

President's Club Monthly

1st Quarter '00

Newsletter for Retail Division of American Homestar

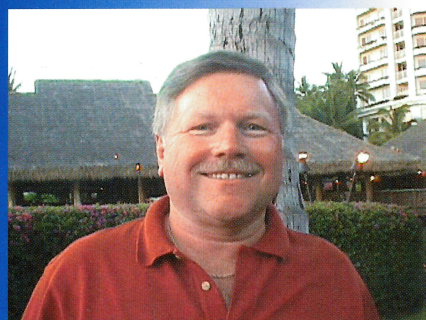
Vol. 2, Issue 1



RON BURNETT SR. RETIRES

Longtime Nationwide Midland, Texas GM, Ron Burnett Sr. announced his retirement earlier this month. The bad news is that he will be stepping down as GM. The good news is that he will continue to sell for Nationwide on a part-time basis. Ron began his career in mobile home sales back in 1968 with A-1 Inc.. In 1970 he was promoted to General Manager of the

Continued on page 3



Charles Jerger

An Interview with the Two Time Champion of Sales

How did you get started in this business? Chuck and Liz Ladd introduced me to this industry. They both believed that I could do well and encouraged me to enter the business. **As the two-time top salesperson in unit sales and payable gross, what**

Continued on page 6

Tournament of Champions

The exciting Presidents Club Tournament of Champions tips off at all sales centers November 1st. In this double elimination tournament styled after the NCAA College basketball playoffs, each sales center team will have the opportunity to win exciting monthly prizes.

Let the Games Begin

To begin the Tournament, each sales center will be placed in a bracket in competition with another sales center that has historically performed at the same level. Winners will be decided and advanced to the next bracket monthly based on new unit sales. Losers in the first round move to the consolation bracket and get another chance. Teams losing in the second round or following rounds are out of the Tournament.

Four Divisions are featured in The Presidents Club Tournament of Champions. Teams are matched by Division based on new home unit sales achieved in a prior period. This assures that high volume sales centers compete in the same Division.

The Final Four Sales Centers in each Division compete in March Madness. April is the National Championship when the Number One Sales Center in each Division will be determined

Getting Ready

You can't have a really great team without a great name. Each sales center needs to select a team name and forward it to Marketing by October 11. Some examples might be Tulsa Tigers, Gulf Freeway Rockets, Raleigh Rogues, Tyler Tornados, and so forth. The only rules are you must use the name of the city/area where you are located as part of your name and no profanity. If two are more teams select the same name, the location emailing/faxing their name to holley@hstr.com or 281.535.0776, first gets the name.

Team photos are required. A good intimidating photo of your team can psyche-out your competition giving you a real hand up. Get the entire Sales Center team together, take a photo and forward to Holley in Marketing. Copies of the team photo will be forwarded to your competitors.

MVP Awards

Most Valuable Players (MVP) will be recognized through out the Tournament. MVP's will receive special recognition and awards for their performance. More information on MVP recognition will be forthcoming.

Recognition & Prizes

Every Employee Associate at the sales center is part of the team and will be recognized. In other words, if the Team wins, everyone gets an award.

As winning Teams move toward the finals the value and desirability of the awards increase accordingly. The National Finals Champion in each Division receive leather jackets while the National Finals Consolation Bracket Winners receive nylon jackets. Awards will be presented at each level of competition. These award recognition items include such items as sports towels, water bottles, caps, and golf shirts.

Division Brackets

Watch your mail for your copy of the Tournament Division Brackets. When received make certain they are posted so your entire team can trace their success as they move toward the National Finals Championship!



ALOHA FROM THE WINNERS IN HAWAII



The awards dinner in Hawaii featured the North Division Winners (#1), East Division Winners (#2), West Division Winners (#3), and the South Division Winners (#4). Everyone was all smiles until the watches and shrimp were all gone.

