Presidents Club Monthly

2nd Quarter '98 | Newsletter for Retail Division of American Homestar | Vol. 1, Issue 4

americanhomestar.com Goes On-Line

The Company's Corporate web site is nearing completion of Phase 1 and may be on line by the time you receive this newsletter. Our web address is **www.americanhomestar.com** and it is accessible from your sales center computer.

The site is set up under three main groupings of information. These three sections are OUR FAMILY, OUR COMPANY, and OUR HOMES. The **Riders In The Sky** are the site tour guides that walk visitors through each page on the site. They add an element of fun to the site and make it entertaining so visitors will want to check us out and come back to visit more than once!

WIIFM

"What's in it for me?", you may be asking about now.

· First of all it helps you establish with your customers that we are a large stable national company. Does your local competition have a web site?
· The quality of the site design and graphics is indicative of the quality of the homes we build and sell.
· The site reinforces what you are telling your prospects, it's an additional proof source to tell the Company Story.
· It's an additional channel for advertising, getting out the message, about the Company, current specials and your sales center literally world wide!
· It's a great tool to help you recruit new associates and then sell them on the Company.
· It makes it easy for people to find you and communicate with you without having to run the gauntlet of competitive retailers in your market.
· It's a great benefit for families that are relocating from another part of the country. We have received inquiries on our **mfghome.com** site from as far away as returning military personnel in Bosnia.
· Want to find out how your Company is performing? Just check the Investor Relations area on the site for stock quotes, press releases and the latest online information from Wall Street.
· Your sales center web site is linked to the Company site and this will build your traffic!

(continued on pg.2)

Marketing: *Total Home 2000*

There's one word you're about to hear a lot in the coming year. Chances are you're already hearing it daily. Around the world, everyone is catching "millennium" fever--and why not? It's not everyday the annual odometer rolls over.

With the beginning of a next 1000 years in our global history comes the home of the future: new technologies, new ways of doing things, new ways of living. That includes the manufactured housing industry and American Homestar is ready to lead the way with the Total Home 2000 Series.

(continued on pg.4)

In This Issue:

Top Guns	2
Honorable Mention	2
2nd Q. Top Producers	3
Profit Guru Speaks	3
John Raine Remembered	4
Marketing: *Total Home 2000*	4
Cabo Classic Winners	4
GM Promotions	insert
2nd Q. Standings	insert
1999 PC Program	insert

Presidents Club Monthly

American Homestar University TOP GUNS

Congratulations!

October Class -Lancaster,TX
Phillip Hatfield #74
Brian heath #70
Larry Ordener #27
Edgar Valenzuela #46
Mike Thiessen #94

October Class - Birmingham, AL
Steve Andrade #80
Mary Ewing #72
Jerry Lowery #80
Derek Raulerson #89
Billy Vines #85

November Class - Lancaster, TX
Bob Bitner #97
Brad Ferris #24
James Harrison #81
David Lankop #14

November Class - North Carolina
Joanne Dow-Proctor #2
Connie Hess #8
John Packard #9
Mike Stewart #161
Sandy Sumersett South Carolina
Terry Tyson #6

December Class - Lancaster, TX
Heather Ballard #49
Larry Moore #17
Michael Nickles #81
Ronnie Ramirez #96
J. Sandy Swanson #4

americanhomestar.com Goes On-Line

(continued from pg.1)

WHAT'S IN IT FOR MY CUSTOMERS?

The site will be constantly changing as we add new sections, feature various specials, and include information that is valuable to your customers. Here is an example of some of the FAQS (customer questions) that our site will answer.

Q Where are you located?
A Visit the web site and click on your region for a listing of sales centers or, better yet, customers can go directly into your sales center web site at www.mfghome.net/nationwide-26 (as an example) and a detailed map to sales center #26 in Abilene is available along with phone numbers.

Q Why should we buy from your Company?
A Check out the Home Page and you will see that we design, build, sell, finance and insure our homes which cuts out the middleman and makes us truly "Your One-Source Home Source."

Q How are your homes built?
A We walk you through the complete construction process on our site.

Q How are your homes installed?
A Check out our exclusive 8-step program on the web.

Q What type of financing do you offer?
A Visit our site for a complete listing of all programs.

Q Can I be pre-approved for a loan and how much home can I afford?
A There is an electronic loan application on your web site that can be submitted to you via email for pre-approval. We have received 55 of these in the last 7 weeks.

Q I want a home but would like to get some information before I shop.
A No problem! Each sales center web site includes an electronic brochure request form that is emailed directly to your sales center.

Visit our new site, and email your feedback to sales@hstr.com. New sections will be coming soon on such topics as the savings available with the biweekly payment plan, First Value Homes link and more.

HONORABLE MENTION

-Old news...Congrats from **SC#39** to **Gina Reece** for a record $40,923 GP month in August!
-**SC #42's GM Richard Aranda** and **BM Ronnie Alvidrez** deserve high praise for a near perfect year in insurance sales, 100% PD....91%CL...100% ES! Great job!
-New news...Homestar's retail network now consists of 110 company owned stores and 66 franchisees!

