

THE BEST KEPT SECRET IN THE INDUSTRY

Why The Competition Is Jumping Ship To Join Homestar



Executive Vice President, Larry Speck and Chuck Ladd. "Family" not only extends to management but also to fellow GMs. C.P. Parker Jr., GM of our HomeMax Garner sales center and 22 year industry veteran, is not only excited by working for people like Ken McGee but by working with other GMs who are "survivors" and can see the future of this industry in Homestar.

IMAGE & PRODUCT

The appearance of our sales centers and the quality, breadth and pricing of our product line were also key reasons so many of these people came on board. Don Moses, GM of our Myrtle Beach HomeMax location, is retired military with more than 5 years in our industry. Don remarked that "when you combine an amazing product that's

better than anything the competition has with a beautiful environmental "village" display, you can see the future and its exciting!". Our American Homestar GM in Sumter, SC, Rorer Smith echoed the same sentiment, "My Sales Center makes me proud to say that I work for American Homestar and I'm delighted with the product we provide the customer". According to ex-super salesman and new GM Russell Anderson of the Wilmington, NC HomeMax location, pricing is also a hot point these days. It seems that many of our competitors are reacting to a decrease in sales volume by increasing prices. The bottom line looks good, but they are "pricing themselves out of the market". "Homestar remains competitive and provides a better product, which makes for an easier sell."

Continued on page 2

In the last 60-90 days, Homestar's retail operations have been boosted by the influx of top management personnel from Palm Harbor, Clayton, Fleetwood and others...to the tune of some 20+ individuals in the East coast area alone.

"Why?", you say. That's what we wanted to know. After interviewing 15 of our new GMs and RVPs, it was clear that in the eyes of the competition, our HomeMax and American Homestar retail groups have a lot on the ball and a future like none other.

PEOPLE

So often one assumes that people in this business are only driven by money.

It is obvious that although money may be a factor, what truly makes people happy to come to work each day is PEOPLE. Over and over regional and divisional managers Mike Davis and Ken McGee were mentioned as examples of the kind of leadership people want and are inspired by each day. GMs such as R. W. Underwood from our HomeMax store in Fayetteville, NC feel that the "family" atmosphere created by our management is far more appealing than being dictated to by a "company". Brandon Newman, new GM of our Mesquite, TX store left a great job with a competitor to jump at the opportunity to work for longtime Nationwide Division President and

LISTENER PHONE SURVEY THE COMPETITIVE EDGE

The Listener Group of Gulf Breeze, Florida is conducting courtesy follow-up phone surveys of all prospects that visit our sales centers. This national program was implemented late in 1999 after a brief but very successful test. While the program is not a substitute for the Manager's 24 hour follow-up call, it is strongly endorsed by Senior Executive Management as an additional sales tool.

The "Home Listener" survey is designed to give us an edge over the competition. Typically the customer shares information with the Research Associate during the survey that they don't disclose to the sales person. In addition, it creates an opportunity for assessing individual training needs and provides feedback on advertising effectiveness.

Understanding how the program works is important. In a nutshell here's what happens:

- Manager's Daily Report (prospect list) is printed and faxed to Listener Group.
- Listener Group inputs prospect list into their computer system.
- Research Associate calls prospect

and conducts phone survey within 72 hours.

- If prospect is still in market for a home, the lead is considered "HOT" and is instantly faxed back to the sales center.
- Surveys not considered "HOT" are held and faxed daily.

Following are some important tips that will make the program more successful. If you aren't following these guidelines you are diminishing the survey results.

- Fax daily. Any "Ups" from over the weekend should be faxed Monday.
- Make certain you get good phone numbers. Include work and cell phone numbers where appropriate.
- GM should review all "HOT" leads immediately and game plan with sales associate.
- GM should set up a ring binder and file surveys by date.

The survey will be more fully appreciated if each sales associate participates in the survey as a customer. Just include their name on the Manager's Daily Report faxed to the Listener Group.

Continued from page 1.