SPECIAL AGED INVENTORY DOWN PAYMENT PROGRAM

\$1,000 DOWN ON SINGLES
\$1500 DOWN ON DOUBLES
Start Date: Apps dated 9/28/99
End Date: Apps dated 12/31/99
Qualifying Homes: New-9 mos or older

Requirements:

1. Note on app submission - "Aged Inventory Program"
 2. Increase standard rate by .25%
 3. Difference between \$1,000/\$1,500 down and 5% down charged to deal as line items on commission sheet - hint, the closer you come to 5%, the less it costs.
 4. Minimum FICO score of 626 - Grade level II on RBP sheet
 5. Home only transaction
- Special Note: You can sell off other sales centers w/ RVP approval.

Questions: Call your RVP or Jim Brand at 281-334-9791

Customer Criticism Comes Via E-mail

The names and places have been changed to protect the guilty.

"Just wanted to let you know that while in Timbuktoo, a few months ago - twice I visited your sales site and was treated so rudely and refused viewing of any of your models. Well, just so you know, I have purchased a new Mobile Home and paid cash for it - somewhere else.

My brother was kind enough to bring me to your lot in his old pick up truck - perhaps the "gentleman" who saw this felt as though we were not worth spending time on. His BIG mistake. I spent a lot of years in customer service, and believe me, this man needs training - or termination."

Lesson:

A. Do unto others....because you should and because you are a representative of this company and,

B. Never take a customer for granted, they pay your bills and as in this case, it may just come back to haunt you.

New Web Page and Corporate Intranet Designed to Reduce Paper Chase

In the next few months, the American Homestar MIS Department will be ramping up a new corporate intranet designed to improve communications and reduce the transfer of paper documents throughout the company. What is an inTRAnet, you may ask? Well, it is a private, wide area network that uses the inTERNet as its backbone of communication. More simply, it is a way for a company like ours to securely share information using web pages and organized file downloading while limiting its access only to those sites which qualify.

What kind of information will you be able to access? Policies, deadlines, alerts and suggestions about various departments such as Accounts Payable, Human Resources, Payroll, Marketing and Manufacturing will be available with real time updates. Information about finance companies and their various programs will be made available from Jim Brand. Forms that were once distributed weekly in printed form via overnight packages will now be available for download weekly in printed form via overnight packages will now be available for download with the click of one simple button. Even updates to your Tracker system and its various paperwork packages will be found on the site. Jim Morenz, of the Austin MIS Department, will serve as manager of the new site.

A relatively new technology called VPN (for Virtual Private Networking) will be employed to ensure that only authorized corporate sites will be able to log into the new intranet. To do this, software is now being distributed (along with the latest version of Tracker) which contains the unique identification codes required for a computer to log into the site. It will be installed at the same time as your copy of Tracker is upgraded to version 5.3.4. This new update contains many improvements to the Database Management portion of the program and marks the last upgrade you will receive of the 16-bit version of Tracker. All future upgrades to the system will be done using more up-to-date, 32-bit technologies such as Visual Basic 6.0

and Microsoft Access 2000. Though more resource intensive, these packages offer more utilities for capitalizing on the power of the internet. Retailers, look for your CD to arrive in the next few weeks so that you can get access to these two new important tools. Also, remember that it will be your input that shapes them in the future.

BURNETT

(continued from page 1)

Odessa store. He stayed on through the boom and the bust, managing 2 stores for A-1 over a 10 year period. After a successful three year stint in Albuquerque from 1985 - 1988, Burnett moved back to Odessa and joined the Nationwide team. In 1995 he was promoted to GM of our Midland store and has since trained numerous salespeople and seen 18 of them promoted to management including Danny Rudd and sons Greg Burnett (RVP-Region 8) and Ron Burnett, Jr. (GM SC #31). Ron is 62 years of age, married to wife Gayle (pictured above) and boasts 3 children, 5 grandchildren and a great grandchild, Taylor Zach due in November.

