
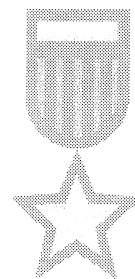
Jeff Herholz	504
Don Simonson	386
Atley Turner	312
Carrie Shipp	301.5
Mike Levin	272.5
David Fortriede	268.5
Bill Straub	265
Russell Crawford	261
John Wells	248.5
Diane Fults	237
Mitch Brown	233
Robby Edmonston	232
Richard Aranda	219
John Raine	218
Ashley Pierson	207
Rick Crosby	206
John DeRouen	199
Rick Vaughan	194
Lou Pommier	183
Ron Burnett, Sr.	182
Jim Mixon	180
Jim Tierney	179
Chuck Moeri	170
Paul Taylor	165
Trey Webb	155

Top 25 Office Managers

Joe Carreon	203
Sherri Sterling	189
Kim Stafford	171
Mary Gamboa	163
Gracie Hernandez	161
Wanda Hicks	159.5
Chandra Pannell	159
Kathy Ramey	143
Audry Brennon	143
Betty Haney	140.5
Thelma McLamb	134
Cindy Garcia	132
Linda Toombs	129
Art Carreon	126
Rene Lopez	122.5
Devra Norton	121
Jennifer Madden	110.5
Chere Kelley	110
Jeannie Thompson	102
Dottie Moore	101
Barbary McCallister	100
Mark Pell	97.5
Toni Taylor	97
Sandra Foy	97
Chaille Jackson	95

Top 10 Business Managers

Christine Baker	209.5
Kris Satterwhite	208.5
Randy Wilson	189.5
Ronnie Alvidrez	179.5
Ray Cox	171.5
Trudi DeRouen	165
Danny Rudd	156
Don Evon	152
Terri Raymond	146.5
Steven Williams	140.5



Presidents Club 1999 Program

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Awards:	Gold Level Silver Level Bronze Level	Gold PC Watch PC Clock Plaque 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: <ul style="list-style-type: none"> PD - 85+% = 10 pts CL - 70+% = 30 pts 60 - 69% = 20 pts 50 - 59% = 15 pts 40 - 49% = 10 pts ES - 90+= 10 pts 80 - 89 = 7.5 pts 70 - 79 = 5 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) 		

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 		

insert

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El Conquistador '98 Trip Pics



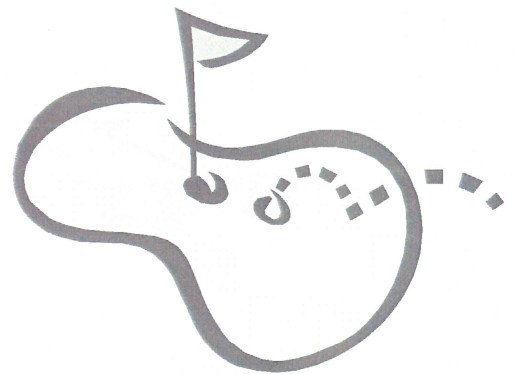
Presidents Club Cabo Classic

This is no golf tournament. It's a Presidents Club Contest!

June 1st thru November 30th

- Sell 25 New Homes *OR*
 - Sell 6 21st Century BuyBacks and/or Ford Repos
- AND WIN A TRIP TO CABO, MEXICO !**

*To get credit for Repos & BuyBacks, they must be reported monthly using the Cabo Classic voucher. To obtain a copy of the voucher, please call Rachel Walker at 281-334-9764.



**Don't Forget
To Play!**

insert

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July's High Scores

Top Payable Gross Sales Centers

- 1 #64 Spring, TX
Jeff Herholz
- 2 #52 Cedar Park, TX
Russell Crawford
- 3 #51 Lancaster, TX
Don Simonson
- 4 #21 Burleson, TX
Bill Straub
- 5 #24 Granbury, TX
Dave Davis
- 6 #48 Azle, TX
Carrie Shipp

Most New Units Sales Centers

- 1 #64 Spring, TX
Jeff Herholz
- #21 Burleson, TX
Bill Straub
- 2 #51 Lancaster, TX
Don Simonson
- 3 #48 Azle, TX
Carrie Shipp
- 4 #24 Granbury, TX
Dave Davis
- #52 Cedar Park, TX
Russell Crawford
- 5 #44 El Paso, TX
Atley Turner

Top Payable Gross Salespeople

- 1 Doug Birdsell
- 2 R.D. Thomas
- 3 Thomas Cole
- 4 Janice Malone
- 5 Robert Jones
- 6 Jose Quinones
- 7 Charlie Waters
- 8 Chad Lake
- 9 John Phippis
- 10 Marcie
Huntington-
Gittins

Most New Units Salespeople

- 1 Doug Birdsell
- 2 Alan Waren
- 3 R.D. Thomas
- 4 Chad Lake
Janice Malone
- 5 Neil Montgomery
Judy Mitchell
Michael E. Howell
Alan Middleton
Thomas Cole
John Vice
John Phillips
Bertha Harland
Matt Tatum

New Homes.New Plans.