PAY & PROFIT

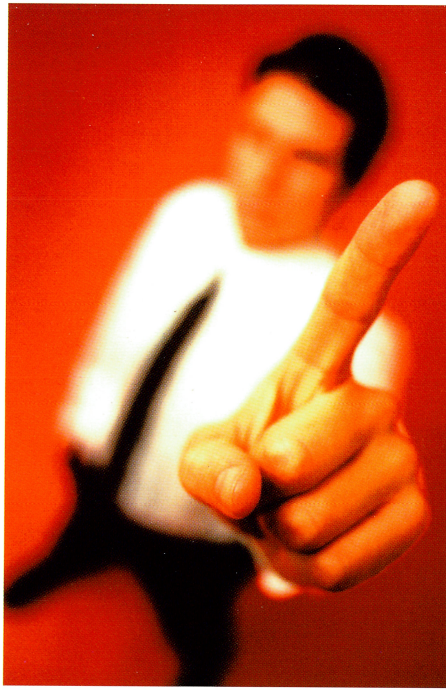
From talking to all of our new converts including new GM and industry veteran Greg Hutchenson, it is evident that the industry views our pay program for managers as "very competitive", if not the best structure available. And, the way we price our homes only allows for additional profit opportunity as compared with our competition. Jeremy Jacques, a previous top salesperson for brand-X and one of our new HomeMax GMs, feels that many companies (unlike ours) are driven by manufacturing, leaving retail with a smaller piece of the profit pie.

FUTURE CAREER OPPORTUNITIES

What do you mean you don't want to stay in the same job forever? Recently promoted RVP Ernie Davis has been selling "trailers" since the 70's as an independent and for one of our major competitors. He came on board as many others did, wanting a "ground floor opportunity, with room for advancement". He just got his wish. New GMs Keir Skipper, Ralph Smith and Clay Worrell had all proven themselves worthy salesmen and managers with other retail operations but felt they had no immediate opportunities for growth or promotion. American Homestar and HomeMax may appear on paper to have been struggling, especially in the Carolinas, but these industry veterans see the potential and the future success of this industry in our company. That says a lot.

TOOLS

Mentioned over and over again in these interviews were two of our most important selling tools, Tracker and the



Home Listener program. And, no one else has them. As our industry develops and becomes more sophisticated, so too does our customer. As a result, the selling process is often longer and requires more follow-up. The Tracker system tracks the sale unlike any other tool in the industry. The Home Listener program provides immediate information about the customer's view of their "experience" on the location. Together these tools provide a General Manager the information to truly manage a sale without having to sell it himself or hang over a salesman's shoulder. According to HomeMax RVP Gurney Huffman, this is a "huge plus".

MANAGEMENT SUPPORT & REPOS
American Homestar RVP and 20 year

veteran Gary Sellers focused on the two final points that make the Homestar package so much more appealing. First, "the Homestar repo program, as opposed to Clayton's, doesn't drain a GM's P&L" by charging back the repossession to the location. In a market correction like we have been experiencing, having a program that does not negatively effect a GM's pay is absolutely crucial to providing a motivating environment and retaining our people. Second, Homestar has focused on downsizing regions in order to "provide more "hands-on" management support". Competitors like Clayton may have a Regional Manager responsible for 14 stores which keeps him "at his home managing over a phone" rather than providing one-on-one training and supervision. We want our regional people on the location providing support as much as possible.

THE GOODS

In a recent recruiting memo sent to our Carolinas team, Chairman of the Board Buck Teeter sites that "American Homestar is the one company that is structured to properly support the relationship between our front line people and our customers. This is the superior business model that people are looking for. Furthermore, American Homestar is the company that is emerging from this industry cycle way ahead of everyone else." If you don't believe it, take it from the industry superstars that have recently joined us from every other major competitor....we have the people, the products, the pay, and the tools to be successful...

**WE ARE THE FUTURE OF
MANUFACTURED HOUSING.**



The homes featured above are examples of the modular product currently available from our R-Anell plant in the Carolinas. Modular products like these will be available in the central market sometime in the future.