On a personal note, Greg Burnett had the following to say: "I owe my success and commitment to the industry to my father. He has always been there for me through thick and thin and guided me in the proper direction toward success, helping me every step of the way. I will truly miss him as a GM in my region. As could be expected, I never had to worry about funding, inventory, personnel or his business. He has always been the "rock" to me. So, here's to ya "Pop", I love ya and wish you the best in your semi-retirement, thanks for being my FATHER!!!"

Congratulations, Ron and best wishes from everyone at American Homestar and Nationwide!

CONTRIBUTORS

The PCM would like to thank the following people who contributed articles and photos for this issue:

Ronnie Richards
Lanette Carpenter
Don Robison
Dwayne Teeter
Greg Burnett
Charles Jerger

NATIONWIDE'S TOP PRODUCERS

1ST Q - JUNE, JULY & AUGUST

Top New Unit Sales Centers

1	#51	Lancaster, TX
2	#17	Houston, TX
3	#48	Azle, TX
4	#56	Austin, TX
5	#45	Burleson, TX
5	#64	Spring, TX
6	#104	Louisville, TN
7	#97	Austin, TX
8	#54	Oklahoma City, OK
9	#60	Mesquite, TX

GM - Don Simonson
GM - Tim Foster
GM - Carrie Shipp
GM - Brad Stevens
GM - Brandon Stanley
GM - Dave Humphries
GM - Ron Hays
GM - Dennis Williams
GM - Charlie Pahira
GM - Dave Shetler

Top Payable Gross Sales Centers

1	#17	Houston, TX
2	#56	Austin, TX
3	#64	Spring, TX
4	#51	Lancaster, TX
5	#97	Austin, TX
6	#48	Azle, TX
7	#45	Burleson, TX
8	#37	Ft. Collins, CO
9	#104	Louisville, TN
10	#34	Bryan, TX

GM - Tim Foster
GM - Brad Stevens
GM - Dave Humphries
GM - Don Simonson
GM - Dennis Williams
GM - Carrie Shipp
GM - Brandon Stanley
GM - Jimmy Jones
GM - Ron Hays
GM - Doug Birdsell

Top New Unit Salespeople

1	Vicki Hayward
1	Rhonda Scott
2	Robert Russo
2	Brenda Hodges
2	Jeremy Smith
3	Bill Vaughan
3	Garney Gray
3	Gary Vaughan
3	Ronald Elliott
3	Robert Moffatt
3	J. Scott Robbins

Top Payable Gross Salespeople

1	Robert Russo
2	Brenda Hodges
3	Bill Vaughan
4	Mario Giraldo
5	Armando Garcia
6	Jesse Staley
7	Lisa Dupre
8	Jeremy Smith
9	Charles Weinacht
10	Garney Gray

Presidents Club YTD

Standings thru 8/99

General Managers:

Tim Foster	636
Carrie Shipp	541
Dennis Williams	420
Dave Humphries	411
Don Simonson	407
Brandon Stanley	393
Brad Stevens	392
Mike Levin	352
Dave Shetler	304
Craig Bryant	285
Ron Hayes	240
Dave Schwartz	211
Rick Vaughan	210
Trey Webb	199
Jimmy Jones	190
Doug Birdsell	182
Atley Turner	178
Charlie Pahira	176
Leon Dooley	173
Jerry Hughes	162
John DeRouen	129
Art Carreon	124
Jimmy Fannett	123
Tom Sanders	119
John Packard	110

Business Managers:

Cathy Jackson	300
David Fortriede	205

Pamela Bond	192
Christine Baker	188
Joel Speck	148
Danny Rudd	140
Ronnie Alvidrez	121
Steven Williams	121
Trudi DeRouen	101
Tim White	90

Office Managers:

Dottie Moore	350
Sherri Sterling	270
Betty Haney	249
Kim Stafford	183
Lee Ann Duncan	177
Cindy Garcia	162
Jill Hickerson	155
Gracie Sandoval	137
Rhonda Perkins	125
Brenda Carlson	117.5
Marilyn Buss	110
Carri Slaughter	105
Linda Tombs	100
Jennifer Cox	100
Mary Gamboa	97
Mary Roper	95
Sandra Foy	95
Sherry Sanchez	90
Jo DeJournett	90
Amy Rose Haft	85
Connie Snyder	85
Debra Town	85
Laurie Davis	80
Joe Carreon	80
Charlie Hornberger	80

Salespeople:

Robert Russo	368.25
Brenda Hodges	342
Bill Vaughan	331.25
Mario Giraldo	330.51
Armando Garcia	324.44
Garney Gray	296.7
Jeremy Smith	289.11
Lisa Dupre	286.83
Jesse Staley	284.33
Vicki Hayward	279.05
Charles Weinacht	275.22
Chad Lake	267.91
Brandon Stanley	266.5
Gary Vaughan	256.45
Danny Keeling	246.64
Ronald Elliott	243.12
David Dalley	239.48
Charles Rush	237.74
Tom Pritchett	233.39
Vincent Barbour	232.02
Carol Christian	227.58
Kevin Mazzagate	226.49
Bridgett Burnett	223.36
Ralph Ramsey	221
Loraine Baldwin	217.13

PRESIDENT'S CLUB 2000

Awards: Gold Level Gold Presidents Club Watch
 Silver Level Presidents Club Clock Plaque
 Bronze Level Presidents Club Certificate

PC Trip: Top 25 Gold General Managers
 Top 25 Gold Salespeople
 Top 3 Gold Business Managers
 Top 5 Gold Office Managers
 Gold Level Regional Vice Presidents

Eligibility: Program runs June 1, 1999 through May 31, 2000
 Points prorated for hire dates between 6/1/99 and 8/31/99
 1 Trip per family
 Trip is not transferable
 Must be employed at time of trip
 Points are not transferable between programs

General Managers Program: Gold = 1350 Silver = 1250 Bronze = 1150

Points:

2 pts. Per \$1,000 Pre-tax Profit (after bonus)
 3 pts. Per New Home Unit Sold
 7 pts. Per Primary Lender Land/Home Deal
 1 pt. Per Rate Upsale

Insurance Penetration Points:

PD 85%+ = 10 pts	CL 60%+ = 20 pts 50%+ = 10 pts 40%+ = 5 pts	ES 60%+ = 10 pts 50%+ = 5 pts
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Annual Bonus Points:

200 pts Unit Quota 100%	
100 pts. Pre-tax Profit (pre-bonus) \$500,000	200 pts. Pre-tax Profit % = 10%
75 pts. Pre-tax Profit (pre-bonus) \$400,000	150 pts. Pre-tax Profit % = 8%
50 pts. Pre-tax Profit (pre-bonus) \$300,000	100 pts. Pre-tax Profit % = 6%

*ROLEX WATCH awarded for Pre-Tax Profit (pre-bonus) = \$1,000,000 (one per person)

Salespersons Program: Gold = 900 Silver = 800 Bronze = 700

Points:

5 pts. Per New Home Unit Sold
 3 pts. Per \$1,000 Payable Gross
 3 pts. Per Credit Life Policy
 2 pts. Per Rate Upsale
 7 pts. Per Primary Lender Land/Home Deal
 5 pts. Per Deal in Home Office by 10th
 3 pts. Per Deal in Home Office by 20th

Business Managers Program : Gold = 650 Silver = 550 Bronze = 450

Points:

2 pts. Per Rate Upsale
 7 pts. Per Primary Lender Land/Home Deal
 5 pts. Per Deal in Home Office by 10th
 3 pts. Per Deal in Home Office by 20th
 Insurance Penetration Points: Same as GM Program

Office Manager Program: Gold = 700 Silver = 600 Bronze = 500

Points:

Insurance Penetration Points same as GM
 7 pts. Per Primary Lender Land/Home Deal
 10 pts. Per Deal in Home Office by 10th
 5 pts. Per Deal in Home Office by 20th
 Bonus Money:
 \$25 Per Deal in Home Office by 10th
 \$15 Per Deal in Home Office by 20th
 \$20 per Cash Sale paid off within 7 days of deposit

Did You Say Something?