Presidents Club Monthly

YTD PC Standings thru 11/98

business managers

Christine Baker	700.5
Chris Satterwhite	613.5
Trudi DeRouen	526
Terri Raymond	497
Don Evon	481
Gregg Tabor	471.5
Ronnie Alvidrez	432.5
Tim White	424.5

salespeople

Douglas Birdsell	926.59
David Pritchett	642.53
Robert Emfinger	561.30
Charles Jerger	560.22
M. Eric Howell	481.36
Matt Tatum	475.39
Lisa Dupre	473.56
Jose Quinones	470.79
Vincent Barbour	453.96
Gina Reece	447.41
Charles Pahira	440.69
Martin Zera	427.80
John Phillips	418.66
Chad Lake	414.38
R.D. Thomas	414.14
Shannon Munns	413.02
Jo McBride	394.38
Bobby Basham	388.32
Chris Allen	387.90
Richard Eudaly	365.64
Dean Martin	360.18
Michael Thiessen	359.29
James Morrison	351.00
Toby Cooksey	349.80
Sam Banning	348.84

general managers

Don Simonson	1389
Carrie Shipp	1170
Mike Levin	933
Dave Shetler	901
John Wells	866.5
Bill Straub	862.5
John DeRouen	862.5
Ashley Pierson	810.5
Dave Schwartz	772
Jack Smith	760
Mitch Brown	754.5
Jim Tierney	719.5
Dave Davis	690
Atley Turner	629.5
Rick Crosby	604.5
Ed Sampson	593.5
Billy Cox	567
Todd Dillon	559
Richard Aranda	558
Peggy Savant	555
Trey Webb	533
Robby Edmonston	526
Paul Taylor	476.5
Dennis Williams	468

office managers

Sherri Sterling	597.5
Joe Carreon	561.5
Gracie Hernandez	531.5
Kim Stafford	480
Linda Toombs	403
Devra Norton	402.5
Mary Gamboa	400
Chandra Pannell	398
Dottie Moore	370
Toni Taylor	338.5
Thelma McLamb	332.5
Betty Haney	328
Wanda Hicks	320
Kathy Ramey	308.5
Art Carreon	265.5
Chere Kelley	261
Tammy Daugherty	255.5
Syndi Calame	234
Rene Lopez	233.5
Jennifer Madden	231
Charlie Hornberger	230
Cindy Garcia	218.5
Kathy Flanagan	214
Laurie Davis	208
Saundra Foy	208

Congratulations to the following newly promoted GMs:
Doug Birdsell #34
Robert Emfinger #68
Greg Jackson #27
Keith Crawford #70
Jeff Berry #69
Ken Andoe #84

Welcome Back to GMs:
Brandon Newman #59
Tommy Mixon #81

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:
- 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, 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:
- 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:
- 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 by 20th

---

OM Program: Gold = 800 Silver = 700 Bronze = 600

Points:
- 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:
- $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

Presidents Club Monthly

Profit Guru Speaks...

An Interview with GM, Dave Schwartz

Nationwide's current net profit leader is non-other than **Dave Schwartz's Sales Center #43 in Jersey Village**, Texas, just outside Houston. ***PCM*** interviewed Dave to find out what it takes to be #1.

Q: What did you do before jumping in to the manufactured housing industry?

A: I spent 20 years in the commercial construction industry as a subcontractor, employing between 15 to 25 office and field personnel.

Q: What does it take to be a good GM?

A: One thing I've learned over the years is not to get too excited when things are going GOOD and not to get too down when things are going BAD. Stay focused and be consistent in your mental approach. The people on the retail center will follow the manager's lead, good or bad! Also, be involved with all aspects of your operation. Expect and Inspect. Hiring good people leads to good results.

Q: Where do you see yourself in 5 years?

A: Still employed with American Homestar, doing whatever upper management feels my talents can best serve the company.

Q: Why does your sales center pull in higher profits than another of equal volume?

A: (A) Inventory new homes, properly displayed and decorated professionally. (B) All homes s/b clean at all times and walked by GM each week. (C) Sales staff must be knowledgable on inventory, proper interviews, qualifying customers, and follow-up procedure. We also have an absolute mandatory policy that everyone use the Model Value Guide to maximize sales price. (D) An organized system of selling that enables the GM to place new people in sales with a minimum of down time. (E) GM must be involved in all aspects of the sale from beginning to end (especially delivery and service). (F) We are not in the mobile home business; we are providing a quality product at a fair price with service before, during and especially after the sale!

Q: Do you have a life off the Sales Center? If so, what do you do?

A: Yes, I enjoy my job and I believe in being productive with my time. I have 3 boys who are all active in sports and I spend my extra time being involved in their lives.