WHAT IF

What if your competition didn't have a phone? Your line ads would be the only ones in the newspaper and your phone would ring off the hook, right?

Guess what, 40% of manufactured home owners have a computer and a large percentage of them shop on the Internet. But, you're the only retailer in town with a web site so your computer e-mail should be "ringing off the hook."

Just like the phone, there's a little trick to making this happen. It's called advertising. In telemarketing, if you don't run line ads with your phone number, you won't get any calls. The same goes for electronic marketing on the Internet. You've got to let people know that you have a Web site if you want them to visit you on-line.

Here are sample ads that will drive Web site traffic.

Voted Best Mobile Home Web Site Mfghome.net/oakcreek-45
SuperSize Your Home FREE Supersizehome.com
Best Built Homes On Line Oak-creek-homes.com
SuperSize Home Coupons On The Web Mfghome.net/oakcreek-48
Tour Our Homes At Mfghome.net/nationwide-17
Build On This Site oak-creek-homes.com
Welcome Home To americanhomestar.com
Click. Click. Who's there? oakcreekvillage.com
Free Brochures On Line Mfghome.net/homestar-6
Loans On Line mfghome.net/nationwide-11
Free Home Appraisals mobilehome.net
Log-in and Stay Awhile Mfghome.net/homestar-164
Floor Plans On the Net Mfghome.net/nationwide-21
Make Your Self At Home Mfghome.net/nationwide-60 800-999-9911
Factory Tour on The Net Mfghome.net/nationwide-76

SuperSize Campaign Extended

The SuperSize campaign has been extended due to the high level of customer acceptance and demand. Previously limited to the core Southwest/Southcentral markets, the program's parameters have been broadened to encompass all areas of the country. In markets where the SuperSize 32 or 36 widths are unavailable or less popular, the Manufacturing Division has stepped up to the plate to SuperSize the length of certain popular models.

The SuperSize concept is recognized by consumers as a great value. All sales centers are strongly encouraged to support the National Campaign with local advertising.

It's recommended that local ads include the Super Cool SuperSize.com web address. The national toll free number, 800-999-9911, is also available for free local use. This number is answered by live operators 24 X 7. Operators use this script; "Thank you for calling about American Homestar's SuperSize home offer, this is Sandra, may I connect you with our nearest model home center?" Support materials available from Corporate Marketing include newspaper ad slicks, campaign theme label buttons and "SuperSize Your Home" static cling signs for placement on storm doors or windows. For Campaign supplies contact Holley in Retail Marketing at 281-334-9764.



NOTE OF SYMPATHY

In February, longtime maid/decorator Mila Ruiz lost her husband, Gilberto. The Channelview and Region 1 staff along with the entire Homestar family extend our sympathy and best wishes to Mila.

TRIPS & CONTESTS

Presidents Club 2000: The year will be soon drawing to a close so, don't forget the goal as you move into our favorite time of year... SUMMER SELLING SEASON! Those hard-working people that meet the trip criteria will be joining key corporate management aboard the incredible Celebrity ship, the Century from July 29th through August 4th. Don't be left on dry land!

Aged Inventory/Buyback Bonus Program

Earn points toward the Presidents Club cruise and a trip for two to Cabo San Lucas, Mexico by selling aged inventory and buybacks. There's cash bonus money available, too! The program is detailed in a memo dated February 14, 2000. For a copy of the program or additional information, call Robin Pate or Laurie Lowery at the Houston Home Office.