Listening, presents a challenge to most salespeople. I guess the reason is we can not imagine anyone having anything to say that would be as interesting as what we have to say. Which of course is true.

So why do our client's insist on talking? I guess because they just want to be difficult. If they would only be quiet and listen to us, we could show them how smart we really are.

But since they don't seem to want to cooperate, I guess we better learn something about listening skills.

In the next several editions of the President's Club Monthly I'll be covering Keys to Effective Listening. The examples I give are real, the names have been changed to protect the uninformed.

KEYS TO EFFECTIVE LISTENING

Key One - Find Areas of Interest: The bad listener tunes out subjects they find boring or not relevant. The good listener is always looking for that nugget of gold. They always ask themselves, "What's in it for me?"

An example of how this can negatively impact a sale:

George was very interested in selling John and Jane a new home. During their rapport building, Jane shared with George that she and John had a black Labrador Retriever named Buster, and that he was their baby.

Since George thought that this discussion was irrelevant to selling Jane and John a home he didn't listen. Instead he was thinking of which house he would show them.

During the interview, when George was discussing their land needs, he asked John and Jane, "Do you have any pets, such as a dog that might need extra room?" In disgust, Jane replied, "No we hate dogs."

At that point George had lost his credibility, and without credibility he could not be persuasive. John and Jane were ready to leave. After all, why should they listen to someone, who so obviously was not listening to them.

Key Two - Judge Content of the Message, Not the Delivery: The bad listener tunes out if the speaker's appearance is not up to their standards and/or their speech is poor. The good listener judges content and skips over appearance and/or delivery errors. An example of how this can negatively impact a sale:

It was Judy's up. She walked into the lobby to greet her prospective client, and was immediately turned off by his appearance. He had on dirty overalls, with no shirt. He was also spitting tobacco juice into a cup and some of the tobacco was stuck in his beard.

Judy's thoughts were, "This guy could not possibly have the money, or the credit, to purchase a house." The man followed Judy to her office where he began to tell her that he worked for a circus, and he wanted to buy a NEW singlewide.

Judy didn't listen because she was judging whether this man could afford a home by his appearance. So in order not to waste any more of her valuable time, she took the man out to an old trade they had and told him she might be able to get him into it.

The man looked at Judy and said, "Lady, I told you I wanted to see NEW single wides. I may not look like I can afford anything but this old piece of junk house you're showing me, but I can. And when I find someone who will listen to me, I'll tell them that I'll be paying cash. Judy lost her credibility, thus lost the sale.

This man, with the cash, was ready to leave. After all, why should he listen to someone, who so obviously, was not listening to him.

Jerger *(continued from page 1)* **do you feel makes you successful?**

It is very flattering to be recognized as a two-time champ because that to me is what sales is all about. Sales is having the attitude of striving to be number one and working hard everyday to achieve this result.

However, I wish it was all me, that would be an honor. In reality, it's the whole network of successful people working together with a common goal and a nucleus of managerial people who don't know what number "two" is about. I wish it could be narrowed down to just

one person but it can't be, from Jim Clark (RVP), Don Simonson (GM), Cathy Jackson (BM), Dottie Moore (OM), Jan Verdi, Christina Vasquez and their supporting staff to the most talented and competitive sales associates I have ever worked with.

What advice do you give to rookies?