(Continued from page 1)

tag - on the 2nd day of the campaign! Several regions have used the campaign theme to create "regionwide" weekend promotions. Region 2, comprised of Houston and Southern Louisiana, reported 41 applications during their promotion. Another "regionwide" promotion is planned for September 12th in Alabama.

Because TV reaches so many households our name recognition will be bolstered, resulting in a long term pay out as well as immediated sales. The objective of the campaign is to increase Sales Center traffic 10-20% with a resulting increase in home sales.

American Homestar University TOP GUNS

April - Alabama Class

- | | |
|---------------|-----|
| David Couch | #89 |
| Dallas Couch | #89 |
| Len Hollon | #72 |
| Mark Bean | #89 |
| Eddie Fleming | #73 |

July:

- | | |
|------------------|-----|
| Rebecca Ashley | #11 |
| Cindy Schoonover | #59 |
| John Sullivan | #84 |
| John Thiem | #90 |
| Eric Tiggeman | #40 |

August:

- | | |
|----------------|-----|
| Mike Daniels | #30 |
| Ray Davis | #62 |
| Justin Henry | #49 |
| Brock McPeters | #91 |
| Martin Zera | #43 |

August - 2nd Class

- | | |
|--------------------|-----|
| Sam Banning | #24 |
| Trey Boultinghouse | #17 |
| Lorraine Douglas | #25 |
| Rodney Guidry | #14 |
| Jason Haywood | #98 |

August - North Carolina Class

- | | |
|---------------|-----|
| Steve Andrews | #09 |
| Emma Coccari | #67 |
| Dewey Nettles | RVP |
| Ed Pauley | #13 |
| Micheal Smith | #06 |

Congratulations!

Presidents Club Monthly

Nationwide Reaches Out To Those In Need

The McSwain Project

After demolition of Houstonian Leon McSwain's current substandard home, Nationwide, in cooperation with Sonrisa Development and Houston City Council Member, Joe Roach, presented him with a new manufactured home (pictured below) at no cost. This valuable project was not only an opportunity to help someone in need but also an excellent vehicle in changing perceptions regarding Manufactured Housing in relation to city ordinances



excluding them as residences. Hopefully this is a door opened in the plight to solve the city's substandard housing situation with a cost efficient, aesthetically pleasing manufactured home of proven longevity. The following statement made by Councilman Joe Roach served to support our case, "Manufactured homes offer another

opportunity for affordable housing. Home ownership builds stronger neighborhoods, which in turn builds a better Houston."

Robert Middleton Fundraiser

Nationwide Hunstville could not have asked for a better day, July 11th, to hold a fundraiser for burn victim Robert Middleton, the Houston boy who was covered in gasoline and set on fire June 28th, his eighth birthday. For every new home sold the day of the event, Nationwide donated fifty dollars to Robert's medical fund.

Mayflower Baker, Coca Cola and HEB donated food and drinks for the event. Volunteers from two fire departments were on the scene washing cars in the blistering sun, to raise additional funds. At the end of the day, four new homes were sold and the bake sale and car wash were a big hit. In addition, the event was broadcast on Houston's Channel 13 News

and Channel 3 in Bryan.

St. Jude Dream Home Giveaway

Our Nationwide sales centers in **Lake Charles, New Iberia and Opelousas, Louisiana** have joined forces to donate a manufactured home as second prize in the 1998 St. Jude Acadiana Dream Home Giveaway, a raffle benefiting St. Jude's Children's Research Hospital.

St. Jude's is located in Memphis, Tennessee and was founded in 1962 by the late entertainer, Danny Thomas. The research hospital is run completely on donations and treats childhood cancer and disease with a very high success rate, often providing diagnosis and treatment to those without insurance or means for payment.

The three participating sales centers have been proudly recognized as a Prize sponsor during the five month campaign. Tickets are available for \$100 each. The grand drawing will be held on September 19, 1998.

Special thanks to **PCM** contributors:
Rayme McKinney Ronnie Richards
Rachel Walker Lou Pommier
David Foy

Please continue to send articles and pictures to Laurie Lowery c/o Rachel Walker at the Houston Home Office.