Nationwide's Top Producers Dec, Jan & Feb

Top 25 New Unit Sales Centers

Lot	Location Description	General Manager	Total
17	Houston, TX	Tim Foster	37
51	Lancaster, TX	Don Simonson	25
55	DeSoto, TX	Mike Johnson	25
57	Greenville, TX	Rebecca Ashley	21
64	Spring, TX	Dave Humphries	20
93	Pflugerville, TX	Trey Webb	19
15	New Iberia, LA	Tom Sanders	18
43	Jersey Village, TX	Dave Schwartz	18
52	Cedar Park, TX	Jerry Hughes	17
94	Seguin, TX	Craig Bryant	17
19	Denton, TX		15
21	Burleson, TX	Tim White	15
31	Colorado Springs, CO	Ron Burnett, Jr.	15
45	Burleson, TX	Brandon Stanley	15
53	Tulsa, OK	Rick Vaughan	15
92	Boerne, TX	Bill Vaughn	15
96	Lumberton, TX	Jimmy Fannet	15
104	Louisville, TN	Ron Hayes	15
28	Houston, TX	Steve Lockhart	14
56	Austin, TX	Craig Johnson	14
91	Lytle, TX	Jim Miles	14
37	Ft. Collins, CO	Jimmy Jones	13
59	Tyler, TX	David Fortriede	13
60	Mesquite, TX	Brandon Newman	13
13	High Point, NC	Richard Helle	12
16	Lake Charles, LA	Garvin Besson	12
24	Granbury, TX	Dave Davis	12
33	Ft. Worth, TX	Mike Levin	12
54	Oklahoma City, OK	Charlie Pahira	12
82	Las Cruces, NM	Jennifer Neal	12

Top Payable Gross Sales Centers

Lot	Location Description	General Manager	Payable Gross
17	Houston, TX	Tim Foster	\$425,519
51	Lancaster, TX	Don Simonson	\$252,438
31	Colorado Springs, CO	Ron Burnett, Jr.	\$229,967
64	Spring, TX	Dave Humphries	\$194,656
93	Pflugerville, TX	Trey Webb	\$188,788
94	Seguin, TX	Craig Bryant	\$188,002
92	Boerne, TX	Bill Vaughn	\$186,057
52	Cedar Park, TX	Jerry Hughes	\$174,672
55	DeSoto, TX	Mike Johnson	\$158,664
96	Lumberton, TX	Jimmy Fannett	\$148,606
45	Burleson, TX	Brandon Stanley	\$145,664
56	Austin, TX	Craig Johnson	\$144,375
43	Jersey Village, TX	Dave Schwartz	\$138,858
13	High Point, NC	Richard Helle	\$137,583
15	New Iberia, LA	Tom Sanders	\$133,901
59	Tyler, TX	David Fortriede	\$132,309
16	Lake Charles, LA	Garvin Beeson	\$130,550
57	Greenville, TX	Rebecca Ashley	\$127,046
8	Eden, NC		\$126,403
53	Tulsa, OK	Rick Vaughan	\$124,643
37	Ft. Collins, CO	Jimmy Jones	\$123,958
19	Denton, TX		\$109,131
91	Lytle, TX	Jim Miles	\$107,449
97	Austin, TX	Dennis Williams	\$103,406
104	Louisville, TN	Ron Hayes	\$100,155

REGION 17 COMPLETES FAST START GUIDES!

RVP Carrie Shipp has a lot to be excited about. For the past two months, her region in North Texas has held weekly training meetings, role played and worked individually with General Managers an hour a day to complete their Fast Start training manuals. Here's what a few of the region's management had to say:

Tom Kline (GM #27) - "the best condensed 60 pages of continuous training I've ever seen - there's no reason for any of our sales reps not to understand, know it..got it in front of them everyday. We're all on the same page as far as training is concerned..no more excuses! Good road map for our new hires." Sales rep Jeff Howland call 119 zeroed out customers using the telemarketing script and got five appointments the first day.

Fred McDonald (GM #29) - "this guide takes on-site training to a new level and I look forward to using the manual with my new hires"

Dave Davis (GM #24) - "the training book is the greatest training tool since I've been with company...the day a new rep is hired they start immediately training...it can be accomplished in a time frame that the sale rep is capable of handling..very comprehensive..starts from day one. We will use this on an ongoing basis!"