That's simple. Don't try to recreate the wheel. This company surrounds itself with seasoned veterans with a willingness to help you grow. I have noticed that rookies bring much of their past experiences with them and try to incorporate their old company ideas before they even try our proven programs. You know, it always puzzles me how quick we want to change things and how little time we spend evaluating and perfecting what is in place. I challenge you to work the program, understand the benefits and commit yourself 100% to following the selling strategies of Lanette Carpenter. You will find that the system works and your success will follow. It seems that when we are the most vulnerable (not knowing) we seem to look for why things don't work. This should be the most sensitive time that we should take a pro-active roll in evaluating our own efforts and accountability for our attitude and behaviors.

What is a typical day like for you on the Sales Center?

Get there at noon, take an hour for lunch, off at 1:00pm. What a deal!!! Seriously, a typical day is trying to keep up with my fellow associates. Don Simonson has put together a team that understands winning and getting the job done. You will never hear "that is not my job". Our lot has a group of professionals that all take pride in getting results and accepting their responsibility in making lot #51 number ONE!

Where would you like to see yourself in the future?

My future is in the hands of the people to whom I report. I hope to be recognized for my abilities and talent and be incorporated in a position where they feel I can add value and be instrumental in the growth of our company.

What is your motto in life?

My motto is to be the best I can be to myself. My mother embedded in me simple values which have continued to stay with me. She told me, "surround yourself with successful people, be willing to accept your efforts, and the results they may bring and most of all BE PROUD OF WHO YOU ARE". Will there be a Three-peat in the year 2000?.....I guess we'll just have to wait and see.

Thanks for another outstanding year, Charles!

Special Financing Programs Help Customers

Three limited time innovative finance plans have been introduced to help our customers buy new homes with minimal cash outlay. Each program meets a different customer's needs. All of these programs expire December 31st.

DOWN PAYMENT ASSISTANCE PROGRAM

This program is designed to allow customers to buy a new home with minimal out-of-pocket cash, only \$1,000 down on singles and \$1,500 on doubles. Program guidelines include:

Qualifying Homes: New display model homes in inventory 9 months or longer.

Program Cost: The difference between 5% down payment and the amount actually paid by the customer is paid by retailer.

Rate: .25% (25 basis points) over standard rate

Lender: Associates Housing Finance

NO PAYMENT FOR 90 DAYS

This program is featured in "The Great Savings Patch", our current promotion. It allows new homebuyers the option of no home payment for 90 days after closing.

Qualifying Homes: All New Homes.

Program Cost: 1 Point and \$100 from loan proceeds

Rate: .25% (25 basis points) over standard rate

Lender: GreenTree Acceptance

BUYBACK ASSISTANCE PLAN

Sales centers with buyback repossessions (21st Century) will benefit from this program which features \$1,000 down on singles and \$1,500 on doubles and lower rates for customers with good credit. Special instructions have been distributed on this plan which is offered through Associates Housing Finance.



CONGRATS!

GM Brandon Newman shares a gift and thanks with Lanette Carpenter at the opening of his new store #45 in Burselon, Texas. Good luck and welcome back Brandon!

SALES ASSOCIATE PROGRAM UNVEILED

Customers, friends, relatives, even your hairdresser can reap the rewards for referring a new homebuyer to the company. It's called the Sales Associate Program and enclosed with this newsletter is a copy of the handout.

How It Works

The mechanics are simple. Sell a home.....Get a check! That's right, use this new marketing tool to generate business through referrals.

Pass out the new Sales Associate Program to everybody. Mail these to previously sold customers, hand out to relatives, park managers, service station and convenience store employees, contractors, literally anyone that could use \$250 (and who couldn't)? Be sure to attach your card so the referral asks for you when they visit the sales center.

To receive the Referral fee simply have your Sales Associate complete a W-9, attach it to a purchase order along with a new Sales Associate Referral Program Claim form available from Marketing. Procedures for charging this expense to the sale remain unchanged.

To order more copies of this new marketing piece fax Retail Marketing at 281-535-0776. Indicate if you need, English or Spanish versions.

NEWS YOU SHOULD KNOW...