Nationwide's 2nd Quarter *Top Producers*

Top Payable Gross Sales Centers

1	#51 Lancaster, Texas	GM, Don Simonson
2	#48 Ft. Worth, Texas	GM, Carrie Shipp
3	#97 Austin, Texas	GM, Dennis Williams
4	#91 Lytle, Texas	GM, Jim Miles
5	#78 Denton, Texas	GM, Jack Smith
6	#43 Jersey Village, Texas	GM, Dave Schwartz
7	#64 Spring, Texas	GM, Dan Robertson
8	#7 S. Raleigh, NC	GM, Ashley Pierson
9	#56 Austin, Texas	GM, Jimmie Jones

Top 10 Payable Gross Salespeople

1	Doug Birdsell
2	David Pritchett
3	Jose Quinones
4	Charles Jerger
5	Lisa Dupree
6	Robert Emfinger
7	M. Eric Howell
8	Martin Zera
9	Vincent Barbour
10	John Phillips

Top 5 New Home Unit Sales Centers

1	#51Lancaster, Texas	GM, Don Simonson
2	#48 Ft. Worth, Texas	GM, Carrie Shipp
3	#60 Mesquite, Texas	GM, Dave Shetler
4	#7 S. Raleigh, NC	GM, Ashley Pierson
4	#91 Lytle, Texas	GM, Jim Miles
4	#94 Seguin, Texas	GM, John Wells
4	#33 Ft. Worth, Texas	GM, Mike Levin
5	#56 Austin, Texas	GM, Jimmie Jones
5	#90 New Braunfels, Texas	GM, Billy Cox
5	#97 Austin, Texas	GM, Dennis Williams
5	#78 Denton, Texas	GM, Jack Smith
5	#21 Ft.Worth, Texas	GM, Bill Straub

Top 5 New Unit Salespeople

1	Doug Birdsell
2	David Pritchett
3	Robert Emfinger
4	Charles Jerger
4	Matt Tatum
4	Chad Lake
5	M. Eric Howell
5	Vincent Barbour

Presidents Club Monthly

Cabo Classic Winners

Jo McBride #59
6+ Associates Repos and/or 21st Buybacks

Doug Birdsell #64
Dave Pritchett #26
25+ New Home Units

Congratulations and have a great time in Cabo!

Marketing: *Total Home 2000*

(continued from pg.1)

Initially built at the Burleson factory, the Total Home 2000 Series offers a new concept to the industry and our company. Inspired by the success of the Southern Hospitality series Model 772 (over 400 homes built January through October), the concept will go nationwide to cover every area in which we sell homes.

Enter the front door on any planned model and you'll notice something different: expansive living and family rooms, exceptional kitchens--a truly stunning look. Think you've seen it before? How about adding a computer room, designed not just as an additional space, but with computer use in mind? How about a security system and a home theater package with stereo surround sound? How about a remote control fireplace in the bedroom?

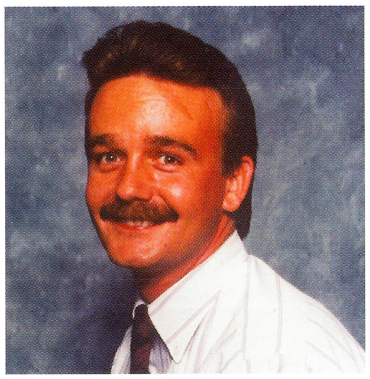
The Total Home 2000 Series' strength lies in its versatility and easy-to-choose packages of advanced technology products--just what millennium fever calls for. Packages are grouped and affordably priced to make these items sizzle.

Best of all, new partnerships with vendors relieve the manufacturing facilities of some installation and allow retailers to offer the packages on other model homes.

The Total Home 2000 Series will be supported by regional television campaigns in major markets throughout the U.S. and by a variety of marketing promotions. (The Total Home 2000 promotional banner is featured on the front page) The exciting look and options are sure to increased excitement and interest for every home we build.

Our Burleson, Guin, Stayton, Boise, Gering and Cherryville facilities have provided AHS Retail with the Home of the Future.

Watch for more on this exciting new concept coming soon. See how American Homestar and the Total Home 2000 are ready to make history in the next.. you guessed it, millennium.



John Raine remembered

Longtime GM and 1998 Inner Circle award winner, **John Raine** passed away September 19th from an apparent heart attack. John joined **Don Simonson's** team in October of 1990 as a salesperson, moving up the ladder to Sales Manager, Asst. General Manager and finally to General Manager of our Desoto, Texas store in 1995. John is survived by wife Janette, daughters Brittany and Cassie and son, John Jr., in addition to his friends and colleagues at American Homestar who miss him dearly.

From the Editor:

Special thanks to **PCM** contributors:
Linda Toombs
Ronnie Richards
Mike Mayes
Dave Schwartz

The 3rd Quarter issue of PCM will be in production beginning 3/15/99. Please forward performance related articles and pictures to Laurie Lowery c/o Racheal Walker at the Houston Home Office by this date. Thank you!