Aaron Damask (past District Manager for Clayton and new GM of #30) - "it should become a bible for the industry..it makes you think! Gives a realistic approach...it's a success guide..if you follow it..it's a win, win situation" Robert Farris (new GM #48) - "It's the best turn-key training I've worked with in this industry. I will use this with the veterans and especially new hires."

Carrie Shipp (RVP Region 17) - "it's awesome...I'm so proud of our region. Our weekly meetins/training have been a lot of fun..I really believe we all starve for training."

Nationwide's Top Producers - Continued

Top New Unit Salespeople

94	Seguin, TX	Paul Cameron	11
57	Greenville, TX	Nicole Dickens	10
55	DeSoto, TX	Tamara Arledge	9
53	Tulsa, OK	Vicki Hayward	9
110	San Marcos, TX	Dorothy Essex	8.5
31	Colorado Springs, CO	Gregory Smith	8
17	Houston, TX	Robert Russo	8
17	Houston, TX	Mario Giraldo	8
51	Lancaster, TX	Charles Jerger	8
98	Monroe, TX	Doyce Jones	8
17	Houston, TX	Dale Bostick	7
96	Lumberton, TX	Gary Lowitz	6.5
92	Boerne, TX	George Coppage	6
87	Columbus, MS	Nelson Adams	6
52	Cedar Park, TX	Charles Chester	6
29	Cleburne, TX	Richard Eudaly	6
166	Andrews, NC	Charles Stone	6
51	Lancaster, TX	David Dalley	6
55	DeSoto, TX	Chris Hunt	6
91	Lytle, TX	Hugo Betancourt	6
21	Burleson, TX	Shawn McCune	6
104	Louisville, TN	Robert Moffatt	6
102	Bowling Green, KY	Terri Maness	6
82	Las Cruces, NM	Jennifer Neal	5.5
25	Colorado Springs, CO	Bridgett Burnett	5

Top Payable Gross Salespeople

31	Colorado Springs, CO	Gregory Smith	\$117499
94	Seguin, TX	Paul Cameron	\$112745
17	Houston, TX	Robert Russo	\$99659
25	Colorado Springs, CO	Bridgett Burnett	\$90771
17	Houston, TX	Mario Giraldo	\$90416
51	Lancaster, TX	Charles Jerger	\$86160
110	San Marcos, TX	Dorothy Essex	\$77315
92	Boerne, TX	George Coppage	\$74455
11	Athens, TX	Jimmy Whatley	\$73941
96	Lumberton, TX	Gary Lowitz	\$70893
53	Tulsa, OK	Vicki Hayward	\$68171
51	Lancaster, TX	Christi Lancaster	\$65382
17	Houston, TX	Dale Bostick	\$63379
91	Lytle, TX	Russ Tilley	\$62748
59	Tyler, TX	Cindy Schoonover	\$60908
57	Greenville, TX	Nicole Dickens	\$58657
55	DeSoto, TX	Tamara Arledge	\$55666
87	Columbus, MS	Nelson Adams	\$55621
52	Cedar Park, TX	Charles Chester	\$55301
93	Pflugerville, TX	Charles Weinacht	\$55084
94	Seguin, TX	Craig Bryant	\$54281
52	Cedar Park, TX	Harry Taht	\$53724
17	Houston, TX	Charles Bridy	\$50409
92	Boerne, TX	Bill Vaughan	\$49138
19	Denton, TX	David Duwe	\$48749

DOT. COM OPPORTUNITY

The World Wide Web offers a wealth of opportunity to all customers as well as employee associates. Every new employee should visit our web sites as part of their training and orientation. And all prospective homebuyers should be encouraged to visit us on the web.

Here is a list of our sites:

Americanhomestar.com
Supersizehome.com
Oakcreekvillage.com
Goldmedalhomes.com
Oak-creek-homes.com
R-anell.com
Mfghome.net

Currently under development are sites for First Value Homes and HomeMax. Also watch for news on the new Nationwidetour.com site and the all-new and redesigned Americanhomestar.com site.