401(K):

Effective October 1, 1999, employees who are at least age 20 1/2 are now eligible to participate in the 401(K) plan on the first day of any month following their sixth month of employment. For example, an employee hired on any day during the month of May, would be eligible to enter the plan on November 1, 1999. For further information regarding the benefits of joining the 401K plan, contact the HR Department.

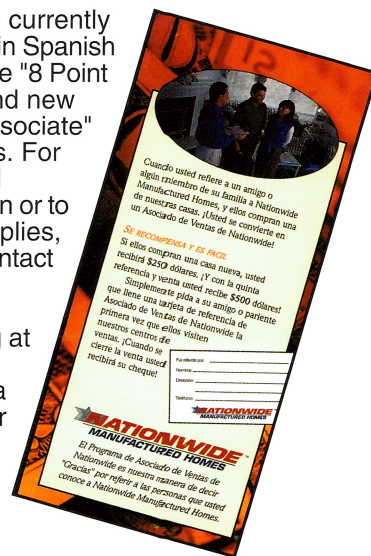
Applicant Referral Program:

Employees who refer a qualified candidate who subsequently is hired and remains employed for at least six months are eligible for a referral-bonus payment of \$500.00. The referred applicant must meet the pre-employment standards required or other applicants. Ask your GM for a copy of the program for further details.

SPANISH LITERATURE IS COMING

The Hispanic market is the fastest growing segment of our business and the fastest growing demographic group in our country. To meet this growing need, sales literature for Nationwide Homes and Oak Creek Village is being translated into Spanish. As English language versions are depleted, a Spanish version will be included in the reprinting.

Literature currently available in Spanish include the "8 Point Setup" and new "Sales Associate" brochures. For additional information or to order supplies, please contact Holley in Retail Marketing at 281-334-9764 for a Fax Order Form.



Scratch & Win Fall Retail Promotion



The **Great Savings Patch** Fall retail sales campaign includes a customer "Scratch and Win" offer that is currently enjoying huge popularity in all types of retail promotions. In the Great Savings Patch promotion every customer wins a choice of one of 5 great gifts with a new home purchase. The gift choices include:

- 32" Color TV
- \$1,000 Shopping Spree
- Washer & Dryer
- Gift Deck
- 4 Day - 3 Night Caribbean Cruise

The **Great Savings Patch** campaign differs from previous Tracker Mailer promotions in several aspects:

• **It's NOT dated for one weekend only!** *This campaign and your promotional efforts should run through Thanksgiving.*

• **The jumbo post card is NOT just a Tracker mailer.** *Reward walk-in customers that buy a new home with a choice of free gifts.*

• **It compliments your telemarketing program as a mail out to phone ups.** *A free gift and \$10 in free gas makes it easier to get customers to visit. Make sure you a supply of these cards at your desk so you can offer every customer the opportunity to participate in the **Great Savings Patch**!*

DFW AREA SALES CENTERS HOWL Clint Black Concert Ticket Giveaway Draws Crowds

The eight Dallas-Fort Worth area Nationwide sales centers joined forces to participate in the biggest annual radio promotion in the DFW Metroplex. Radio station 99.5 The Wolf sponsored a concert at the Starplex Amphitheater in Dallas featuring Country Western recording artist Clint Black. Styled as the Free-For-All Concert, tickets could not be purchased and were only available free from participating sponsors.

As concert sponsors, area Nationwide sales centers were selected sites for local radio personality "Buck In The Truck" to pass out free concert tickets and station giveaways during scheduled live appearances over two weekends.

The ticket giveaways drew large crowds and the concert itself had a capacity crowd.

Vision Focus ACTION

1. Satisfy the Customer: Job #1
2. Develop the Franchise System
3. Capitalize on Current Operations
4. Enhance Retail Financing
5. Develop & Retain Employees
6. Market for the Future

What ACTION will you take today?

AMERICAN
HOMESTAR
CORPORATION



1999 CSI winner and Nationwide Denton GM Jack Smith parties with the "WOLF" gang.