Survey feedback is also a great tool for use in sales meetings. Some sales centers have even created contests around the results.

Need help or have any questions? Call Charley Taylor of the Listener Group toll free at 877-616-8363.

SPRUCE UP FOR SPRING

It's that time of year when the grass grows greener, the flowers bloom and the customers come out to find that perfect home. It's also the time of year when the weeds shoot up, the sprinkler system needs adjustment and the landscaping may need a little care. Have you done a careful inspection of your "picture window" frontage? Do you have old faded banners, flags or pennants? Do the lights in your sign all work? Is the timer on your sign and sprinkler system properly calibrated for Spring?

American Homestar sales centers have the best curb appeal and presentation in every market. But like anything else, it takes a little maintenance to keep that top-notch look.

If you need any help or have any questions ask your RVP, Division President or contact Corporate Construction at 281-334-9707.

Presidents Club Standings thru 2/00

(The following points have not been prorated)

General Managers:

17	Tim Foster	1808
51	Don Simonson	971
45	Brandon Stanley	746
94	Craig Bryant	650
56	Brad Stevens	641
93	Trey Webb	634
53	Rick Vaughan	522
33	Mike Levin	497
43	Dave Schwartz	483
97	Dennis Williams	478
64	Dave Humphries	450
52	Jerry Hughes	405
37	Jimmy Jones	382
18	William Coyle	369
15	Tom Sanders	327
42	Art Carreon	312
31	Ron Burnett, Jr.	306
96	Jimmy Fannett	304
57	Rebecca Ashley	267
11	Leon Dooley	235
26	John DeRouen	228
35	Ed Sampson	226
29	Fred McDonald	201
44	Atley Turner	166

Salespeople:

(does not include aged inv./buyback
bonus points or proration)

17	Robert Russo	1088.37
17	Mario Giraldo	950.77
31	Bridgett Burnett	822.88
93	Charles Weinacht	784.67
11	Jimmy Whatley	759.3
51	Charles Jerger	710.87
17	Chad Lake	704.85
53	Vicki Hayward	704.24
51	Christi Lancaster	**669.78
59	Jo McBride	656.66
38	Scott Weilacher	613.19
9	Vincent Barbour	603.23
34	Jeremy Smith	594.19
53	Ronald Elliott	566.36
33	Lisa DuPre	562.64
48	Tom Pritchett	550.78
92	Bill Vaughan	547.99
29	Richard Eudaly	546.94
17	Luis Pena	544.95
31	Gregory Smith	536.1
3	Sergio Posada	528.22
57	Nicole Dickens	526.11
17	Charles Bridy	522.68
17	Dale Bostick	520.11
51	David Dalley	519.58

Office Managers:

51	Dottie Moore	825
59	Betty Haney	730
45	Sherri Sterling	515
26	Gracie Sandoval	511
17	Cindy Garcia	489
60	Kim Stafford	468
55	Linda Tombs	326
46	Mary Gamboa	302
58	Rhonda Perkins	297
48	Lee Ann Duncan	282
27	Jo DeJournett	260
15	Chere Kelley	255
79	Devra Norton	250
93	Charlie Hornberger	245
98	Sherri Sigler	235
53	Blair Schmidt	233
39	Kathy Ramey	230
24	Laurie Davis	225
49	Mark Pell	225
34	Brenda Carlson	217.5
88	SaDonna Rogers	217
44	Joe Carreon	215
96	Belinda Humphrey	200
35	Sheri Sanchez	195
33	Syndi Calame	190

Business Managers:

51	Cathy Jackson	651
59	David Fortriede	585
60	Christine Baker	433
42	Ronnie Alvidrez	364
26	Trudi DeRouen	356
17	Robert Russo	289
53	Jeannie Thompson	248
28	Cheryl Cowie	188
603	Andrea Pollman	154
81	Boomer Hilburn	134

New Vacation Pay Program

Effective January 1, 2000 General managers and Sales Associates are eligible to earn up to a maximum of one (1) WEEK PAID VACATION after completing one (1) full year continuous employment with the company. You must be employed for a minimum of one full year before vacation TIME EARNED can be taken.

Vacation pay will equal the same amount the employee receives as a DRAW but is not charged back against future commission and/or bonus pay. Vacation must be used in the year it was earned and may not be accumulated from one year to the next. Requests for vacation time off must be approved in advance by the appropriate GM and RVP. Sales Associates must indicate vacation time taken on the time sheet with the letter "V" for each vacation day taken.

Vacation time not taken during the calendar year of entitlement is not redeemable for equivalent pay.

E-Learning Pilot Project Is Approved!

Eight sales centers across the country have been selected as testing centers for the pilot project. These sales centers were chosen because of their proximity to technical support and their diversification of Regional Vice Presidents and Divisional Presidents.

The eight sales centers are:

Lot #	Location	General Manager	RVP
45	OCV-Burleson	Brandon Stanley	Jack Maxey
17	NW-Houston	Tim Foster	Jim Taylor
7	AHHC-S. Raleigh	Ashley Pierson	Jeff Norris
56	NW-Austin	Craig Johnston	Trey Webb
60	NW-Mesquite	Brandon Newman	Chuck Ladd
64	NW-Spring	Dave Humphries	Les Stone
710	FVH-Raleigh	Ben Loma	Gene Anderson
TBA	TBA	TBA	Dave Holmes

The first E-Learning module will be Telemarketing since the Best Practices Project showed that 60% to 70% of our delivered clientele originated off the telephone. The time line will be to have the Telemarketing module up and running at the eight sales centers by June 1, 2000. As soon as any bugs are worked out, we will begin rolling it out to everyone.

Site Launched

Oakcreekvillage.com

Friday, March 24, was the official launch date for the new retail site for Oak Creek Village sales centers. Be sure to go on line at www.oakcreekvillage.com and check it out.

The graphic design creates a warm and inviting feeling that pulls visitors into the site. The "Location" tab brings up a directory listing each retail sales center with a link to their local site.

The site was created by Whole wheat Creative of Houston, Texas under the guidance of the American Homestar Corporate Marketing group. Comments can be directed to ronnie@hstr.com

GREAT JOB!

"Thanks Mail" from happy customers

On February 9, 2000 Nationwide Spring received a call from Lois Niezoda concerning the home she had purchased from the location 1 1/2 years ago. A large mirror had come loose in her home and she was concerned that it might fall and hurt someone. Nationwide sent a contractor to her home and fixed the mirror. A lovely thank you note was sent siting that the location had gone "above and beyond the call of duty". Great job Connie and staff!

Via e-mail: "Just to let you know that I purchased a home at Nationwide Homes in DeSoto, Texas on Sat. 2/26/00. All the salespeople, Tammy, Chris and Mike were the greatest. Thanks." - Vicki Dolloff

Make A Quick Bonus

The following people will receive employee referral bonuses this month:

Kim Stafford #60 will receive \$250 for referring Joanne Woods

Jason Cearley #20 will receive \$250 for referring Debbie Hadlock

Shawn McCune #21 will receive \$500 for referring Greg Gallagher #27

Any employee who has referred someone who is hired should contact Human Resources to request an "Applicant Referral" form. For more information on the Applicant Referral Bonus program, please contact HR.

New Nationwide Management Arrivals and Promotions

Regional Vice Presidents

Trey Webb	Region 6	Hill Country Area, TX
Dave Schwartz	Region 13	Southern Texas
Carrie Shipp	Region 17	North Texas

General Managers

Mike Watkins	#5	Burlington, NC
Payton Woodlief	#6	Youngsville, NC
Johnny Marsh	#20	Cleveland, TX
Chris Powell	#25	Colorado Springs, CO
Aaron Damaisk	#30	Azle, TX
Mark Watson	#34	Bryan, TX
Robert Farris	#48	Azle, TX OCV
Craig Johnson	#56	Austin, TX
Julian Parker	#58	Tulsa, OK
Brandon Newman	#60	Mesquite, TX Welcome Back!
Roy Sanders	#68	Corpus Christi, TX
Michael Agee	#72	Prattville, AL
Jeff Kelly	#73	Clanton, AL
Randy Wilson	#79	Lufkin, TX
Shirley Taylor	#87	Columbus, MS
Fernando Romo	#95	Donna, TX
Kenny Starita	#107	Pearl, MS
Marty Martinez	#109	Heritage West (community)
Ricardo DeLaRosa	#110	Saddlebrook (community)
Rorer Smith	#165	Sumter, SC
Rob West	#166	Andrews, NC
Ernie Davis	#167	Fletcher, NC
Mike Collins	#169	Greenwood, SC
Brian Low	#170	Garner, NC

SPECIAL THANKS TO PRESIDENT'S CLUB QUARTERLY CONTRIBUTORS!

Don Robison
Lanette Carpenter
Robin Pate
Ronnie Richards
Melissa Clark
Carrie Shipp
Holley Weaver



Did You Say Something?

Part III in a continuing series from Lanette Carpenter's "Keys to Effective Listening" class.

• **Key Five - Work At Listening:** The bad listener shows no energy output. His attention is fake. The good listener works hard at listening and exhibits an active body state.

An example of how this can negatively impact a sale:

James was having a bad day. He had stayed out too late the night before and now he was tired and had a headache. The best prospective client he was going to see all month was sitting across from him. James was staring straight at this couple, but he wasn't there. The client recognized that the lights were on, but no one was home, inside James' head.

The Client's reaction to this was, "Why don't we come back on a day when you are feeling better because it's obvious that you haven't heard a word we've said." The Manager caught the client as they were walking out the door and

salvaged what turned out to be a very profitable sale for the sales center. James' lack of effort at listening cost him a large commission check.

• **Key Six - Resist Distractions:** There are two different types of distractions, external and internal. Either type of distraction easily distracts the bad listener. The good listener recognizes these distractions and takes the appropriate action in order to minimize their disruptive effect.

An example of how this can negatively impact a sale:

External Distractions:

Laura was a new sales representative. She did not realize that dealing with her client's children is part of her job. So when Robert and Tina came in with their 3 small, rambunctious children, Laura became seriously distracted. The parents were talking away as if nothing was going on, but Laura didn't hear a word they said.

Finally she ended up just taking the family out into a couple of homes and

then told them good-bye. At this point, Laura was just grateful they were gone. She didn't consider that she just lost an opportunity to make a sale.

Preparation for external distractions is critical. Videos, coloring books and age appropriate toys can give children the diversion they need so that their behavior doesn't interfere with you listening to their parents.

Internal Distractions:

My personal experience is the best example I have. Back when I was a rookie, I went into Lou's office (my GM) and said, "Lou, I'm scared I won't be able to make my car payment." Lou said, "Lanette, let me ask you something. If you focus on your car payment, will that help you to make your car payment?" I said, "No, I guess not." He said, "If you focus on selling a home, will that help you make your car payment?" I responded with, "Well, of course. If I sell a home I could easily make my car payment." Lou smiled at me and said, "Looks like you'll be better off focusing on selling a home." I changed my focus and rid myself of that internal distraction. The results were I sold a home and didn't miss my car payment.

Tournament of Champions Update

The final round (March) has just been completed but as of this time, no winner has been announced. The 4th Round (February) winners and final round participants were as follows:

Consulation Bracket

5A: Tulsa,OK #53 & Lumberton, TX #96
4A: Greenville,TX #57 & Donna,TX #95
3A: Eden,NC #8 & New Iberia,LA #15

Big Winners Bracket

5A: Lancaster,TX #51 & Houston,TX #17
4A: Fort Collins,CO #37 & El Paso,TX #42
3A: Colorado Springs,CO #31 & River Ridge,TX #93
2A: High Point, NC 313 & Chehalis, WA #603

Congratulations!

